

REcolor:

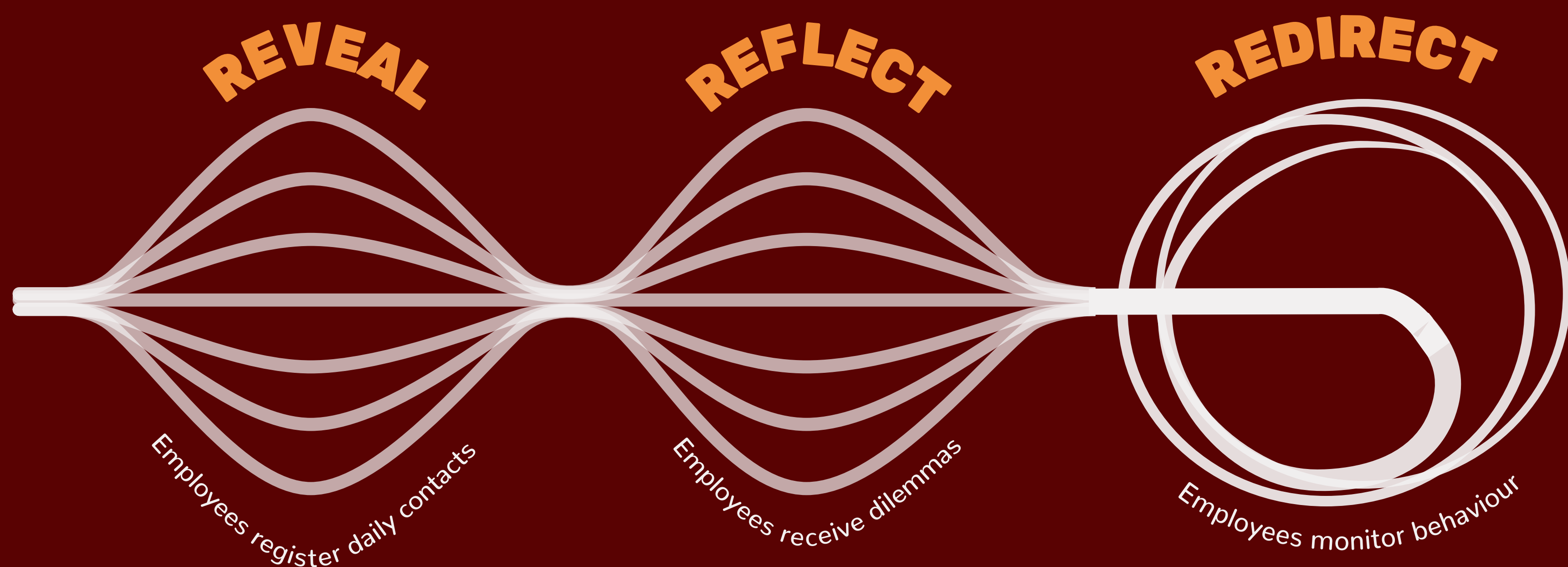
Work oriented interventions to uncover manifestations of racism.

In the summer of 2020 thousands of people in the Netherlands took a stand against racism during BlackLivesMatter demonstrations. A large group gathering for their first time, being young and old, black and white, creating a voice within Dutch society screaming racism is unacceptable. But what exactly is regarded as unacceptable?

This graduation project explores how white people can break their reproduction cycle of systemic racism. As a result this thesis proposes the final design REcolor, a consecutive three step process that visualizes employees' apparent normal within work related situations.

Every phase consists of an intervention to broach a different aspect of the apparent ordinary as perceived by the employees. Altogether, this creates visualizations to enable a critical reflection about the invisible accepted norm.

Each intervention is a combination of individual actions and it's effects that can be compared to the organization's intentions during group reflections. The three distinct steps of REcolor appeal to the Dutch belief that manifestations of racism are wrong and therefore people can adjust their behavior regarding the reproduction of racism.



During **Reveal** the focus within the apparent normal is on the daily contacts of the employees. The result is obtained via employees receiving daily notifications for at least a week to register their contacts. An overview is created of the diversity regarding the skin color of the organization's network. The visualization displays the network divided into the social relation categories of colleagues, customers, partners and others. It allows the organization to revise and compare both internal and external contacts during a group discussion.

During **Reflect** the focus within the apparent ordinary is on the choices and actions during possible situations at work. Within nine dilemmas situations are presented to the employee in which they have to choose between two given actions or responses. After choosing, the employee can read information about the invisible elements of the structure which informs them of their behavior regarding the situation. This also entails questions and tips to help them form the social interaction within future situations.

Redirect visualizes executed unintended and undesired behaviors. As such, the first step is to select undesired behaviour within the intended organization's culture. To get started 15 actions are proposed as being undesired behaviors. Those selected are displayed on the Minefield, a monitoring tool that is received by every employee within the team. Whenever the undesired behavior is executed they tick off the situation. By ticking off situations in which they unintentionally execute undesired behavior, people are confronted with their self perception of being in full control of their actions.



Tirza Izelaar
REcolor the dominant truth: Work oriented
interventions to uncover manifestations of racism.
09/07/2021
Design for interaction

Committee
Prof. dr. Eekelen, B.F. van
Prof. dr. Hekkert, P.P.M.
K. de Randamie
Company
RAEN Industries Holding BV.

**TU Delft**