



# 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.

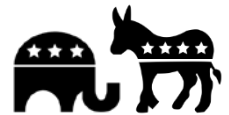
Currently climate change feels...



**Distant**

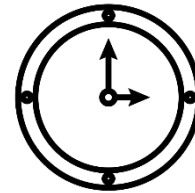


**Insurmountable**



**Politicized**

While it is actually...



**Urgent**

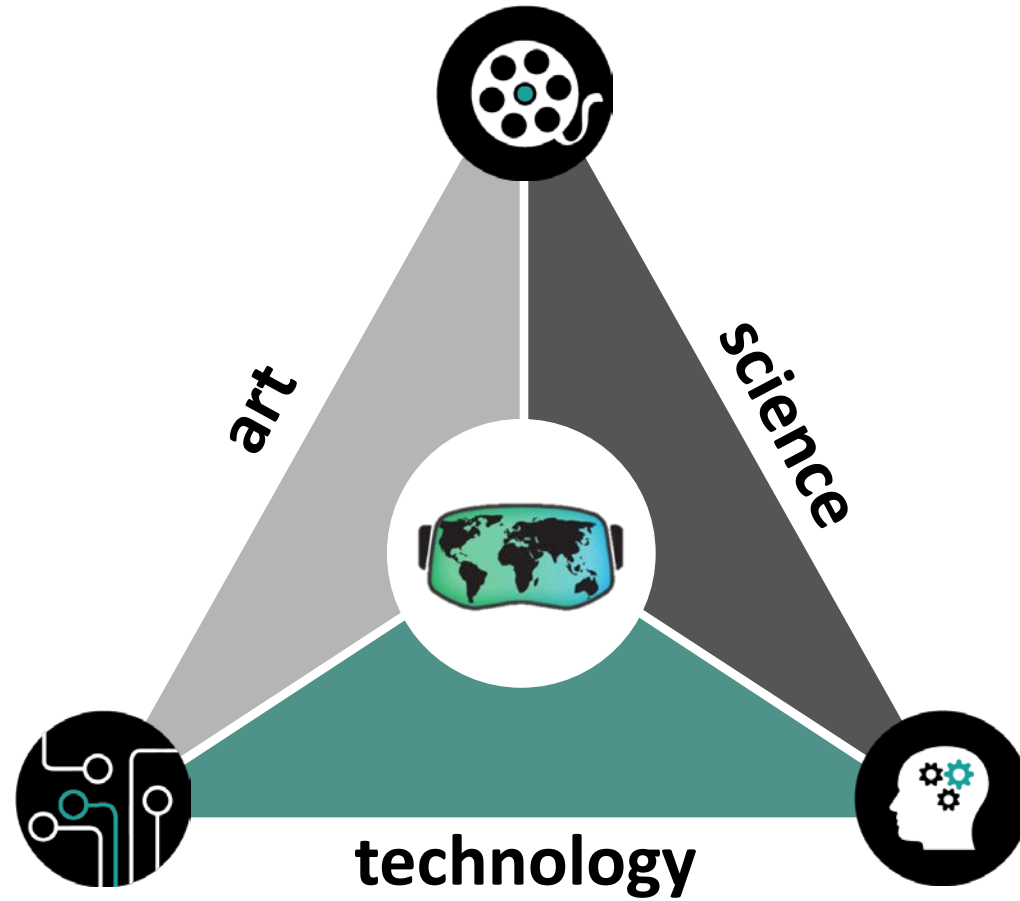


**Conquerable**



**A shared problem**

***Before It's Too Late*** is a creative lab for engaging and inspiring the public to take action on climate change.







**WHAT FUTURE DO YOU CHOOSE  
FOR MIAMI?**

Augmented Reality Mural



# Anthropocene extinction

Jan 2019



Liberty gardens park  
Feb 2020

#ENDSPECIESISM



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# EARTH WEEK CHALLENGE

Join us for the 7 Day Challenge on April 20- 26.  
Sign up at [earthweekchallenge.org](http://earthweekchallenge.org).



MEATLESS MONDAY



TRANSPORTATION TUESDAY



WATER WEDNESDAY



TRASHY THURSDAY



CIVIC FRIDAY



SHOP GREEN SATURDAY

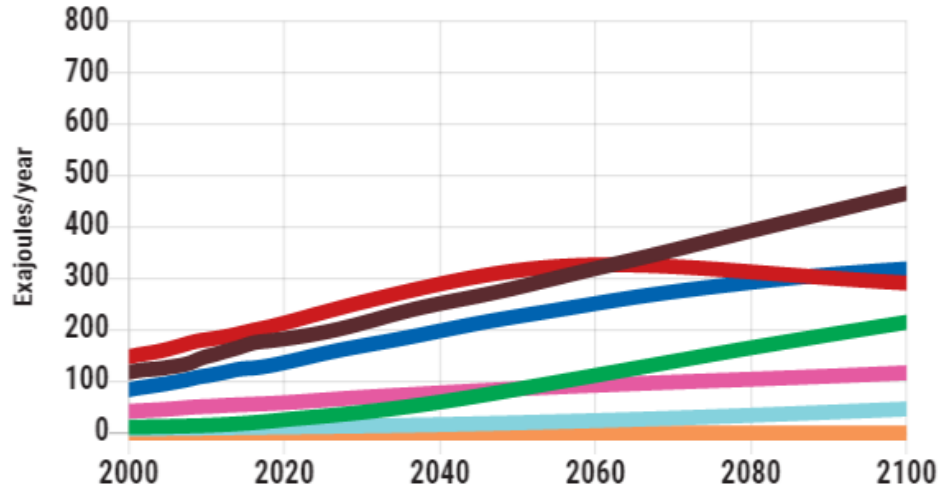


APPRECIATION SUNDAY



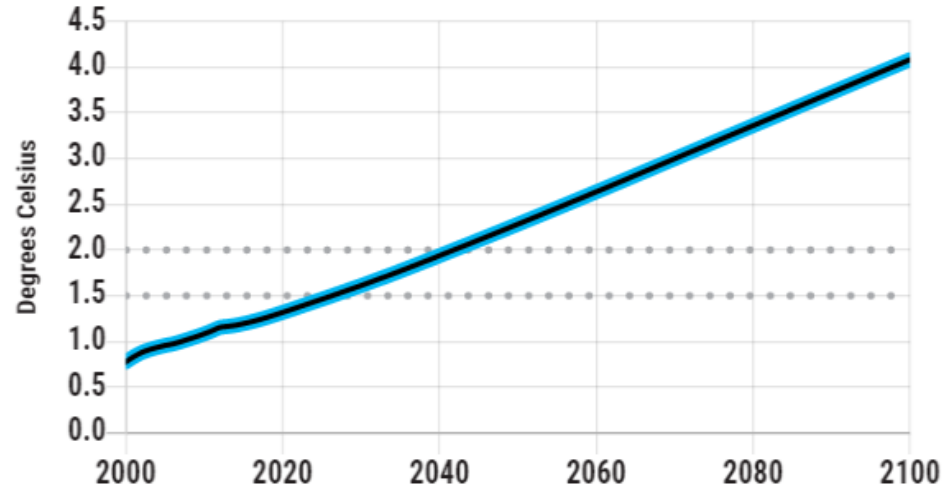
Community workshops

Global Sources of Primary Energy



COAL
OIL
GAS
RENEWABLES
BIOENERGY
NUCLEAR
NEW TECH

Temperature Change



BUSINESS AS USUAL
CURRENT SCENARIO

+4.1°C

+7.3°F

Temperature Increase by 2100

Energy Supply

Coal  ⋮ Renewables   
 Oil  ⋮ Nuclear   
 Natural Gas  ⋮ New Technology   
 Bioenergy  ⋮ Carbon Price

Transport

Energy Efficiency  ⋮ Electrification

Buildings and Industry

Energy Efficiency  ⋮ Electrification

Growth

Population  ⋮ Economic Growth

Land and Industry Emissions

Deforestation  ⋮ Methane & Other

Carbon Removal

Afforestation  ⋮ Technological

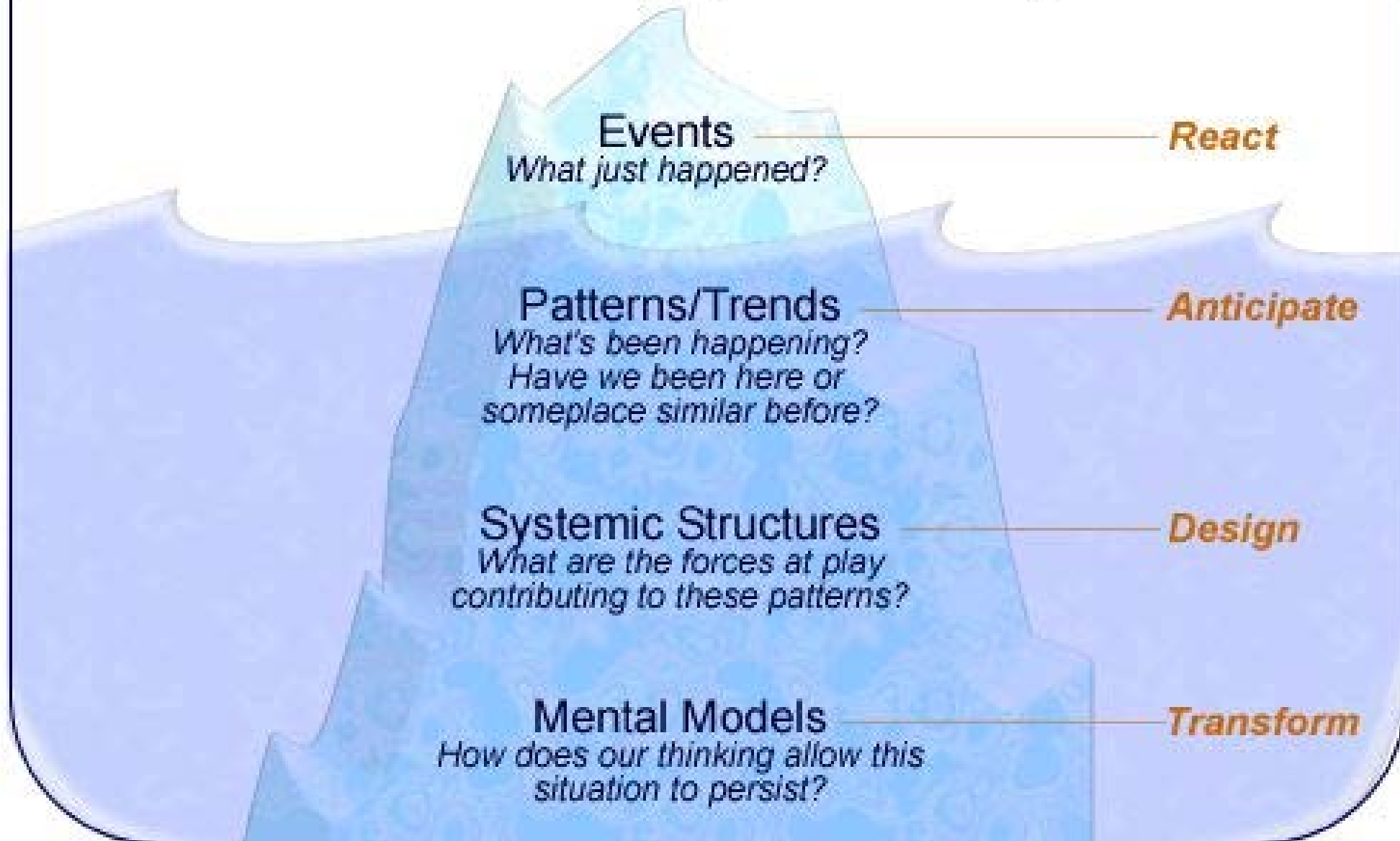


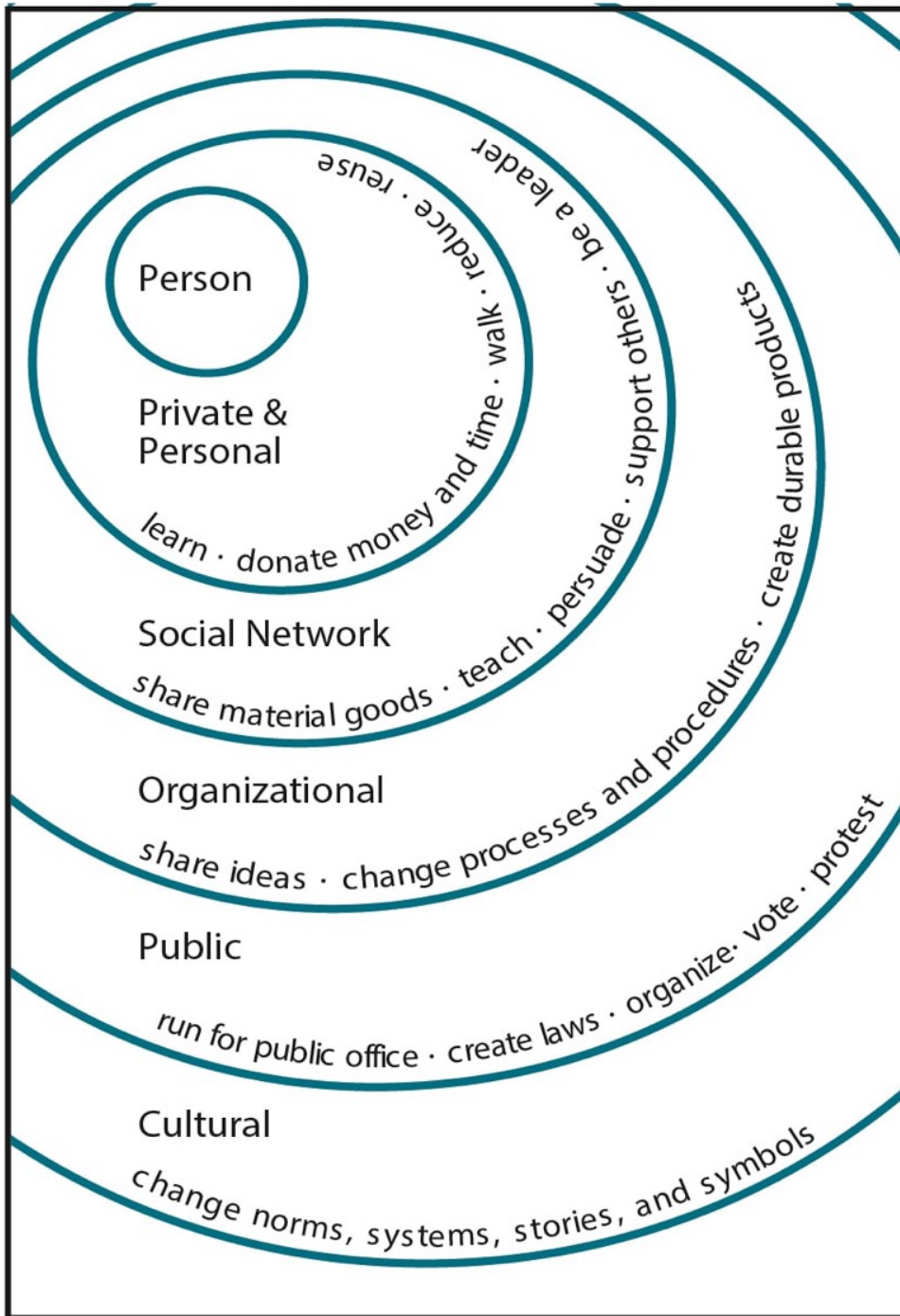
# Art as a tool to engage the public

- 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*





# What can **you** do?

Illustration by Elise Amel

# Contact

A woman with dark hair, wearing a denim shirt, is smiling and looking towards the camera. She is positioned in the foreground, partially overlapping a large, stylized illustration of a blue whale and a sea turtle. The background is a vibrant, artistic depiction of an underwater scene with various marine life and coral.

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