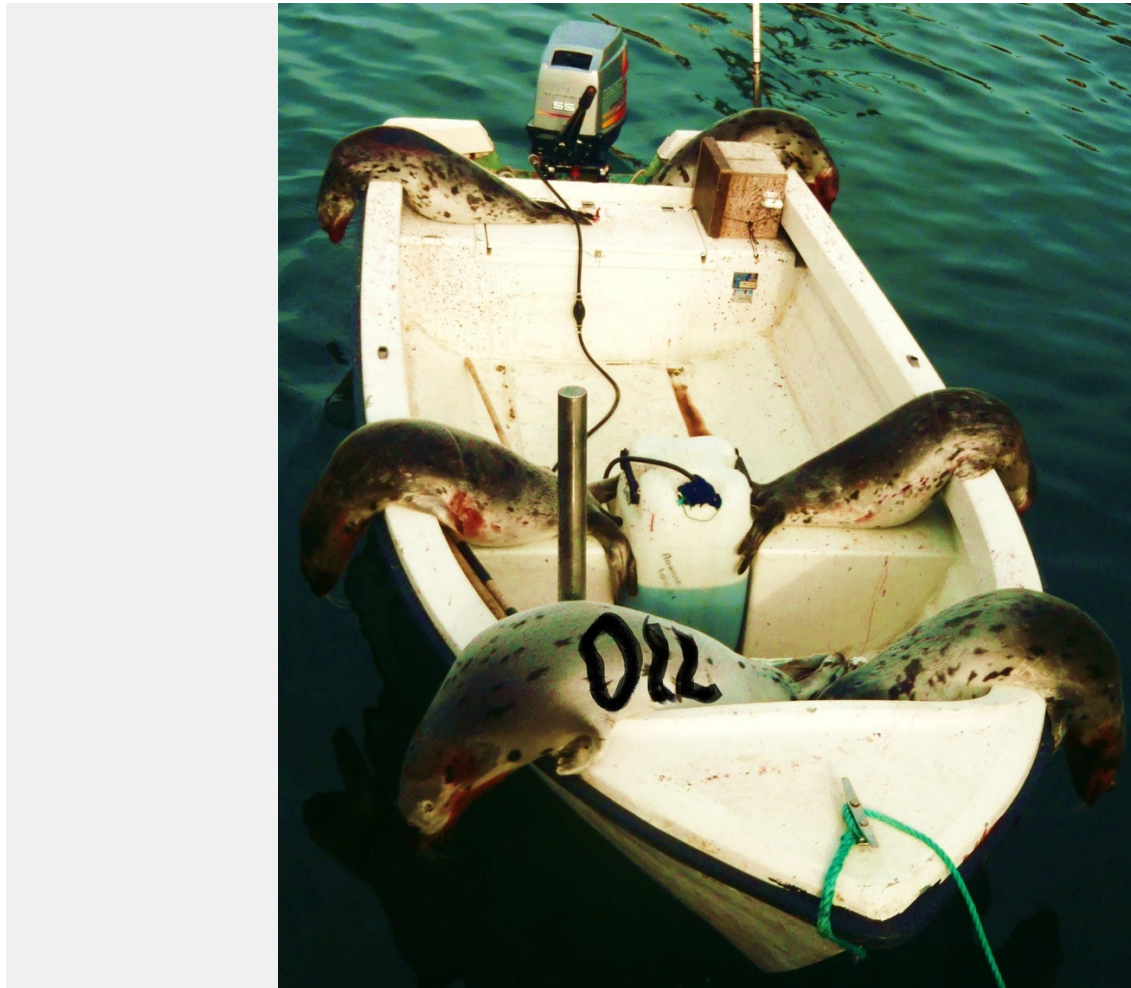


1/5 **Art project: upload OIL**

Art project OIL: The voice of the people and the canvas of the flora and fauna



Solution

The art project OIL is based on an idea of combining art, people and nature in order to force global attention towards the local environment of the Inuit societies covering Russia, United States, Canada and Greenland and of course the sea in between. The Arctic is not only inhabited by some of the largest and rarest animals in the world, it is also (unlike the Antarctica) populated by humans.

The Inuit know what is going on. They not only see the global warming, they live in the consequences of it. Each year dramatic climatic changes due to global warming are forcing the Inuit to change their way of life - as the majority are totally dependant on nature and the climate to make a living.

Inuit cannot own land. Inuit cannot own water, sea, animal or mineral. Inuit can borrow. But Inuit also in the end will pay back.

2/5

Art project: upload OIL

Art project OIL: The voice of the people and the canvas of the flora and fauna

What problem does your idea solve?

It puts the Arctic "on the map" through the voice of the people and the canvas of the flora and fauna. It has the potential to grow and to be used in future projects.

3/5

Art project: upload OIL

Art project OIL: The voice of the people and the canvas of the flora and fauna

How does your idea solve the problem?

With almost zero to none paraphernalia this project could raise awareness to the locality of the Arctic and it's inhabitants. At the same time it emphasises and encourages all spectators to think about OIL and OIL drilling. It sticks out from other campaigns, because it forces us to see OIL out of it's normal context.

Status: 18.06.2018

4/5

Art project: upload OIL

Art project OIL: The voice of the people and the canvas of the flora and fauna

Which (communication) means are necessary to turn your idea into a reality?

Internet, art-websites and blogs, postcards, books, tourism and exhibitions

Save the Arctic

GREENPEACE

5/5

Art project: upload OIL

Art project OIL: The voice of the people and the canvas of the flora and fauna

Creative's profile



hannahrosarasch
Architectural student

Creative's top 5 skills

Graphic Design, Illustration, Photography, Product Design

Status: 18.06.2018