art for climate awakening:
Augmented Reality Murals, Kids Videos, etc.
Linda Cheung, Before It’s Too Late
**Problem** Climate action is not being pursued at the speed and scale required by society due to lack of social will, cultural change.

Currently climate change feels...

- **Distant**
- **Insurmountable**
- **Politicized**

While it is actually...

- **Urgent**
- **Conquerable**
- **A shared problem**
Before It’s Too Late is a creative lab for engaging and inspiring the public to take action on climate change.
Virtual reality storytelling
WHAT FUTURE DO YOU CHOOSE FOR MIAMI?

Augmented Reality Mural
Anthropocene extinction
Jan 2019
Liberty gardens park
Feb 2020
# ENDSPECIESISM
Join us for the 7 Day Challenge on April 20-26. Sign up at earthweekchallenge.org.

- MEATLESS MONDAY
- TRANSPORTATION TUESDAY
- WATER WEDNESDAY
- TRASHY THURSDAY
- CIVIC FRIDAY
- SHOP GREEN SATURDAY
- APPRECIATION SUNDAY
Community workshops
Art as a tool to engage the public

• Approach it with an open mind
• Imagine new possibilities
• Slow down for a moment to pay attention
• Attracts people outside the climate choir
• Beautiful
• Help people remember the beauty of Nature
• Connects us to the divine, our spirituality and power to transcend
• Find creative ways to communicate an abstract issue, make it more visual, more emotional, more personal
• Build Empathy, reminds us of our connection to one another
The Iceberg
A Tool for Guiding Systemic Thinking

Events
What just happened?
React

Patterns/Trends
What's been happening?
Have we been here or someplace similar before?
Anticipate

Systemic Structures
What are the forces at play contributing to these patterns?
Design

Mental Models
How does our thinking allow this situation to persist?
Transform
What can you do?

Illustration by Elise Amel
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