

Eco-Fest 2025 at Rowan University (go.rowan.edu/ecofest25 / ecofest25_poster.jpg)

Presented in collaboration with the Design & Environments course

Led by Assistant Professor Mina Zarfsaz

Join us for **Eco-Fest 2025**, a week-long celebration of creative climate advocacy, environmental education, and community engagement on campus. This initiative transforms Rowan's public spaces into interactive zones for ecological awareness and action, showcasing innovative projects at the intersection of design, storytelling, and [sustainability](#).

Kickoff Ribbon Cutting: April 21st, 6PM, Outside of Westby Hall @ Meditation Walk.

What to Expect: *(stay tuned for updates in the schedule & come support the voices imagining more sustainable futures)*

Outdoor Poster Exhibition (Opening April 21, 2025, 6 PM)

Visit the Westby Hall Outdoor Display Case, featuring bold visual statements, speculative manifestos, and design activism created by Westby students. This ongoing display was piloted for the first time by the Spring 2025 Design & Environments class: go.rowan.edu/inhabitingotherwise

Interactive Public Art & Pop-Ups (April 23, 2025, 6-7 PM)

Engage with participatory art installations across campus—look for pop-up exhibits, mapping activities, and live AR stations that invite you to rethink your relationship with the planet.

Educational Toolkits & Installations (April 23, 2025 6-7 PM)

Experience hands-on, student-designed educational toolkits addressing climate justice, and multispecies awareness. Developed by participants in the Design & Environments course, these toolkits reimagine public learning through zines, interactive maps, visual campaigns, and DIY activism.

Workshops + Dialogue Space (Jan 22–Apr 16 & Mar 31–April 3, 2025)

Throughout the semester—and intensively during [SIA25](#)—a series of workshops and discussions laid the foundation for *Eco-Fest*. Covering topics such as design justice, eco-poetry, and art for advocacy, these sessions equipped participants with tools and inspiration to develop public-facing projects grounded in storytelling, activism, and interdisciplinary exploration.

Why Eco-Fest?

Eco-Fest is both a public event and a **living curriculum**—a way to bring classroom learning into the real world through **design, collaboration, and activism**. It builds on the legacy of last year's [Collide i+j](#) project, where students in the *Design & Environments* course created immersive, site-responsive works for Rowan's Centennial Celebration. This year, the course continues its commitment to interdisciplinary engagement, using design as a tool for ecological awareness and public dialogue. We believe that art and design can drive change, and this week is about sharing those ideas with the Rowan community.

Acknowledgments

Special thanks to **Linda Walczak** for leading a thoughtful campus tour that helped students consider landscape, access, and underutilized spaces through an ecological lens. We also thank **Dr. Meenar Mahbubur Rabb** and master students in Urban Planning Studio for sharing their research on air quality in Camden, which inspired several student toolkits and projects. Gratitude to **Michael Benevenia** and Rowan's Facilities team for their support in installing the outdoor display case that brought Eco-Fest to life this year.



ECO- FEST 2025

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