

UBC Social Ecological Economic Development Studies (SEEDS) Sustainability Program

Student Research Report

GreenFlux: Communicating Sustainability Through Photovoice

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VOL 400

Themes: Community, Buildings, Wellbeing

January 23, 2018

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Project Context

GreenFlux is a media art exhibition opportunity for people in the UBC community, students, staff and faculty over the age of 18. *Green Flux* is SEEDS student led collaboration, to focus creative dialogue on campus on the future of sustainability. Submissions of photography, videography (less than 45 seconds), GIF work, mixed media work and poetry were accepted. The work was to highlight the the theme of GreenFlux, or the coined word which represents forward-movement of sustainability on the UBC campus. Abstract, experimental and literal interpretation of this theme were welcomed.

The selected work was presented for two weeks following December 15, 2017 on easels throughout the The Centre for Interactive Research on Sustainability. Throughout the month of January the work was hung throughout bulletin boards throughout The Centre for Interactive Research on Sustainability.

Intent

Greenflux was intended as an interactive media art exhibition that focussed on promoting environmental and social sustainability through the lens of UBC students and faculty. The project seeked to provide an intersectional lens on the concept of sustainability at the UBC Point Grey Campus. This photography and interactive media art exhibit included accompanying poetry, as well as individual poetry submissions to showcase artistic aspects that enable people to reflect on the UBC community's strength in creating inspiring solution. The intention of this project was not only to invite more artwork related to sustainability into The Centre for Interactive Research on Sustainability by contributing to place-making but also creating the space for critical dialogue and observing opportunity for growth.

The research included conducting the gathering of data, in the form of photography, poetry and media art that provides anecdotal evidence of the UBC campus students and faculty promoting a sustainable community. The project inspected social and environmental sustainability therefore the type of data collected included works that resonate with the theme of eradication of poverty, hunger, securing livelihoods, sustainable employment, gender equality, food security, combating climate change, fostering the development of UBC, creating economic opportunities for small producers and protecting the environment.

Marketing Strategy to Receive Submissions

Marketing happened through reach out to groups on campus that would be interested in sharing the message, such as UJAH, Garden Statuary, The UBC Arts and Culture District and Roots on the Roof as well as visiting various Bachelor of Media Studies classrooms to share the message about the submission opportunity.

Selection Process Criteria

Students were invited to submit their work through an online survey. Once the work was submitted the evaluative criteria was as follows:

Technical criteria

- Colour and/or tonal rendition
- Lighting

Visual and aesthetic criteria

- Framing and choice of viewpoint
- Design elements and principles
- Appropriate application of photographic and/or manipulative techniques

Content

- Denotative and connotative content, symbolism, metaphor
- Meaning, *studium* and *punctum*
- Communication through the language of photography and visual art
- Relevance
- Subject impact

General characteristics

- Originality
- Style
- Context
- Insight
- Validity

Outcome

Once the work was selected for the display, the pieces went up in The Centre for Interactive Research on Sustainability for two weeks as part of the formal display. There were 18 individual works displayed by 14 artists. Mediums selected ranged from photography, poetry, mixed media and digital art-work. The work was displayed on easels on the first three floors of The Centre for Interactive Research on Sustainability.

Artists displayed were all students studying in the Faculty of Arts at The University of British Columbia.

The work discussed environmental stewardship in a variety of abstract and thought-provoking ways.

Selected Artists (In Order of Images)

Angelica Poversky

Tiffany Hwang

Hedy

Mika Wantabe

Jin Li

Lucia Lam

Kat Kott

Oliva Bird

Vasilisa Shvendenkova

Hiromu Otsuka

DF Parizeau

Joanna Van Zeler

Yingying, Hu

Klara Wyse (not shown in Final Report due to medium of artwork)





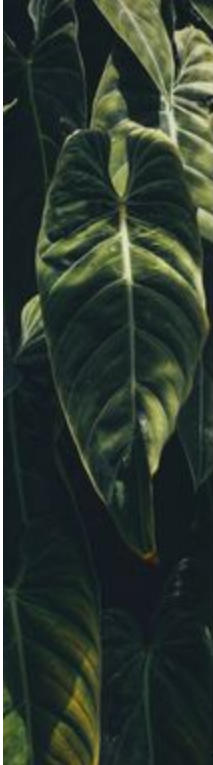












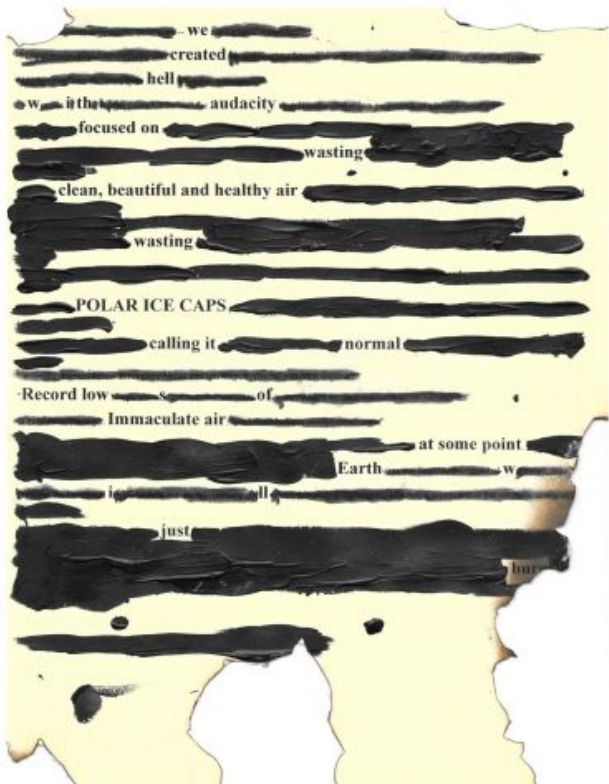
WHEN HUMANS TALK ABOUT SUSTAINABILITY, WE OFTEN FORGET THAT WHILE NATURE DOESN'T HAVE A VOICE, IT IS AN ACTIVE, LIVING THING. WHAT THIS TRIPTYCH AIMS TO DO, IS GIVE NATURE A VOICE IN THE CONVERSATION OF SUSTAINABILITY. EACH PIECE OF TEXT COMES FROM A STATEMENT BY DIFFERENT GOVERNMENT OFFICIALS ON THE TOPIC OF CLIMATE CONTROL. THEY PROGRESS (OR RATHER "FLUX") FROM A MORE HOPEFUL "GREENER" VOICE FROM NATURE, TO THE BLACK, DARK REALITY THAT IS FACING US, WHEN IT GOES SILENT. ULTIMATELY, WHAT THIS PIECE HOPES TO ILLUMINATE, IS THAT EVEN IF WE BACK UP OUR WORDS WITH MEANINGFUL ACTION, THERE ARE REVERBERATIONS IN NATURE THAT WE MUST ALWAYS PAY HEED TO, SO THAT THESE WORDS ARE MUTUALLY BENEFICIAL TO THE EARTH AND THE LIFE ON IT.

The Things Nature Says When We Talk About it



GREENFLUX LIES IN THE LATERAL, CREATIVE MIND. WITH GROWING MINDS WE CAN COME TOGETHER TO DEVELOP A GREEN FUTURE.

99-cent Brain



Joanna van Zeller

I am a UBC Student on exchange from the University of Nottingham, studying History and American Studies. I currently perform poetry with the UBC Slam Poetry Club, and occasionally write pieces on my blog, www.joannavanzeller.wordpress.com. As is evident, I love snorkelling and my favourite movie is Finding Nemo.

An Elegy for a Clownfish

I dive down to stare at this dark, twisted shape,
Where you once played, a hole now gapes,
Nestled between life, and vibrant glee,
Once housed your house; that flushed pink anemone.
I remember the day I first saw you peek
From those fuchsia fronds, now void, now bleak
I could see the trepidation in your eyes,
I thought you were wrong to be scared, now I know you were right
Our foolish actions have lost you and your home,
For you are gone and we have lost Nemo.

Dory is aimless, nowhere to swim,
Sharks float above; we've cut off their fins,
Only grey below and the dying colours of coral,
In the distance a mourning whale's groaning sorrow,
What was once a cartoon is news from a war-zone
Is it too late? Can we ever atone?
Where is the lamp, the glow of the warm Pixar light?
Does seeing a dead Great Barrier Reef even excite
A movement, or do students no longer even care?
Will we fix our mistakes? Can we try to repair
The world we've broken

Dory says 'just keep swimming' but that's not what we should do
We need to change direction, need to Control-Z, undo,
We are also creatures but there are stories we can tell,
We need to speak up for organisms who can't speak for themselves,
We need to crush plastic consumption so plastic doesn't crush Crush,
Need to think about water usage before we shower, cook or flush,
Need to start walking – ignore that free Compass Card and bus,
Need to remember that the world isn't 'me now' – it's forever, and it's 'us'

If you ever get to see a reef it will take your breath away,
And you will understand that this beauty is something we must save,
Reefs are cities of diversity and of colour,
But with every visit I make those colours fade, are duller,
So yes, this is a selfish request – I don't want to lose
The place where I've felt the most joy, and choose
Instead to live in a world where I show my grandchildren Finding Nemo,

Knowing that the world of that reef is intact, full of life, aglow,
So by recycling, working hard, with love and monetary donation,
We can rescue and care for corals, fish, algae and crustaceans,
I know that this is distant from Vancouver and UBC,
But we can save a planet, if we listen, if we be
Aware of what we can do to bridge the gap between the spaces,
And work to save not just the human but all races
Thank you for listening to this poem, this is the end,
Perhaps together we can rescue our tiny clown fish friend



Further Applications

After the two week long exhibition took place, the art moved to be hung up on the bulletin boards through the CIRS building. After over a month of this display, the artwork that was selected in Greenflux moved on to be displayed at the Arts Undergraduate Society: First Annual Lilac Gala 2018. Digital versions will also become a part of the Art Interruption series, where art will be taking over the LED signage in the Nest during lunch time.