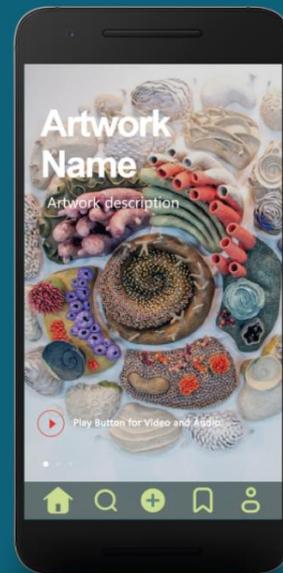


ARTERRE

INSPIRE FUTURE



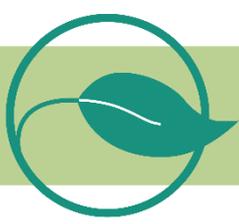
A sustainable living inspired through art.

PROJECT DOCUMENTATION

www.arterre.org

INDEX

1. Project	2
2. Our Vision	3
3. Collaboration	4
4. Team &Contact	6



1. Project

« Raising environmental awareness through art. »

ARTERRE team works on the development of an App, which promotes artistic creation, while inspiring users to implement climate action into their everyday life.

Therefore, our app shall provide the following opportunities:

- 1) Promoting art and cultural actions across the world**
- 2) Discovering sustainable artists and their creations**
- 3) Calculating the personal carbon footprint**
- 4) Receiving suggestions for the reduction of the environmental impact**
- 5) Compensating the carbon footprint by supporting art**

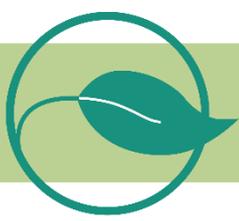
Six artists will be featured on the App every month, where they can introduce their creation and engagement toward sustainability as well as share advice on how to take steps towards sustainability in everyday life. The users will have the opportunity to learn about sustainable artists and get inspired by their artwork and tips for sustainability in the everyday.

Furthermore, users will have the option to calculate their carbon footprint based on specific criteria to track progress and gain motivation.

We aim at a clearly explained method of calculation which is comprehensible for everyone. The scientific basis of our App (calculation of CO₂ Emissions), will be provided by the students of our partner "La Clinique Environnement" from Sherbrooke University (Canada).

"ARTERRE", by ARTS OF CHANGE

ARTS OF CHANGE is an initiative from the *Alliance of sustainable universities* in Austria. The project gathers students from different artistic disciplines to initiate projects at the intersection sustainability and art. On this basis the three students Lyriel, Mara and Kevin are developing ARTERRE.



2. Our Vision

« A sustainable living inspired through art. »

Climate change has risen to vital concern of this day and age, as it is now widely recognized a driving factor of developments such as geopolitical conflicts, disaster displacement and resource scarcities. Citizens of our planet have begun to make their wish for sustainability heard in protests and countries devoted themselves to climate action in the Paris Agreement. However, we believe that for the preservation of an inhabitable earth immediate and profound change in the ways of production, distribution of wealth and consumption is necessary. **The necessity for change in favour of sustainability also applies to the Arts.**

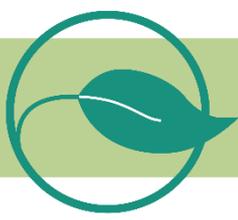
Art has the power to bring people together and reach them in a unique way. Its means of communication not only reaches the mind but also the heart. Therefore, sustainable art can inspire and motivate from an intrinsic and different perspective compared to other ways. For this reason, we envision a platform, where the artistic approach to sustainability becomes more accessible to everyone and more people can come together – united based on their common interest for art and sustainability.

Since small steps towards sustainability in the everyday life are vital to a change in the bigger picture, we want to connect them to the potential of artistic inspiration by featuring personal tips of the artists. We hope this motivation for sustainability to flow over into other aspects of the arts such as materials, transport, accommodation, catering, communication, fair treatment of employees and many more. If the artistic sector adapts and develops in accordance with the rising awareness for sustainability across the globe it will attract more people's interest and secure its legitimacy.

« Including sustainability in the production and dissemination of culture will secure its presence and access to all. »

We believe that it is no longer possible to work in isolation. Cultural and educational institutions as well as economic and technologic research centres around the world must communicate and position themselves together to implement sustainability in the production and dissemination of culture, which will secure its presence and access to all.

If the world of the Arts stands out as a catalyst for a sustainability in economy and social matters, it will bring audiences more together than ever.



3. Collaboration

« Art is the most powerful way of communication. »

We invite all artists around the globe, **whose inspiring artworks are contributing to environmental awareness, to share their creations on the App.** We are convinced that art is an essential and powerful way of communicating in the present and future as it has been in the past.

We envision the ARTERRE App to serve as a platform, that enables artists to share their artwork connected to the environment, but also to share personal steps/advice towards sustainability for everyday and everyone.

We would like to note that ARTERRE is a non-profit project, created to serve artists and help raising environmental awareness. The collaboration and featuring is free for artists. In the future, when our system of carbon footprint calculation will be established, we would like to offer the possibility for the users to compensate their CO2 emissions by supporting sustainable art financially.

A collaboration would consist of the following elements:

- Submissions* by the artist:
 - Artwork, which is linked to environmental awareness or sustainability *
 - Personal advice for the implementation of sustainability in the everyday *
 - Link to the artist's official website / social network where the work can be found
- Features on our Website and App of:
 - submitted material (Artwork and advice)
 - name of the artist
 - name of the creation
 - link that allows users to discover to the artist's commitment and contribution to environmental awareness in a digital way.
 - link to an official page of the artist's choice allowing for more visibility of the artist

**For submissions we recommend the format of a picture or short video but are open for all ideas and ways of expression. A few lines about your project and vision are welcome.*

In the case of more than 6 submissions we decided to only show 6 artworks in detail per month in order to offer our users variety and clarity while limiting our data usage to make the app and website as eco-friendly as possible. However, a list of all artists will remain on the website, featuring the name of their creation and a link to their personal website.

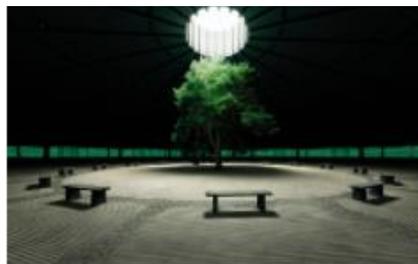
The next page shows how the promotion of the featured artists will look like on our Website:



Artists of the month



Sommer collection 2020
KATIE JONES



Theatre II, series "Museum of Nature"
ILKKA HALSO



HYDROGENASE, algae farm recycling CO2 for biohydrogene airship
VINCENT CALLEBAUT



IMUA
KAPU COLLECTIVE

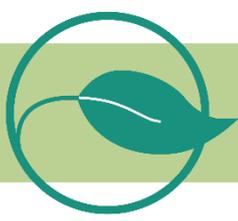


Cloud
Caitlind r.c. Brown & Wayne Garrett



Our changing seas III
Courtney Mattison

The creations shown on this page are examples of what we envision as artworks from artists. Each creation is connected to environment and sustainability.



4. Team & Contact

OUR TEAM

"We are all responsible and actors for the future."



Kevin PLET

Film Compositing

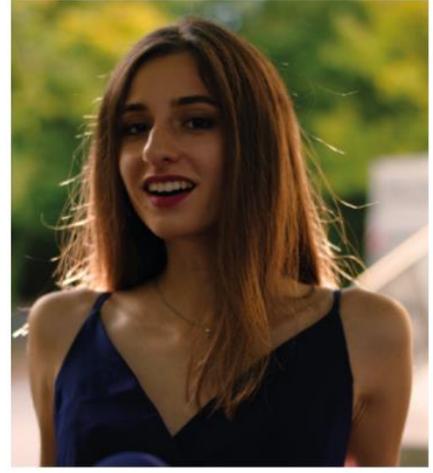
From Germany, I am studying Digital Art - Compositing at the University of Music and Performing Arts, Vienna. I create visual effects for films and have experience in different fields of media production. Currently, I am working on app development in my free time.



Mara MITTELBERGER

Music Education & Business Law

From Germany, I am living and studying in Vienna since 2017 with focus on Music, Geography, Economics and Law. Besides my studies I am active in a local board of the European Law Students' Association, and I play the piano.



Lyriel BENAMEUR

Management & Opera Singing

From France, I am studying Opera singing at the Mozarteum University in Salzburg. I obtained a Bachelor degree in Art Business & Management, and in Human Resources Management.

CONTACT

Any questions? Want to submit your creation or to share information about an artist?

You are more than welcome to contact us directly at this address:

contact@arterre.org

You can also use our contact formular on the website:

<http://www.arterre.org/contact>