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
EcoArts 2006
July 6–16

PERFORMANCES  EXHIBITS  TALKS  TOURS

PERFORMANCE HIGHLIGHTS:
PERFORMANCES: Colorado Shakespeare Festival “The Tempest” July 6, 13, 14 • Colorado Music Festival: The Kronos Quartet July 11 • Symphonic Music July 13-14 • Ella & Kimo 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 9-13 • Boulder Museum of Contemporary Art: Hollywood & Climate Change July 2 • 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 Salvage Yard July 7 & 15 • Thorne Ecological Institute: Sombra Marsh July 7 • Vailbomb Station Coal-Fired Plant July 7 & 15 • AND MUCH MUCH MORE

www.ecoartsonline.org for a full schedule of events 303.325.5637
climate challenge
EcoArts gathers artists and scientists to spark dialogue on global warming
by Grace Hood

Wayne's Word
Lafayette leaders tell anonymous whistleblowers to stay

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
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COLLABORATORS — SAKSUN 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 • COLORADO CURIOUS THEATRE • DANCE CENTER FOR THE ARTS • DENVER MUSEUM OF NATURE & SCIENCE • DENVER PUBLIC LIBRARY • GO BOULDER • GROWBOARDS 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 • IMCE, FORK PLAZA THEATRE • MUSEUM OF NATURAL HISTORY • UNIVERSITY LIBRARIES • VISITING ARTIST LECTURE SERIES.

The Compton Foundation
Our Anonymous Angel • Mr. Anonymous

Xcel Energy
Camera

Dairy
KCII

COMING UP NEXT: BURLINGTON • SHADY • WINDS • MOUNTAIN WOODS • MOUNTAIN BAY • ART MUSEUM • ROCKY MOUNTAIN E放弃

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RESEARCH


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

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

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Cognition + Affect = Effect

Intellect  Emotions
“Facts”  Feelings
Reasoning  Attitudes
Analysis  Values & Beliefs

What?  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

Kim Abeles:
“Presidential Commemoration Smog Plate Series”
California Bureau of Automotive Repair & Kim Abeles’ Smog Collector Commission
Manhattan Middle School, Boulder CO
Humans and their Bodies
Polluters
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Eve Mosher: HighWaterLine
New York
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
Marda Kirn
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