

Climate Activism Painted Posters | Rashidat Edunjobi

Artist Statement

Before anyone can care about a cause, they need knowledge. Ignorance is a huge factor when considering the reasons people do not contemplate the consequences of their actions in relation to the climate. I created a series of hand-painted posters containing images of daily life situations and information surrounding their impact on the environment. The images are layered with facts and solutions that anyone can do to reduce our carbon footprint. I hoped including simple things people can do to help the cause would become an entry point.



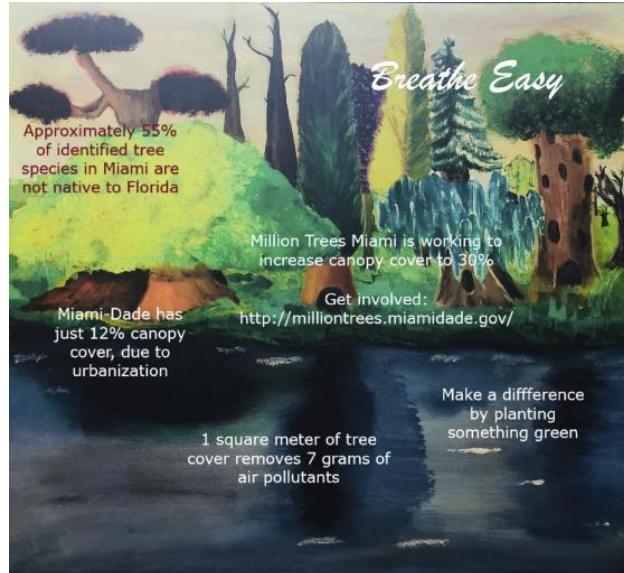
“Bringing the Beach Home”

A man stands at his stove in a kitchen filled knee-deep with water. “Sea level in Miami is expected to rise 15 inches by 2045 ... In 30 years, Miami-Dade is expected to see 380 high-tide flood events a year ... Florida governor Rick Scott refuses to acknowledge manmade climate change. ... Let your voice be heard. Call (850) 488-7146 or send a message:

<https://www.flgov.com/contact-gov-scott/email-the-governor/>”

Bringing the Beach Home depicts a person living with the direct consequences of our actions surrounding them. Sea level rise is a man-made problem, but we tend to ignore it until it directly impacts us. The purpose of this poster is to make the viewer consider the difficulty of a life immediately affected by rising water. It’s difficult for a single person to make a difference in this battle, so there is a political message attached: make your voice be heard. Our culture of disposability removes us from the

repercussions of our choices, so it's easier to overlook the effects.



“Breathe Easy”

A landscape of trees on a shore. “Approximately 55% of identified tree species in Miami are not native to Florida ... Miami-Dade has just 12% canopy cover due to urbanization ... 1 square meter of tree cover removes 7 grams of air pollutants ... Make a difference by planting something green ... Million Trees Miami is working to increase canopy cover to 30%. Get involved: <http://milliontrees.miamidade.gov/>”

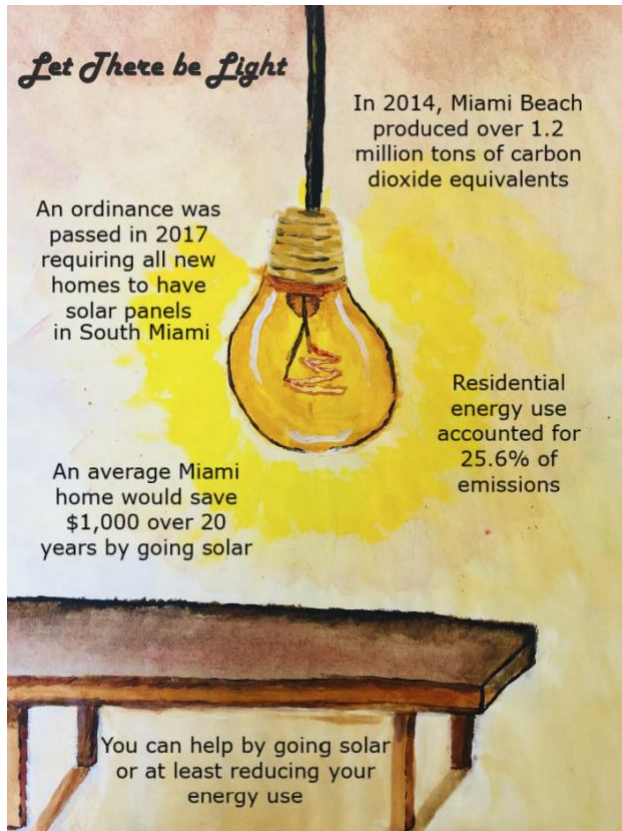
Breathe Easy concerns Miami’s appallingly low percentage of green space. Urbanization is both a boon and a curse in that it increases quality of life, but also destroys the natural landscape that lies in its path. Many people go through their lives here without truly interacting with nature. They see palm trees and beaches, but many don’t realize that places are constructed and designed to elicit a specific feeling or familiarity based on aesthetics. Miami is man-made and while planting a tree is not necessarily leaving nature to itself, it is undoing a percentage of the damage. It was difficult to hone in on a specific issue surrounding greenery, simply because there are so many, but I figured beginning simply would have the greatest success.



“Sunny Beaches”

A beach with litter and a rose on reddish sand, and a whale and islands in the water. “In October 2017, beachgoers were prevented from swimming due to a high concentration of fecal bacteria in the water. The contamination was caused by runoff and sewage leaks. You can check the weekly reports for all Florida beaches at: <http://www.floridahealth.gov/environmental-health/beach-water-quality/> ... Over 15 million tourists visit Miami beaches each year ... Turtle hatchlings are often impeded from their journey to the water by litter and bright lights ... Do your part by leaving what you came with and picking up any trash you see”

Sunny Beaches tackles the issue of beach pollution and littering. It also touches upon the effects of litter and light pollution on the sea turtle population; that is mainly to appeal to human pathos. I have yet to visit any of Miami’s beaches, but through research and word of mouth, I learned of the reason for the ever-increasing number of beach cleanups. Miami is a worldwide vacation destination, and with large numbers of people, come large amounts of waste. The impacts of parties and festivals are not erased overnight; care must be taken to keep things functional. The detrimental effects of beach pollution were felt just last year in 2017, when high percentages of fecal bacteria were found in the water and swimmers were prevented from entering. With this poster, I hoped to make people glance back before they leave anywhere.



“Let There be Light”

A lightbulb over a table. “In 2014, Miami Beach produced over 1.2 million tons of carbon dioxide equivalents ... An ordinance was passed in 2017 requiring all new homes to have solar panels in South Miami ... Residential energy use accounted for 25.6% of emissions ... An average Miami home would save \$1,000 over 20 years by going solar ... You can help by going solar or at least reducing your energy use”

Let There be Light, discusses energy. Miami, being the capitalistic city that it is, kicked against solar power for a long time. Only recently have regulations loosened up to allow homeowners to install solar panels. Even then, Florida Power & Light continue to lobby against solar energy. This poster made sense to me because Florida is “the Sunshine State,” so it is only natural that people would want to take advantage of the copious amounts of sunlight. This poster is meant to get people thinking about alternative energy sources. Unfortunately, switching to solar can be cost prohibitive. For those of us who cannot afford it, making the effort to reduce our footprint is the next best solution.