

1/9 **SPREE OASIS**

a summer workcamp for young + Update winter now = SEASON WORK CAMP

The graphic features a teal background with white text and illustrations. On the left, the text 'SPREE OASIS' is written in large, bold, white capital letters, with 'winter work camp' below it in a smaller font. In the center, there is a photograph of a snow-covered bar at night with people gathered around. Below the photo, a white cartoon character wearing a winter hat is shown in a dynamic pose, holding a drink. To the right of the character, the text 'hot drinks snowbar' is written in a white, lowercase, sans-serif font, accompanied by a small illustration of a drink on a tray. The bottom of the graphic has a light blue background with white scratch-like patterns.

**Solution**

a neglected Spree shore part created as oasis by Berlin people for Berlin to enjoy:

1. the workcamp idea with support of designer

brainstorming/planning phase, how the oasis is created/organized:

which equipment, how to be build, ideas...for relax, strandbar, happenings like open air kino, tango dance, concerts,...

2. the construction phase under support of craftsmen like carpenter...for all areas

3. enjoy and visit the oasis with its diverse offers in summer and now update for winter:

first construct natural curling ranks, then a fun for all, with hotdrinks bar

Status: 17.06.2018

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Please describe your idea in one sentence.

spree oasis - a work camp to create a neglected area to special spree area- designed and enjoyed by community

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Who will benefit from your idea, hence whom is your idea directed towards?

young people for summer camp workshop and visitors

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Why is your idea “good for Berlin”?

a neglected shore part of Spree becomes a public place to go

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How many people do you think will benefit from your idea?

all people like to spent time at Spree for special activities

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In what way does the Berliner Sparkasse gain visibility through your idea?

mentioned the initiator and sponsor of the project

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Which kind of people and how many of them will take notice of your campaign?

many

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How much do you estimate the annual budget for the implementation of your idea to be?

budget in depending on the size, capacity of area, up to max. 200.000.- €



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Creative's profile



**lemo** PRO

architect, building expert

Creative's top 5 skills

Architecture, Graphic Design, Product Design, Interior Design