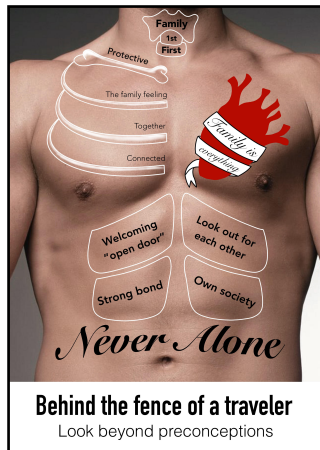


The concept and idea

The traveler also know as the 'kamper' or 'woonwagenebewoner'.

The stereotype we got to know these few weeks is negative. Aggressive, non welcoming, police and overall not nice. This was displayed on the new, newspapers, google, people. But is that who they actually are? Or is that how they are portrayed.

When digging deeper into the matter and looking at the actual people instead of the stereotype we discovered a loving, sweet family side. It is like one big family, who all care and look out of each other.



First layer

The concept

For the instruction we wanted to show both sides. The negative way they are portrayed and the positive side.

We decided that the positive side is about the people themselves. The inside, the personality.

So for the instruction we made a poster. A poster with a travellers body. Showing the literal inside of the traveler. The emotions and feelings, the family feeling they share.

To show the other side we decided to show what is the negative side. How they are displayed to the world. The newspapers, the news and the people. But why are they shown this negative? It is what happens behind the fence not what the media sees in front of the fence.

These posters are meant to be seen by people who have this negative image about travellers. To show them what is also a side of the travellers. Look beyond the preconceptions. Gain knowledge before you judge. Look into something and do research before creating preconceptions about certain groups.





**Kijk verder dan het stereotype
Woonwagenbewoners**

In dienst is het belangrijk om verder te kijken dan het stereotype dat vaak al ontwikkeld is zonder dat wij er ons bewust van zijn. Het is belangrijk om verder te kijken dan het beeld dat wij al hebben. Zodra wij als politie, boos etc in dienstbaar en waakzaam zijn kijken wij voorbij dit beeld. Woonwagenbewoners zijn meer dan het stereotype kampers. Wij oordelen alleen namens de wet, niet names vooroordelen. Mocht deze boodschap niet gehandhaafd worden zullen er sancties zijn.

Geen geweld!



Gebruik geen geweld. Converseer met de persoon.
Stel vragen. Kijk verder dan de vooroordelen.



<< waakzaam en dienstbaar >>

Second layer

The concept

It is an instruction directed to the Dutch police.

Because the travellers get into a lot of conflicts with the police.

The police needs the see the other good side of travellers as well. To get rid of preconceptions and judgement. Because without being conscious of it we all judge before we think.

We made an instruction to show the police and instruct them on to be neutral when being in contact with this group. To not judge and treat them as any other.

The instruction is made out of the perspective of the department that educates the Dutch police. Therefor it is written in the perspective of police to police.