

PROBLEM STATEMENT

Climate change is the defining issue of this moment. Because of the long term abstract effects, people do not feel involved. This should be changed.

OBJECTIVE

The objective of this study is exploring ways to raise awareness with by using cultural aspects. This will be done for multiple places around the world.

“ART + CLIMATE CHANGE EFFECT = AWARENESS”

PHILOSOPHY

Research showed great potential in the combination between cultural aspects and water awareness creation. By visualizing the climate change effects through art, the issue is less abstract for the public and hence more relatable. The most pressing climate change effect of that partical region is addressed by the artwork, which will be placed at a location visited by a wide range of people.

IMPLEMENTATION (EXAMPLES)



THE NETHERLANDS: SEATHROUGH

CYCLING COMBINED WITH SCENERY ART

ACTUAL SEA LEVEL CAN BE EXPERIENCED BY WALL



SEA LEVEL RISE



SOUTH-KOREA: DROPIT

K-POP COMBINED WITH CARTOON ART

“FLOOD” AND MUSIC CREATED BY HEAVY RAINFALL



FLOODS DUE TO HEAVY RAINFALL

IMPACT

- 1 Awareness creation bout climate change effects in an artistic manner
- 2 The art will provoke discussions about climate change
- 3 The public will be motivated to implement own meaures