

*Applied and Environmental Theatre 1st
Symposium
Community Theatre and Environmental
Pressures in the Coastal Communities
of the Mediterranean
(THEATRE2SEA)
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Erasmus+
Jean Monnet Modules



HELLENIC REPUBLIC

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University of Athens**

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Fast Fashion 2

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Full Plan of environmental theatre

- Title: Fast Fashion 2
- Reference group: University students.
- Central Question: How does wearing just a shirt affect the environment ?
- Common Role: The Advertisers .
- Roles of the Animator: CEO of a big fast fashion company and an independent seamstress.
- Where: Somewhere, maybe near maybe far .
- When: unspecified, could be in the past, could be now .

Storytelling

Once upon a time, in a big town—perhaps nearby or far away—there lived the Advertisers. They not only created advertisements but were also the most popular agency in the town.

Building space activities

Activity 1: "The Advertisers' Office»

The drama facilitator will distribute various clothing items to the participants to help create the Advertisers' office.

Instructions: At this point, I will give you these clothing items.

You are invited to "build" the Advertisers' office. To successfully create the office, you must meet three conditions: 1. The office must have a clear entrance and exit. 2. Everyone must be able to fit inside the space. 3. You must arrange yourselves so that everyone can face each other. Finally, please come up with a name for the advertising company.

Building space activities

Activity 2. “The Object”

The drama facilitator splits the actors into groups of 4-5. They give out Lego pieces and ask of each group to build an object that always sits in an Advertiser's desk. The rest if the groups have to guess what it is.

Building role activities

Activity 1: "The Advertisers' Rap Anthem"

Instructions: At this point, you are ready to create the anthem for advertisers. You will be divided into three large groups. Each group should write five lines that rhyme at the end. One member from each group will then take turns rapping the "verse" they have created.

Building role activities

Activity 2. “The pantomime”

The participants are split into big equal groups. They are asked to pick 1 positive and 1 negative characteristic of the Advertisers' work. Then they have to represent it, using the pantomime technique. The other groups should interpret each act.



Storytelling

Drama Facilitator:

Now that we have created the entrance, every time you are inside the office, you embody the Advertisers. Someone will visit you soon, and they are wearing quite an expensive necklace.

Action, 1st point of view

Action 1. Perspective A: Stepmother

Good evening! I hope I'm not late for the meeting. Perfect timing! Let's get straight to the point, as I have other commitments to attend to. I acknowledge your incredible expertise in the advertising field, which is why I have complete trust in you to promote our new collection throughout the city. By the end of the season, I want all our shelves empty and young people proudly wearing their annual gala outfits from MARA. I believe that if we combine and enhance our strengths, we can increase sales by over 100% by the year's end. Naturally, you will be rewarded accordingly for your efforts. The contract for this new partnership is right here and just needs your signature to take effect. I'm here to support you with anything you need. Oh, and don't forget — by signing this contract, you will officially become a partner with MARA. (She leaves the contract and exits.)





Assimilation activity A

Activity 1: “Advertisers in Action”

Participants will be divided into three groups. The facilitator will assign the first group the task of creating a commercial for MARA company's new handmade clothing collection. The second group will come up with a slogan for the company. Meanwhile, the third group will design the company's logo on cardboard using markers.



Assimilation activity B

Activity 2: “Cut & Stitch”

The facilitator spreads dozens of magazine cut-outs depicting clothes, shoes, and accessories across the floor. Participants are invited to choose several cut-outs, create their own “outfit,” and attach it to a large piece of paper. The goal is to completely cover the paper with the cut-outs. Afterward, participants are given small Post-it notes and asked to write down their feelings about the final result. They then place the Post-it notes on the paper.

Storytelling

Drama Facilitator :

Remember that whenever you are in the advertiser's office, you are representing the advertiser. The second visitor wears a tape measure around her neck.

Action, 2st point of view

Action 2. Perspective B: Fairy Godmother, the Dressmaker

(She bursts in as if she's been running.) Excuse me, do you have a moment? You absolutely must stop your collaboration with MARA. Can't you see that we're all going to lose our jobs? I'm sure you've seen some of my creations; after all, I dressed Cinderella in her iconic gown and glass slippers! My team worked day and night to create that unique, impressive piece, which, by the way, is made of 100% organic cotton and has zero environmental impact. But now even she has turned her attention to those fleeting fast-sellers. Even if you don't care about my work, think about the harm you're causing by promoting this disgrace! Every year, 92 million tons of microplastics and clothing end up in the ocean. It might be profitable for you, but your actions will scar the Earth forever. That's all I wanted to say. Thank you for your time; I hope you'll listen.

Assimilation activity A

Forum Theatre

- The drama facilitator gives instructions:

When the Dressmaker left the advertisers' office, she went to the MARA factory with her team to protest. Just before they reached the entrance, she encountered the MARA CEO.

Forum Start Condition: *The entire team forms a circle. The symbols (measuring tape and necklace) alternate, and when the dialogue is interrupted, it must resume exactly from where it was paused. The drama facilitator may also take or begin the symbol if they wish to highlight a specific aspect.*

Assimilation activity B

- Activity 2: “The Shore”

Instructions: *You are on the shore next to the MARA factory.*

Choose a position with your body and hold it. If I tap someone on the shoulder, they will explain why they chose that position and what it means to them. Everyone must take a position—feel free to let your imagination run wild. After hearing the stories from others, would you consider changing the position you initially chose? If so, what would your new position be?

Action - announcement of decision

Action 3. Visual A: Decision.

The participants enter the advertisers' office. The CEO returns. Decision.



Reflection

Ten years later .

Activity 1 “The Sign”

Ten years later, a sign appears outside the beach.

What does it say?



Sources

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Photographic Material







Summer
POP UP

SHEIN
Summer
POP UP

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HIP
10

SHEIN

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Sustainable Fashion



