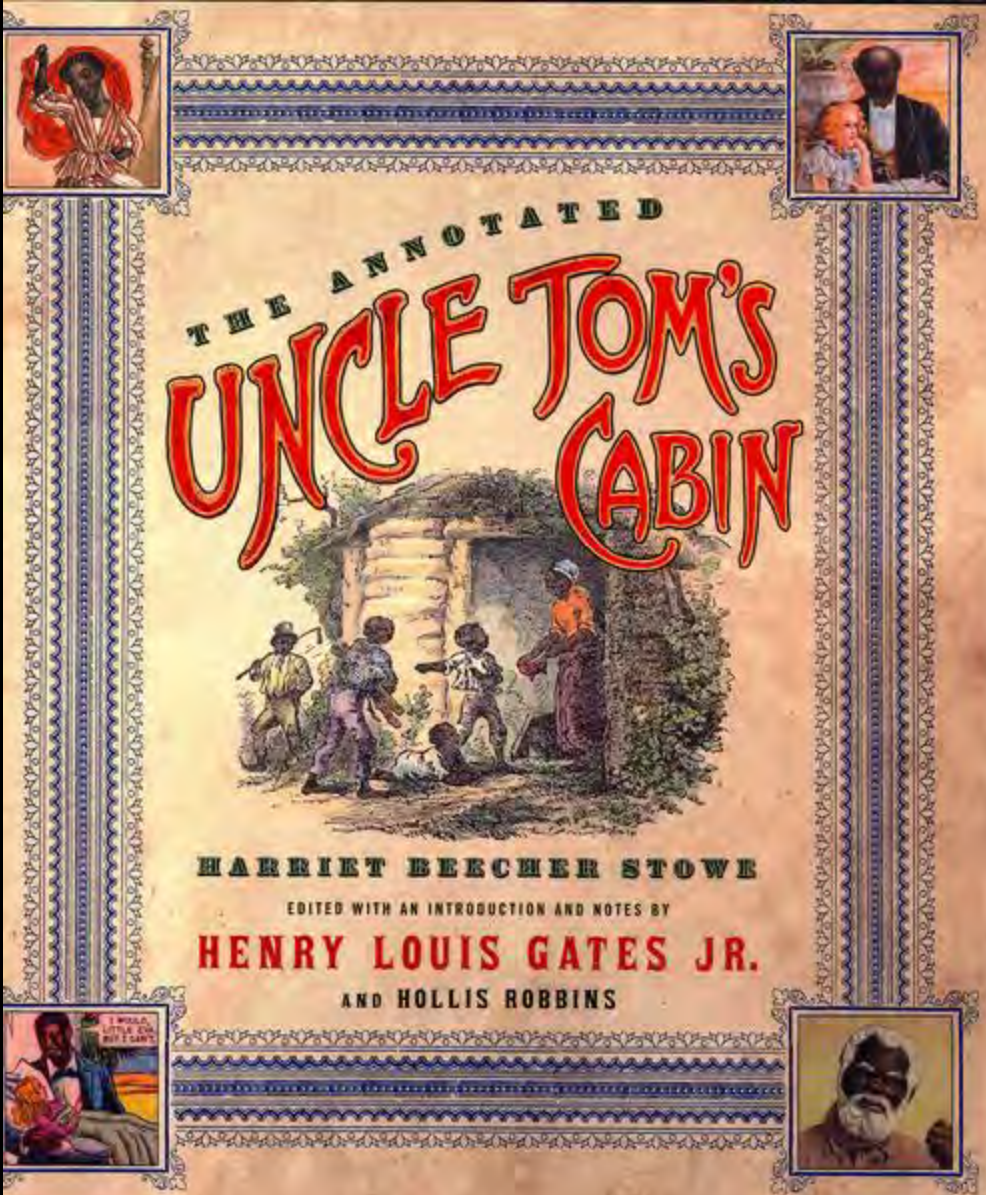


The Art of Change:
Inspiring
Attitude and Behavior Shifts
through Collaborations with the Arts

Marda Kirn
EcoArts Connections

BECC Conference
October 20, 2015



Isaac Cordal

“Waiting for Climate Change” & Other Works





EcoArts2006

July 6-16



PERFORMANCES EXHIBITS TALKS TOURS



PROGRAM HIGHLIGHTS: **PERFORMANCES:** Colorado Shakespeare Festival "The Tempest" July 6, 13, 14 • Colorado Music Festival: The Kronos Quartet July 11, Symphonic Music July 13-14 • Eiko & Koma in Denver July 8, in Boulder July 14-15 **EXHIBITS:** Museum of Contemporary Art/Denver Creative Acts That Matter: The Environment; North, South, East, West: 360° of Climate Change • National Center for Atmospheric Research: Climate Discovery **TALKS:** SOLAR 2006 Conference July 8-13 • Boulder Museum of Contemporary Art: Hollywood & Climate Change July 7, Climate Change in Boulder County July 8 • NCAR: Creeping Environmental Problems: What Can We Do? July 12 **TOURS:** Eco-Cycle Recycling Center July 7 • ReSource Building Materials Sales Yard July 7 & 15 Thorne Ecological Institute: Sombra Marsh July 7 • Valmont Station Coal-Fired Plant July 7 & 15 **AND MUCH MUCH MORE**

www.ecoartsonline.org for a full schedule of events 303.325.5637

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Our Anonymous Angel



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Boulder County's True Independent Voice <FREE> <www.boulderweekly.com> September 6-12, 2007

BOULDER

WEEKLY

climate challenge

EcoArts gathers artists

and scientists to

spark dialogue

on global warming

by Grace Hood

Wayne's Word

Lafayette leaders tell
anonymous whiners
to eat it

Buzz

Chautauqua
releases a
historic album

Cuisine

A pilgrimage to
the Taj
thrills the palate

Elevation

Teams prep for the
toughest race of
their lives

ecoarts

SEPT 14 - OCT 6
2007



**OVER 25 MAJOR
SCIENCE,
ENVIRONMENTAL,
ARTS, INDIGENOUS,
AND OTHER
ORGANIZATIONS
PRESENTING EXHIBITS,
PERFORMANCES,
TALKS, TOURS,
FEASTS, FAIRS, FILMS
AND MORE!**



COLLABORATORS — BAKSUN BOOKS • BOULDER COUNTY ARTS ALLIANCE • BOULDER CULINARY GARDENERS • BOULDER COUNTY GOING LOCAL • BOULDER MUSEUM OF CONTEMPORARY ART • BOULDER PUBLIC LIBRARY • CENTER FOR RESOURCE CONSERVATION • CITY OF BOULDER OFFICE OF ENVIRONMENTAL AFFAIRS • COLORADO RENEWABLE ENERGY SOCIETY • CIRES • CURIOUS THEATRE • DAIRY CENTER FOR THE ARTS • DENVER MUSEUM OF NATURE & SCIENCE • DENVER PUBLIC LIBRARY • GO BOULDER • GROWING GARDENS • ITA • MOTHERS ACTING UP • NCAR • NOAA • NATIVE AMERICAN RIGHTS FUND • ROCKY MOUNTAIN SUSTAINABLE LIVING FAIR • UNIVERSITY OF COLORADO: ARTIST SERIES, ATLAS CENTER FOR ARTS, MEDIA, AND PERFORMANCE, EES, FISKE PLANETARIUM, MUSEUM OF NATURAL HISTORY, UNIVERSITY LIBRARIES, VISITING ARTIST LECTURE SERIES

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The Brain: Two Information Processing Systems*

Analytic

- Logical
- Deliberative
- Perceives reality in abstract symbols, words, numbers
- Rules and algorithms need to be learned – does not happen automatically

Examples

- Numerical statistics in tables, figures, graphs, charts

* “The Psychology of Climate Change Communication,” Center for Research on Environmental Decisions, Earth Institute, Columbia University

Experiential

- Holistic
- Intuitive
- Emotion-driven (fear, dread, anxiety)
- Perceives reality in concrete images and narratives, linked in associations
- Operates automatically and without any training

Examples

- Images or stories
- Emotionally charged and vivid

Cognition + Affect = Effect

Cognition + Affect = Effect

Mind

Intellect

“Facts”

Reasoning

Analysis

What?

Heart

Emotions

Feelings

Attitudes

Values & Beliefs

So What?

Cognition + Affect = Effect

Intellect

“Facts”

Reasoning

Analysis

What?

Emotions

Feelings

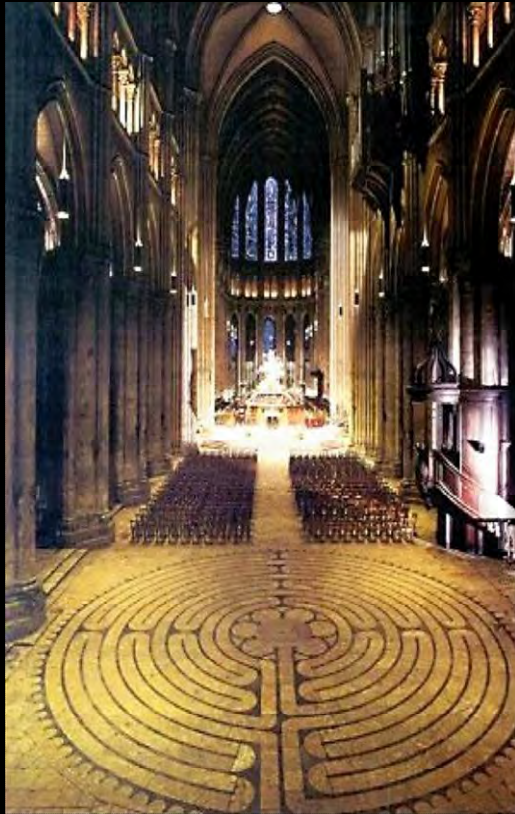
Attitudes

Values & Beliefs

So What?

Science, Technology, + Arts, Humanities = ACTION
Engineering, Math...

Religion & The Arts



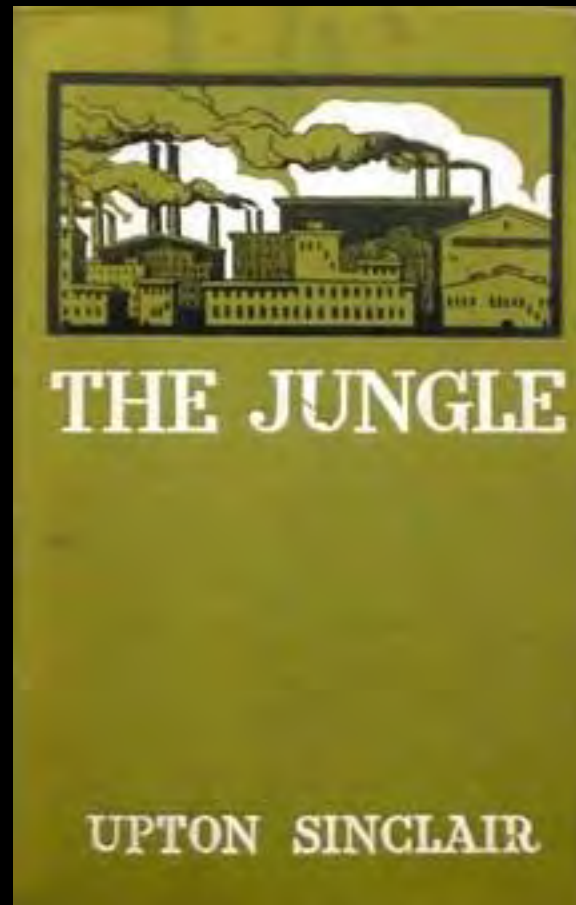
Advertising & The Arts



Education Entertainment & The Arts



Political Change & The Arts



Environmental Change & The Arts

Randy Newman:
“Burn On Big River
Burn On”





Personal Change & the Arts

“STORM”

Source: John Flax, Theater Grottesco www.theatergrottesco.org

City Change & The Arts?

Amager Bakke Steam Ring Generator



ECO: Exploring Culture & Opportunities

combining natural history, energy and water conservation, and the arts
in a mobile home park
for Latino youth and their families





ECO Program Results: 99% of youth participants reported that they changed their energy and water use behavior as a result of ECO workshops.



Presidential Commemoration Smog Plate Series

Source: Kim Abeles www.greenmuseum.org, www.kimabeles.com

Kim Abeles:
“Presidential Commemoration Smog Plate Series”



California Bureau of Automotive Repair & Kim Abeles' Smog Collector Commission

THE SMOG COLLECTOR



Detail of Smog Collector sculpture (Sixty Days of Smog) gathering smog at California State University, Fullerton.



Smog Collector sculpture (Sixty Days of Smog), 1991-92. Validated vehicle exhaust system, bilingual text, images made of particulate matter (smog) on plexiglass gathered at California State University, Fullerton. Funded by the California Bureau of Automotive Repair, Department of Consumer Affairs.



Informational "table" accompanying each Smog Collector sculpture (Sixty Days of Smog) which was on-site gathering smog and during the activation tour of the completed works to businesses and organizations throughout southern California.

On-site Smog Collector Sculpture Project. In 1991, the California Bureau of Automotive Repair, Department of Consumer Affairs sponsored on-site Smog Collector sculptures by Abeles as a unique campaign to educate citizens about the Smog Check Program and facts about smog. Midway through the project, February 1992, the media's support for the campaign was said to be unprecedented, reaching 30 million people and a total dollar equivalent media value of close to \$3 million. The completed sculptures toured to forty corporations and agencies during 1992, primarily to encourage participation in education programs and use of mass transit. In 1992, Abeles received a Clean Air Award from the South Coast Air Quality Management District (AQMD) for this project.

The Smog Collector Sculptures were created from recycled automobile mufflers and catalytic converters, each holding a car window image on plexiglass. Placed in the environment, visitors to the sites see the accumulation of particulate matter deposited by the polluted air onto the sculpture. For each sculpture, Abeles created an accompanying informational "table," using visuals and text in English and Spanish to describe solutions for cleaner air. The table displays were an effort to empower the audience with facts and phone numbers for further information. After eight weeks, the vehicles were removed from each sculpture, revealing the images made of smog: lungs, heart, cryscope, artery system, nose, automobile engine, and a wheel of walking legs.

Public shows that 70% of the public thinks that air pollution is a serious problem, yet few are willing to make a change in their lifestyle. Public education



Sites for the Smog Collector Sculptures (Sixty Days of Smog): Particulate matter (smog) was gathered on plexiglass images at the following seven locations in Southern California:

1. California Museum of Science and Industry, Los Angeles.
2. California Museum of Photography, Riverside.
3. California State University, Fullerton.
4. Hermanus Foundation Library, San Bernardino.
5. California Western Museum, San Pedro.
6. Los Angeles Botanical Garden.

The educational project was funded by the California Bureau of Automotive Repair, Department of Consumer Affairs. Completed sculptures were loaned to forty businesses and organizations as part of the several outreach programs of the California Bureau of Automotive Repair.

artists have pondered ways to motivate people to take action on an individual basis to reduce air pollution. Brochures, newspaper ads, radio and TV commercials (in competition against the billions of dollars spent on consumption oriented advertising) have been tried but rarely move people to action. Kim Abeles' smog art is an extraordinary form of community education. By being so simple, yet carrying a strong message, it cuts over ethics, education, and monetary divides. This useful mix of environmental art gives public education practitioners a benchmark to work from in the effort to get the public to do more to fight smog. Only by opening people's action can we hope to clean up the air and stop the catastrophe of global warming.

PAT, KAN DYAL, PH. KYTHKORPHEIM as co-artists, 1991-1992. Kim Abeles' smog art is the product of the art and science of smog (California Bureau of Automotive Repair).

SOUVERAIN, ST. BERNARDETTE. Voluntary. See INDEX OF ST. BERNARDETTE. **SYSTEMS, REORDERED.** See CHANGING/THEORY (Light Landscape; New Kind of Clock); FACTORY BONES (A Debutant).

TIME, CLOCKS. See KIMABELES (Scorship Down the Hill and Sometimes It's My Own Choice/THEORY) (New Kind of Clock; Summer, Morning, New Moon, New Moon); LOWE EXPOSURES (An Artist in His Later Years); SMOG COLLECTION (Smog Clock/Thirty Days of Smog).

Cherishing time. See KIMABELES (Index for the Playhouse; LEBON JUNE KIM); CHANGING/THEORY (Scorship/Down the Hill).

WOMEN. See J.L.

ZOL. Wise and lovely daughter. See ABELIS (Cherishing time, 1988).



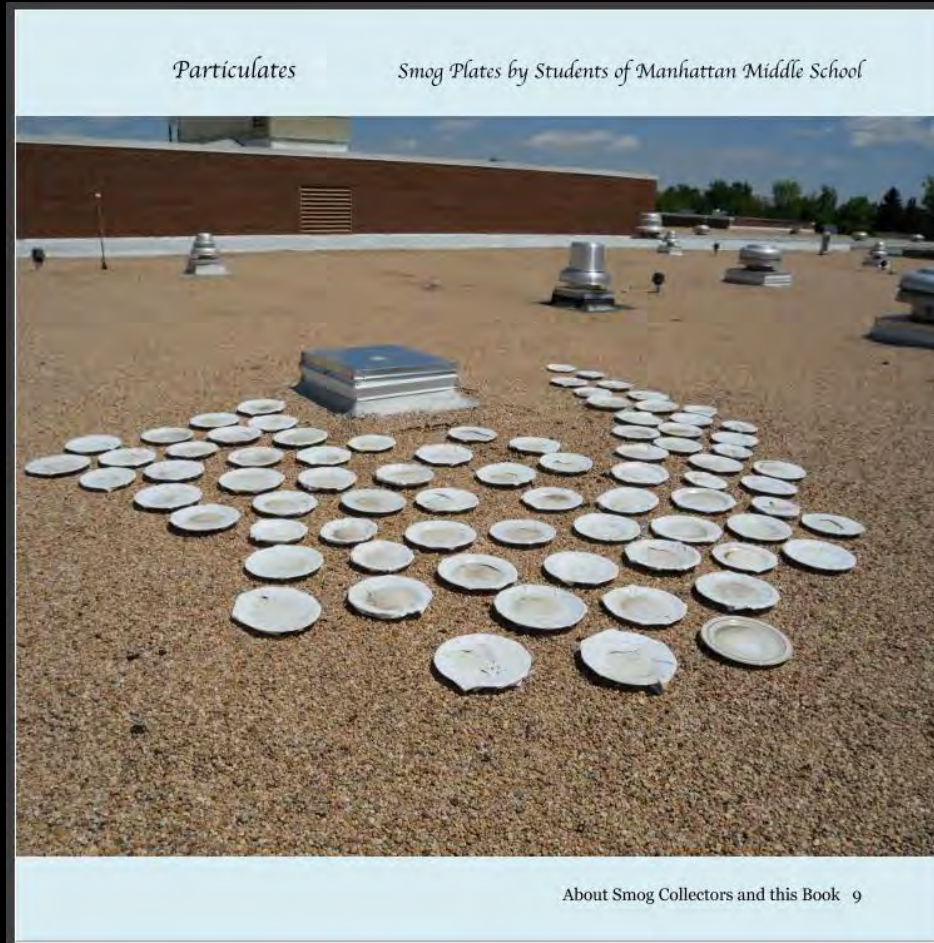
Created in 1996
Creado en 1996

Environmental Activity Book

Libro de Actividades Sobre el Ambiente



Manhattan Middle School, Boulder CO



Humans and their Bodies

Particulates

Smog Plates by Students of Manhattan Middle School



smog plate by Katie

Polluters

Particulates

Smog Plates by Students of Manhattan Middle School



smog plate by Riley Fink



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Eve Mosher: HighWaterLine visualizing sea level rise



Eve Mosher: HighWaterLine Miami



Eve Mosher HighWaterLine Action Guide



Where to Find Artists?

NASAA – National Assembly of State Arts

Agencies (to regionals, states, locals)

Artist Directories, Curators, Centers

Artists and Climate Change

Center for Energy & Environmental Research
in the Human Sciences

Curating Cities

ecoartspace

EcoArt South Florida

Greenmuseum.org

WEAD

How to Collaborate with Artists?

- Work in collaboration with a local arts entity (performing arts center, art museum, gallery, curator, arts service organization, etc.)
- Work directly with artists
- Offer money through
 - paying a fee for services or an existing work
 - commissioning a new work
 - creating a competition (e.g. LACI, Buckminster Fuller Institute)
- Offer access, time, space, and/or co-marketing
- Go for the “point of wonder”



Slide Source & Art: Bobbe Besold

Thank You!

Artists

Kim Abeles

Amager Bakke/Realities United

Bobbe Besold

Isaac Cordal

John Flax, Theater Grottesco

Eve Mosher, HighWaterLine

People/Entities

Daniel Hackett

Robb Menzies

Boulder Ridge Mobile Home Park

LESAC – Lafayette Sustainability Advisory Council

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