

INFLUENCING BEHAVIORAL CHANGE

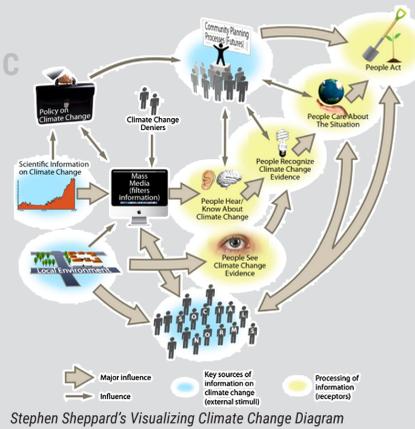
Mt. Baker Station Area : Staying In Place : BE Studio W18



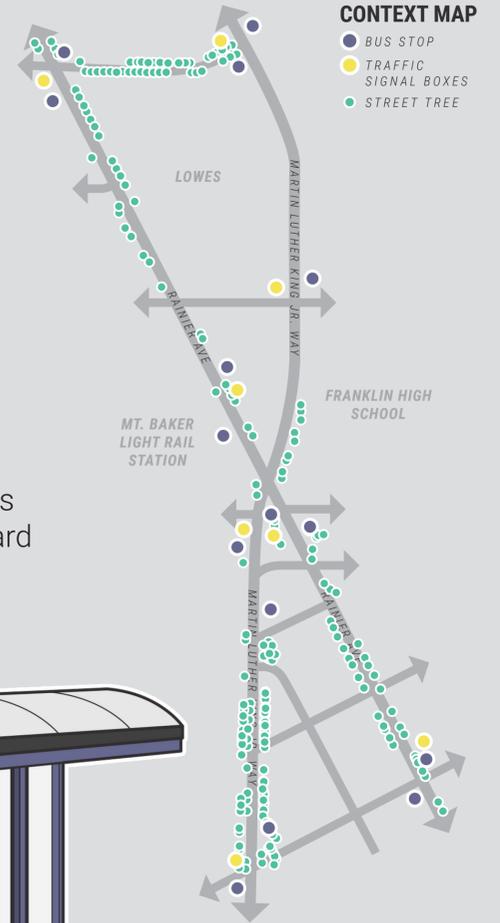
Alda Sulova's Trash Cans



KIDETIC Playground



Stephen Sheppard's Visualizing Climate Change Diagram



Based on precedent examples of waste visualization (A), energy generating play equipment (B), and climate change communication methods (C), I am proposing a series of immersive public art interventions throughout Mt. Baker's public realm. These interventions aim to inspire long-term behavioral change toward a more sustainable future by illustrating harmful behaviors and providing simple alternatives.

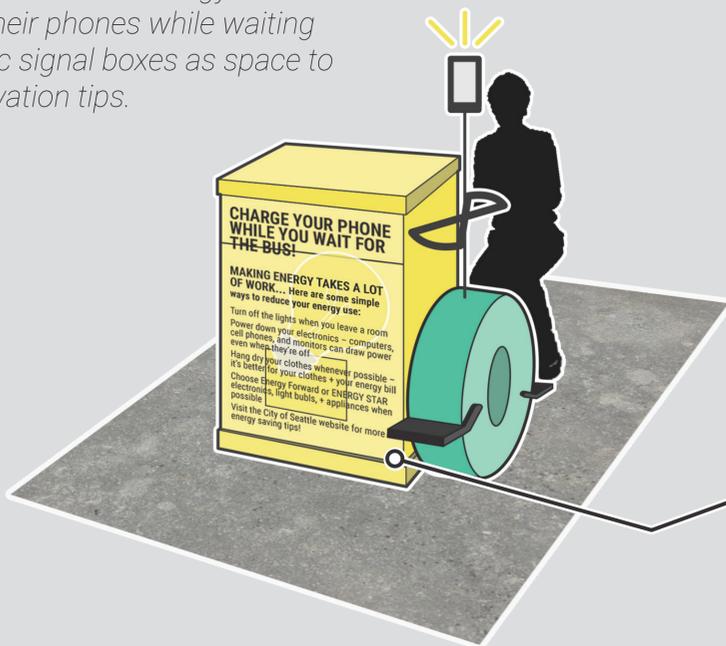
1. BUS STOPS ° \$200

1:1 representation of trash placed on floor of bus stops made with adhesive decal.



2. TRAFFIC SIGNAL BOXES ° \$2,000

Playground equipment that creates energy and allows users to charge their phones while waiting for the bus. Utilizes traffic signal boxes as space to advertise energy conservation tips.



CHARGE YOUR PHONE WHILE YOU WAIT FOR THE BUS!

MAKING ENERGY TAKES A LOT OF WORK... Here are some simple ways to reduce your energy use:

- Turn off the lights when you leave a room
- Power down your electronics - computers, cell phones, and monitors can draw power even when they're off
- Hang dry your clothes whenever possible - it's better for your clothes + your energy bill
- Choose Energy Forward or ENERGY STAR electronics, light bulbs, + appliances when possible
- Visit the City of Seattle website for more energy saving tips!

3. TREES ° \$150

Immersive re-use of plastic bottles as informational art coupled with interpretive signage surrounding tree and on pavement to ensure visibility.

EACH BOTTLE = 1 MILLION WASTED PLASTIC BOTTLES/DAY

GREEN BOTTLES = RECYCLED BOTTLES (ONLY 20%)



IT'S JUST ONE BOTTLE... SO WHO CARES?

60 million plastic water bottles are tossed out each day. Every bottle in this tree represents one million discarded plastic bottles. In one day. The green bottles represent the amount that get recycled, which is just over 20%.



The cost of one reusable water bottle is equal to an entire pack of disposable water bottles, saving the average American over \$100/yr



Water bottle production uses 17 billion barrels of oil annually, enough to power 1.3 million cars for a year. That's the population of San Diego.



It takes as long as 450 years for a single plastic bottle to biodegrade. That's almost 6 lifespans.

Energy wasted using bottled water is enough to power 190,000 homes, or half of Seattle

YOU CARE. BUY RESUABLE. DRINK TAP.