



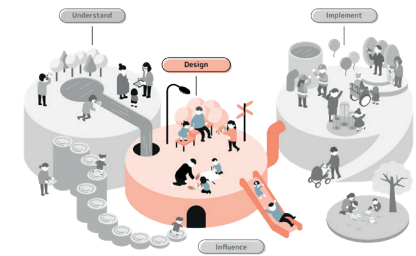


-  **Format**
activity
-  **Group size**
small (project team)
-  **Time**
a few hours - a few months
-  **Facilitation experience**
beginner



Mood board

What is it? A mood board is a **digital or analogue** collage of concepts, places, stakeholders, images, words, materials, activities, sketches. It can help you to identify the **relations** within your project or team, test and refine your **ideas**, and connect best-practice **examples** from different fields of practice and knowledge. Mood boards are a very useful tool in interdisciplinary projects, such as those focusing on child and family-friendly cities.

How to use it? Identify a **question** or a **theme** you want to explore through different examples of projects and processes. Then, find relevant examples of projects, frameworks, services, processes and things that connect to the main theme or question in different ways. Be creative and open in exploring **as many options as possible**. Think about what relates to your theme on the city, neighbourhood, home and object (urban element) **scale**.





Now, sketch, write down or find photographs of behaviours that would **be supported** by the content you have put together. Also, consider the reverse question: what kinds of activities and behaviours need to happen **to support** some of the things on your board?

Keep in mind: Mood boards can be built for different purposes. If your theme or question is connected to a specific milestone or something you want to create on the spot - mood boards can be created **in a few hours**. However, this might also be a sort of 'library' of ideas that you are adding to **over the project life cycle**.

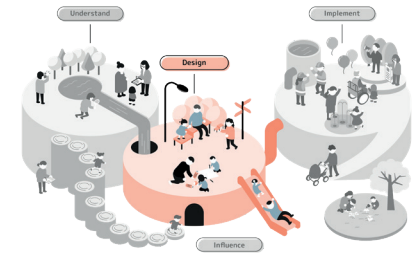


Theme/ Question:

Examples/ words/ materials/ images/ stakeholders/ activities/ sketches that connect *urban planning/design* and *early childhoods*, on this Theme/ Question:

	City 	Neighbourhood 	Home 	Object 
Scales				
	Behaviours/ actions/ activities/ knowledge/ skills/ attitudes that support or are supported by the things collaged above:			

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Mood board

#example

When designing urban furniture to promote breastfeeding, as part of the “Feel Free to Breastfeed” project, **Estúdio+1** has set up an online mood board that brought together research findings about breastfeeding in Brazil, ergonomic requirements for different breastfeeding positions, and a range of materials used for screens (visual barriers) in hospitals, parks and residential design.

