

POCHINEI

WHAT IF ONE VOICE CAN CHANGE EVERYTHING?



WELCOME TO TILBURG!

POCHINEI IS A REMARKABLE STORY HIDDEN IN THE REAL WORLD.

IT BEGINS WITH A COMIC, BUT SOON YOU'LL FIND TRACES OF IT IN LOCAL CAFÉS, PARKS, SHOPS, AND STREETS AROUND TILBURG. MAYBE EVEN JUST OUTSIDE YOUR DOOR. IT'S MADE FOR PEOPLE LIKE YOU — STUDENTS, NEWCOMERS, EXPLORERS — WHO ARE STILL GETTING TO KNOW THIS CITY. MAYBE YOU'RE HERE FOR A SEMESTER, MAYBE LONGER. MAYBE YOU CARE ABOUT THE ENVIRONMENT, BUT DON'T KNOW WHERE TO START. THAT'S OKAY. THIS PROJECT DOESN'T ASK YOU TO FIX THE WORLD. IT SIMPLY INVITES YOU TO NOTICE IT. THROUGH SMALL MOMENTS, SYMBOLS, AND EVERYDAY PLACES, POCHINEI OFFERS A WAY TO RECONNECT WITH YOUR SURROUNDINGS. NO PRESSURE. NO TO-DO LIST. AND WHILE THE STORY IS QUIET, YOU'RE NOT ALONE. ON INSTAGRAM, WE'RE GROWING A SMALL COMMUNITY OF PEOPLE WHO ARE CURIOUS, CREATIVE, AND EXPLORING THIS JOURNEY TOGETHER. JUST A CHANCE TO SLOW DOWN AND SEE THINGS DIFFERENTLY. THE STORY HAS ALREADY BEGUN. NOW IT'S YOUR TURN TO STEP INTO IT.

POCHINEI

WHAT IF ONE VOICE CAN CHANGE EVERYTHING?



WWW.POCHINEI.COM

THIS COMIC IS PART OF A STUDENT PROJECT DEVELOPED WITHIN THE
FRAMEWORK OF THE MINOR IN TRANSMEDIA DESIGN AT FONTYS ACADEMY
FOR THE CREATIVE ECONOMY IN TILBURG.



ONCE FAR FROM NOISE AND NONSENSE,
THERE WAS A BOY NAMED POCHINEI



HE WASN'T FAMOUS, HE DIDN'T HAVE
FOLLOWERS. JUST FISH. AND PEACE.



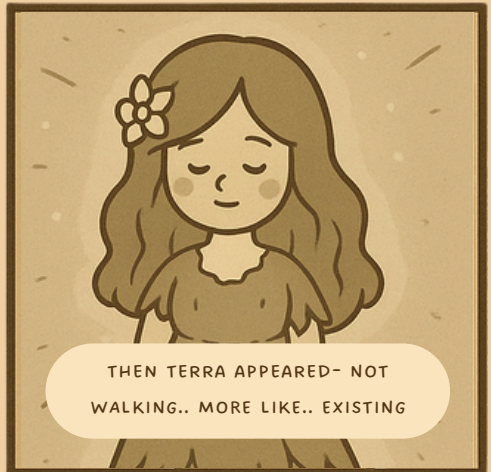
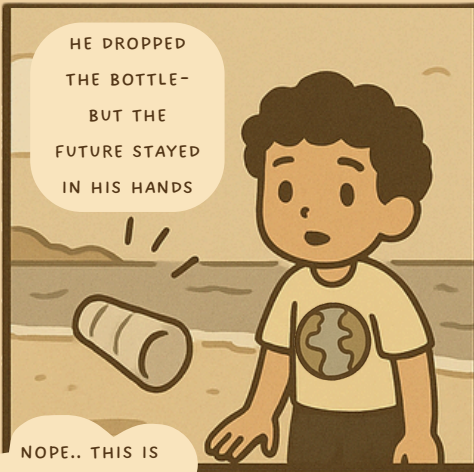
EVERY MORNING HE FISHED NO WI-FI,
JUST WAVES AND WILD GUESSES



SOMETIMES HE WONDERED WHAT
LAY BEYOND.. THEN FORGOT



HE SLEPT PEACEFULLY
UNDER THE STARS,
WRAPPED IN SILENCE-
BLISSFULLY UNAWARE THAT
THE UNIVERSE HAD OTHER
PLANS





GO TO THE PLACE
WHERE PEOPLE HAVE
STOPPED LISTENING



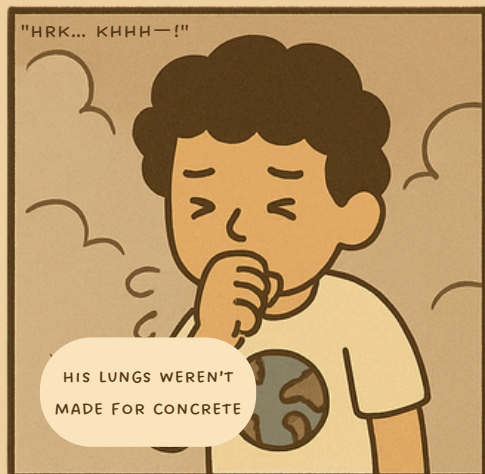
OKAY WAIT-HOLD UP. I'M
JUST A CHILL BEACH GUY??
I HAVE NO IDEA WHAT YOU'RE
TALKING ABOUT--



BUT BEFORE HIS BRAIN COULD CATCH
UP, THE SKY CRACKED OPEN..

SKRRRAASHHHH!

... AND SWALLOWED HIM WHOLE LIKE
A POORLY COOKED OYSTER



HE EXPECTED A GUIDE - AN WISH
ELDER, MAYBE, A GLOWING FOX. -
WHAT HE GOT... WAS A SPOON.

PSST! I'M DOWN HERE.

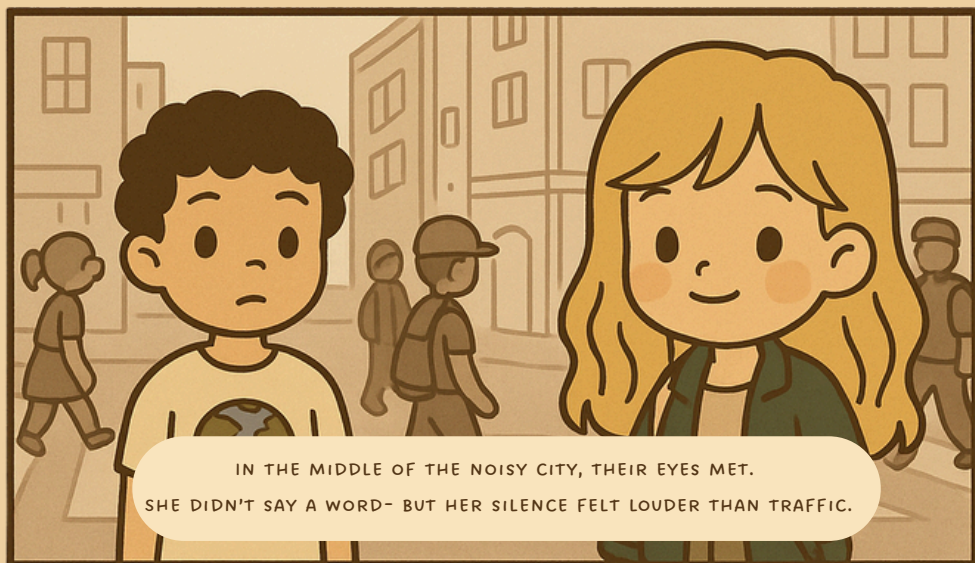
A TALKING SPOON. WITH SASS.



WILLOW HAS
SOMETHING TO SAY.
SCAN THE QR CODE
AND LISTEN IN.

PLASTIC FEELS NORMAL.
THAT'S THE PROBLEM.
EASY IS NOT THE SAME AS
HARMLESS.

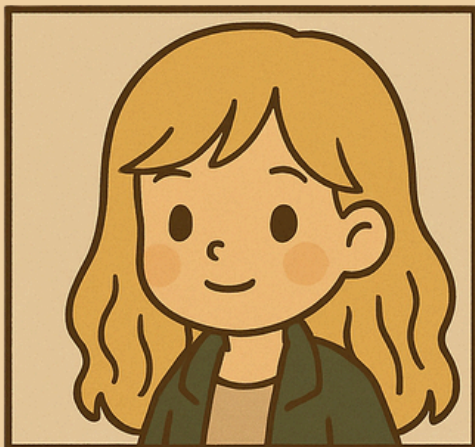
WILLOW VANISHED.
POCHINEI WALKED ON, CARRYING A
LITTLE MORE THAN BEFORE.



IN THE MIDDLE OF THE NOISY CITY, THEIR EYES MET.
SHE DIDN'T SAY A WORD- BUT HER SILENCE FELT LOUDER THAN TRAFFIC.



WHO IS SHE?
AND WHY DO I
FEEL LIKE SHE'S
PART OF MESS?



BEFORE HE COULD STEP
FORWARD, SHE WAS ALREADY
GONE-LIKE FOG IN THE SUN



DOWN A NARROW PATH, HE
FOUND A SMALL HOUSE
WRAPPED IN QUIET



INSIDE IT SMELLED OF DUST,
WOOD AND SOMETHING WARM-
LIKE TEA AND MEMORY



NO ONE SPOKE BUT
SOMETHING WAS WAITING



SCAN TO HEAR BREW
A STORY ABOUT TIME, CARE AND
SECOND CHANCES



WHEN HE TURNED TO LEAVE,
BREW WAS STILL THERE



SHE DIDN'T SAY GOODBYE- AND
SOMEHOW, THAT SAID
EVERYTHING

HE STEPPED OUTSIDE WITH
SOMETHING SMALL AND STEADY
IN HIS CHEST

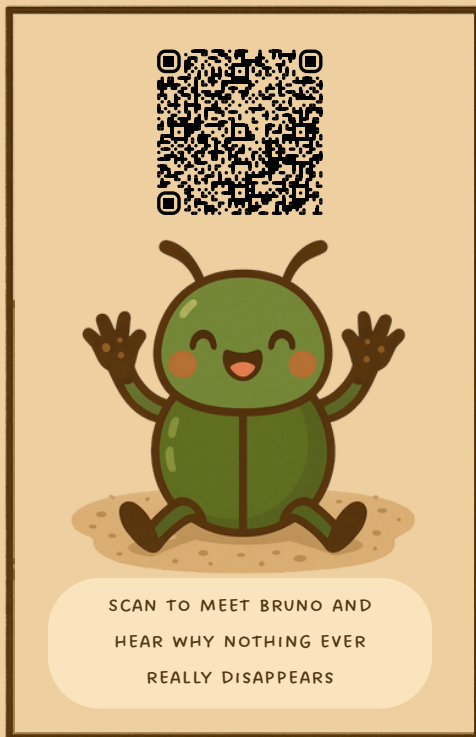
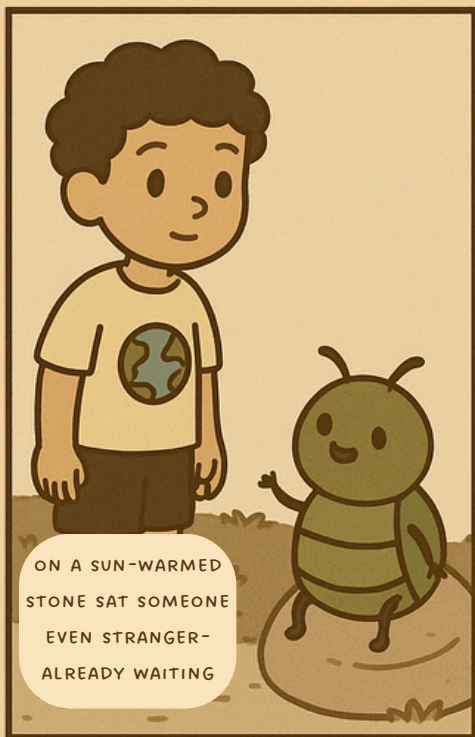


HE DIDN'T KNOW WHAT ELSE
THE JOURNEY WOULD ASK..

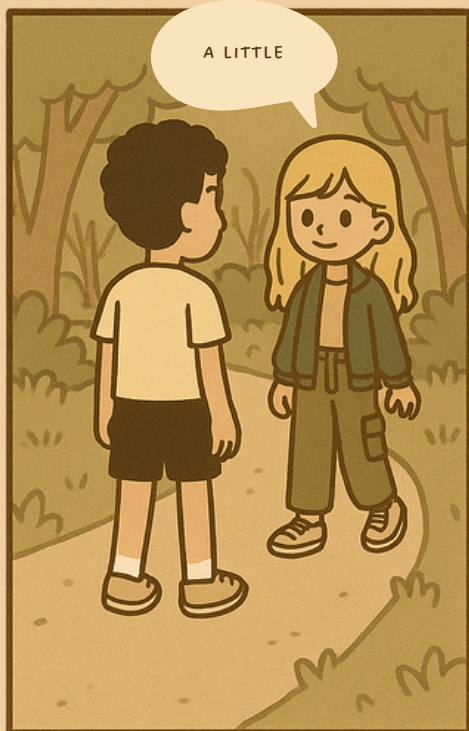
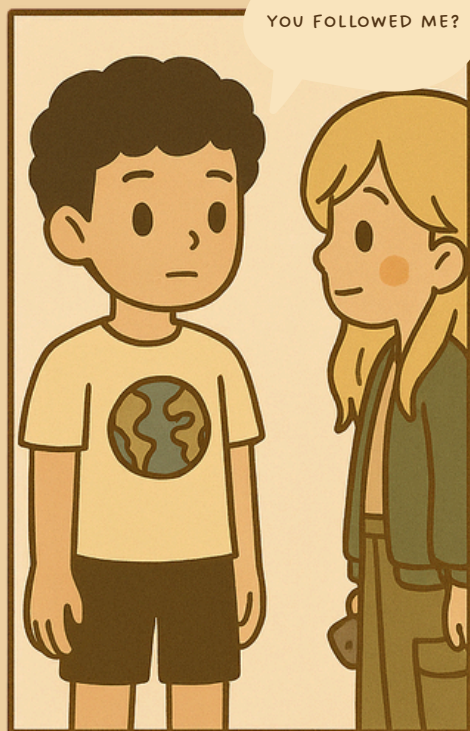
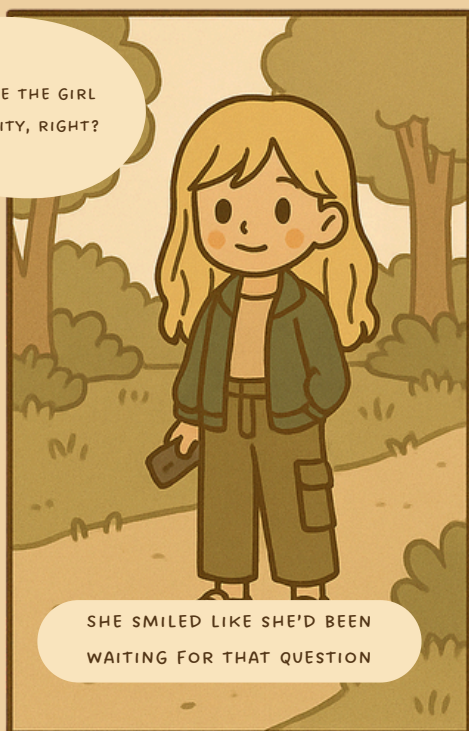
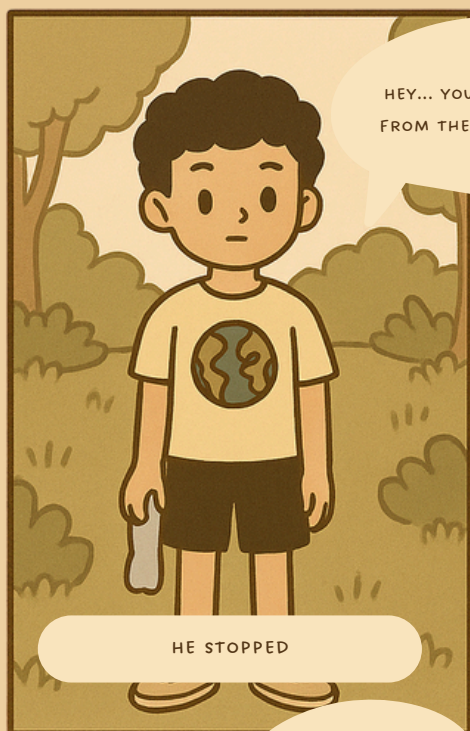


ONLY THAT HE WASN'T SURE IF
HE WAS READY







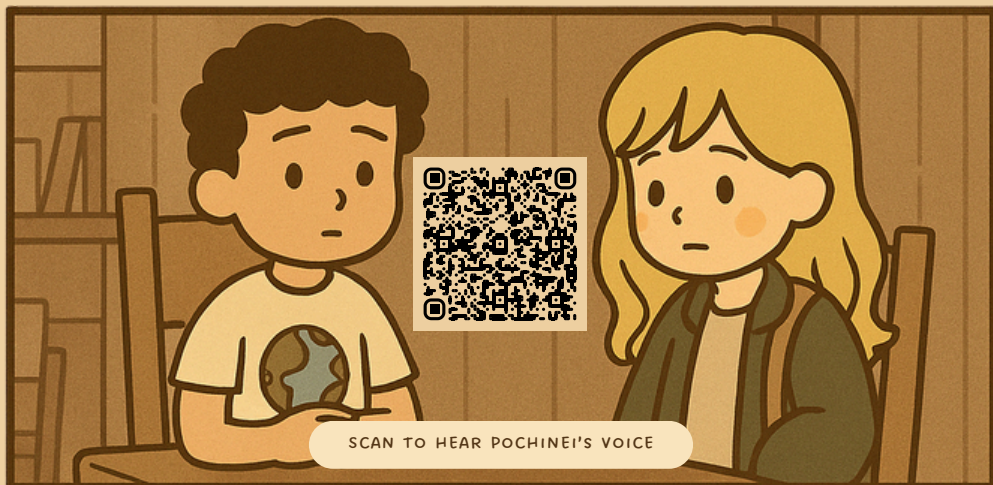




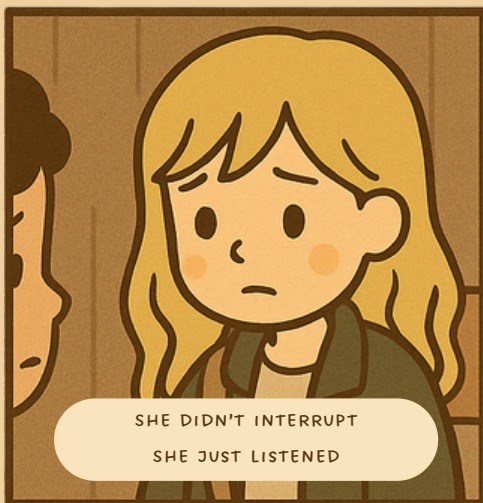
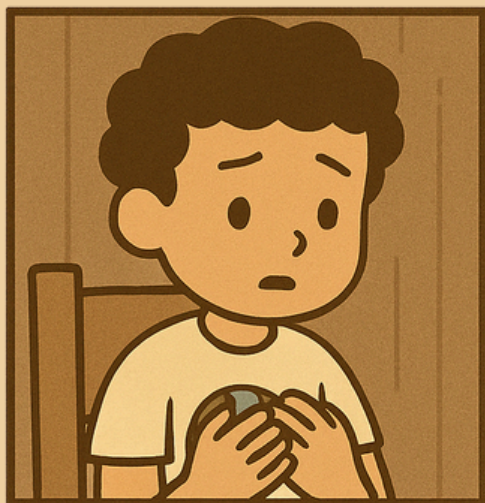
BACK AT THE QUIET CAFE
IN THE WOODS



HE FINALLY SPOKE



SCAN TO HEAR POCHINEI'S VOICE



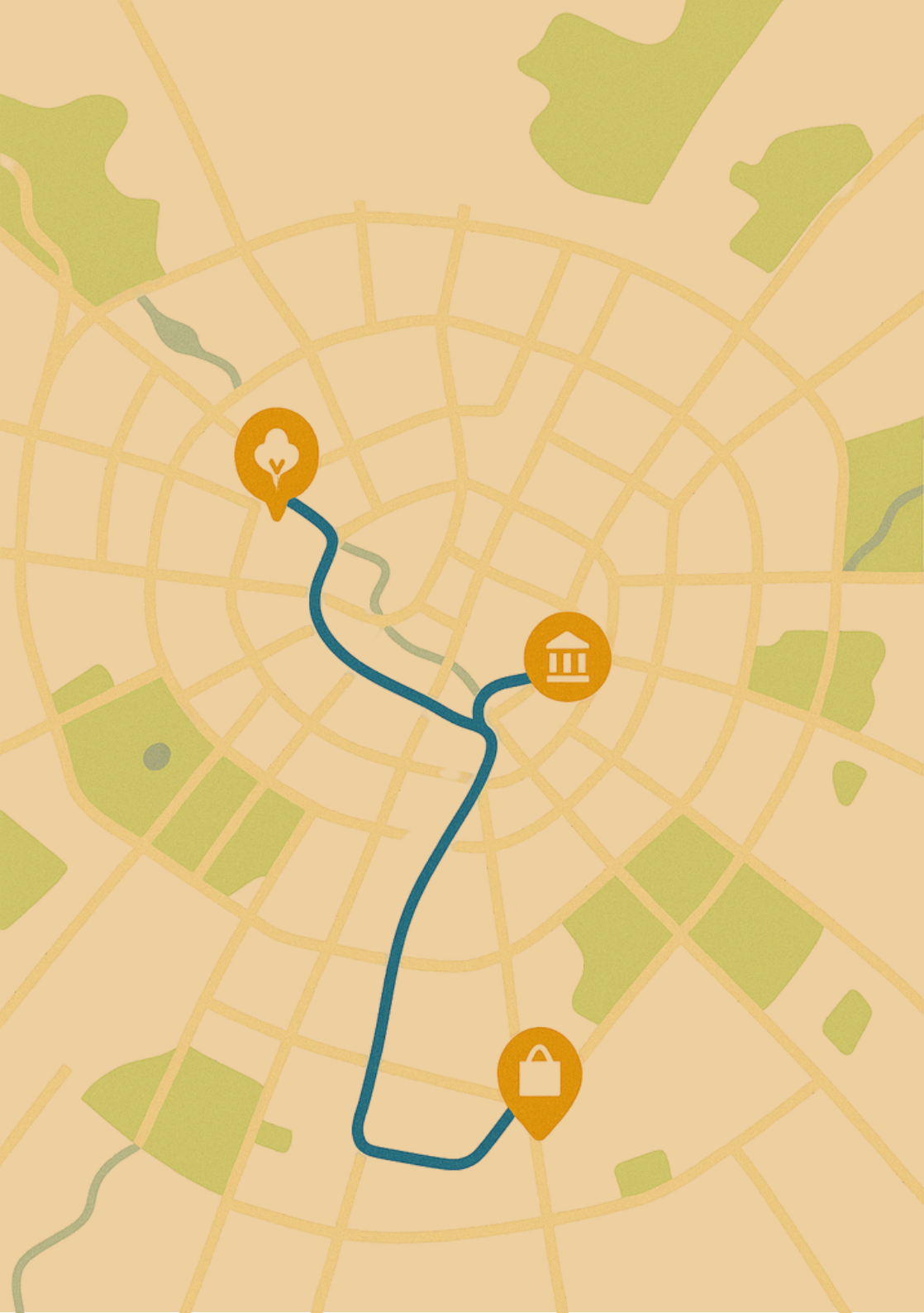
SHE DIDN'T INTERRUPT
SHE JUST LISTENED











WHERE THE STORY MEETS THE STREET.

A: WILLOW THE SPOON

LIVES IN DILLE & KAMILLE

ADDRESS HEUVELSTRAAT 105, 5038 AD TILBURG

THIS PLASTIC-FREE CONCEPT STORE OFFERS EVERYDAY
PRODUCTS MADE OF NATURAL MATERIALS.

B: BREW THE TEACUP

LIVES IN DE OUDE WARANDE

(BOSCHWACHERSHUISJE CAFÉ)

ADDRESS WARANDELAAN 2, 5037 AB TILBURG

HIDDEN IN THE FOREST, THIS SMALL CAFÉ VALUES
CARE, PATIENCE AND LOCAL INGREDIENTS.



C: BRUNO THE BEETLE

LIVES IN NATUURMUSEUM BRABANT

ADDRESS SPOORLAAN 434, 5038 CH TILBURG

THIS MUSEUM CELEBRATES NATURE, CHANGE AND THE
RHYTHM OF LIFE.

FOR MORE INFORMATION:

YOU CAN FIND THE FULL DIGITAL MAP, MEET TWO
ADDITIONAL CHARACTERS, AND EXPLORE EXTRA LOCAL PLACES
AT WWW.POCHINEI.COM.

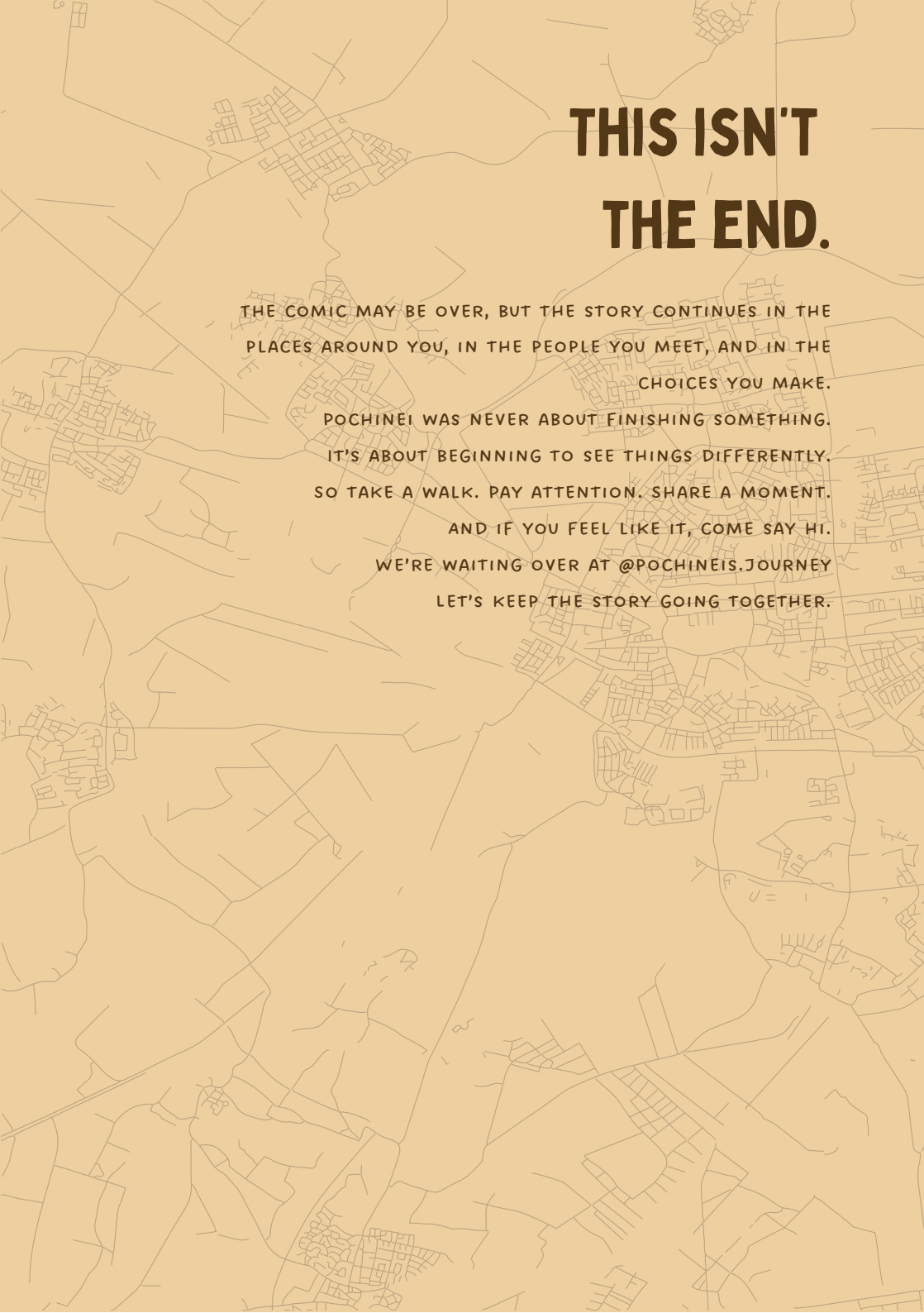
FOLLOW US ON INSTAGRAM AT @POCHINEIS.JOURNEY TO STAY
UP TO DATE AND CONNECT WITH OTHERS WHO ARE
EXPLORING A SLOWER, MORE CONSCIOUS WAY OF LIVING IN
THE CITY.

JOIN OUR COMMUNITY!

MAYBE YOU'RE NEW IN TILBURG. SO ARE WE. AND SOMEHOW
THIS CITY IS ALREADY STARTING TO FEEL LIKE HOME.
ON INSTAGRAM, WE'RE CREATING A SPACE FOR PEOPLE
WHO CARE. PEOPLE WHO NOTICE THINGS. WHO WANT TO
CONNECT. WHO BELIEVE THAT SMALL IDEAS AND EVERYDAY
CHOICES CAN LEAD TO SOMETHING BIGGER. HERE YOU'LL FIND
GLIMPSES OF THE STORY, UPDATES FROM REAL PLACES IN THE
CITY, AND SMALL WAYS TO TAKE PART. SOMETIMES QUIET,
SOMETIMES FUNNY, ALWAYS REAL. COME HANG OUT WITH US.
SHARE WHAT YOU SEE, WHAT YOU FEEL, OR JUST FOLLOW ALONG.
WE'RE FIGURING IT OUT TOGETHER.



POCHINEIS.JOURNEY



THIS ISN'T THE END.

THE COMIC MAY BE OVER, BUT THE STORY CONTINUES IN THE
PLACES AROUND YOU, IN THE PEOPLE YOU MEET, AND IN THE
CHOICES YOU MAKE.

POCHINEI WAS NEVER ABOUT FINISHING SOMETHING.

IT'S ABOUT BEGINNING TO SEE THINGS DIFFERENTLY.

SO TAKE A WALK. PAY ATTENTION. SHARE A MOMENT.

AND IF YOU FEEL LIKE IT, COME SAY HI.

WE'RE WAITING OVER AT @POCHINEIS.JOURNEY

LET'S KEEP THE STORY GOING TOGETHER.



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