

ANYBODY - ESSENTIAL - KNOWLEDGE

eye-catching uniform



short description / what?

A new uniform design, based on the existing one and respecting the security norms.

Goals / what for?

- 1) trigger the curiosity/ get in the eye of the people walking by
- 2) highlight the gardening aspect of the work (their main task)
- 3) hint at the knowledge they have over plants
- 4) show the diversity of employees
- 5) invite for a conversation
- 6) be something the green-workers can feel proud of/happy to wear

Reasons / why?

Uniform is an important communication tool because it is seen by citizens in the street. For now, the uniform does not communicate anything other than : those people are working on the road, they need security clothes. People mainly associate the fluorescent orange and reflective stripes with construction workers or garbage remover. They don't feel like coming closer.

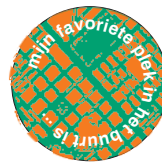
A new uniform design is therefore necessary to show what green maintenance really is about and make a step towards the more social role of a buurttuinier.

I also tried to design a uniform that is flashy and attractive, I think this last aspect is very important, if you want citizens to come have a chat about nature, or recruit more easily, or simply have workers that feel more proud of themselves.

constraints / be careful that:

- 1) comply with the RWS norms for safety clothing, cat. 2. (see "research" at the end of the booklet)
- 2) be comfortable and practical
- 3) be producible in large amounts

How to?



Jackets: The jackets show the relationship with nature and highlight workers' availability for a chat about their work. It also gives a hint about workers' individuality, by showing their names and the languages that they can speak.

I use the two colours in patchwork to give a feeling of nature, as a sort of (very visible) camouflage. In this model I decided to let the reflective material straight, to keep it simple, but I have first thought of another one, with tree and root-like shape (you will find it in the 'research' page, later in the booklet) that you are welcome to use.

In the back is an invitation for citizens to ask questions, and I thought of badges to show the name of each worker, and languages that he or she speaks.

Badges: To emphasize individuality of the workers and invite for a chat. Each worker should fill it in with a permanent marker.

Trousers: The trousers emphasize the knowledge of the green workers. They represent a specific plant that one can find in Eindhoven, and the care that this plant needs. Here I used the red to show the tools (and thus, the caring actions for this plant), and the reflective material to represent the plant itself. For this, reflective heat-transfer foil should be used : it can easily be lasercut or plotted into the plant pattern, and then transferred onto the textile. On the is pocket the name of the plant (dutch and latin), its type and a list of maintenance actions. For the trousers to really show knowledge, it would be good to have a series of 3 to 5 trousers with each of them showing a different plant.

Hat: I suggest to use a cap that also covers the neck for hot season, and a bonnet in winter. I would not make the hat a mandatory part of the uniform, though.

Colours :

- Green of course (nature + Ergon colour)
- Fluorescent red must be covering at least 50 percent of the total clothes to comply with RWS norms (orange is also possible, but I prefer red, it is less usual and contrasts with the green).

Technics

- stitching for patchwork (green and red shapes)
- silkscreen printing for logo and text
- lasercut or plotted and then heat-transferred for reflecting material.

contact / recommendations:

I suppose that for this part, you will have to deal with the company that produces the uniforms.

However, if that is necessary :

- Reflective material :

Printerette Spuistraat, in Amsterdam, can do plotting of reflective material. Their mail : ps@printerette.nl

Here is the reflective material you can use : <https://www.themagic-touch.nl/product/flex-reflectorend-zilver-en-norm-4781/>

- Clothe : Harjinder, from Stich in Style in Amsterdam, helped me with sewing the prototype. She can produce the pattern that could be sent to production (or maybe even produce it herself)

- Badges : Here are 2 companies that produces badges

<https://www.namebadgesinternational.nl/producten/ronde-naambadges/>

<https://www.buttonsbestellen.nl/31mm-button-met-speld-vanaf.html>

And here you can buy a machine to produce your own, as a new worker come (very easy and fast process) <https://www.buttonsmaken.nl/micro-button-machine-25mm/>

I would be happy to discuss possibilities with the company to have this sort of uniform mass produced.

research:

Here is the design of the badges. The orange is supposed to match the colour of the clothe, so if fluorescent red is possible, then it should be red as well, I can change it.



Following are the design for the trousers series :

- 1) tree
- 2) hedges
- 3) low plants.







Here is another option for a design that complies with the RWS norm category 1.







Climop
Hedera Helix
Vaste plant
Zorgactie:
oekruiden plukken
oekruiden schoffelen
taakjes snoeien



Here is the kind of cap I was thinking of, for summer.



Here is information about the RWS norms.

Note : green workers must wear category 2, so the rules do apply on the jacket but not on the trousers.

Class	Minimum surface fluorescent	Minimum surface reflection material
Class 1	0,14 m ²	0,10 m ²
Class 2	0,50 m ²	0,13 m ²
Class 3	0,80 m ²	0,20 m ²

Conditions when installing the reflective bands:

The width of the reflective bands must be at least 50 mm (otherwise it will not count in the surface calculation and will be seen as decoration).

An interruption (for closing system or seam) in the band of retroreflective material is maximum 50 mm. The total of such interruptions will not exceed 100 mm in each band around the body and 50 mm around sleeves and trouser legs.

The space between 2 reflective bands must be at least 50 mm (with a maximum angle of 20°) and these bands must be at least 50 mm from the bottom of the garment (such as from the hem of the trouser legs).

The reflective bands can be applied in various ways. Only if they are applied according to regulations, they count in the surface calculation. This means that the torso, legs and arms must be strapped twice (or once horizontally with vertical straps over the shoulder).