

u n i t e

face mask development corona crisis '20

In times of crises we see a shift in values. We value our health, we value the people around us, we value clear skies without airplanes. Our society has become more and more individualistic over the years, but during this time we look after each other. We realize we are interconnected as a biosphere and a civilization. Our individual actions matter. We're beginning to understand that this "we" includes many other creatures and societies in our biosphere. If we work together we can create change. United we stand.

These are seven days in following the logistic process of chasing face masks for health professionals, who were desperate for tests and protective gear.

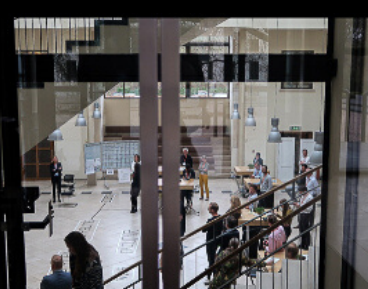


day 1

Observing social behaviors around face masks. People wore them laxly. Scratching the face and the face mask would go off. The guy in the fourth picture told me: "I am just doing it for the fashion".

day 2

This warehouse had been put on the mission to collect and distribute the face masks for healthcare. The empty shelves were waiting.

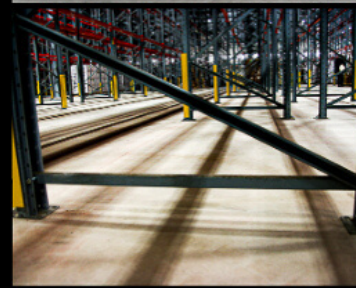
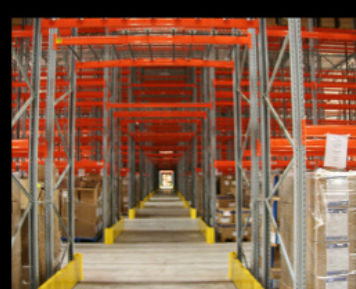


day 3

Crisis lead to collaboration. Professionals formed a whole new business, LCH, to collect face masks. Day 1 started off with 10 people and currently there are 100 people helping out.

day 4

Fashionably quarantined. From the boy telling me he's just wearing the mask for fashion to a whole new fashion trend. Has modeling face masks become viral?



day 5

The first badge of masks arrived. From Schiphol Airport they are brought to the distribution center to supply healthcare workers with protective gear.

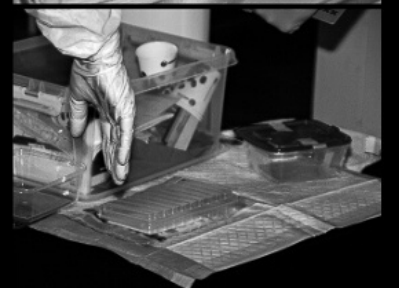
day 6

Other countries' warehouses, storing face masks, were robbed. To prevent this from happening extra security was essential. In a few minutes a portacabin was put into place as well as an energy generator.



day 7

Before distributing the masks, they were tested. When the masks met the standards, they were distributed. GGD is testing people for COVID.



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