

Relocation Real Estate Satire Website | Michael Peraza



Don't fight the Future!

We at Relocation Real Estate are here to help with the inevitable. The world is changing rapidly which can spell doom for your house and your hard earned way of life. We can solve this problem by finding you a new place to live that doesn't deal with climate change.

OUR PRICING

Check out our industry leading affordable pricing.

START NOW

Website screenshot: "Don't fight, MOVE! ... Don't fight the Future! We at Relocation Real Estate are here to help with the inevitable. The world is changing rapidly which can spell doom for your house and your hard earned way of life. We can solve this problem by finding you a new place to live that doesn't deal with climate change. ... Check out our industry leading affordable pricing."

Visit the website: <https://mike-peraza-ja5g.squarespace.com/>

Artist Statement

This project started with an idea of creating a website to help those affected by climate change in Miami Beach and the Florida Keys. I got the idea for those areas from the movie An Inconvenient Truth and Nancy Grimm's lecture on urban resilience. They both showed that areas by the water are in immediate danger from flooding and erosion. It

was brought to my attention that those areas are also where some of the wealthiest people live. I started to think of maybe changing locations. I remembered Nancy Grimm's lecture mentioned how all cities are in vulnerable positions when it comes to climate change. It is true Miami beach and the Florida keys are being hit hard by climate change however those people that live there will be in a position to take up roots elsewhere.

The focus then shifted to bringing light to the fact that climate change is global and those with large amounts of wealth will be least impacted by climate change. I struggled with how to convey my message without coming off as preaching. I am a big fan of the satire news site *The Onion* and how it can convey messages with such outlandish stories. This guided me into making my own satire website with the aim of showing the viewer how absurd it is to ignore climate change by moving away from affected areas.

The website belongs to a fictional real estate company that will find you a home away from climate change and a new job in the area. The home page gives a description of the company and its goals. At the bottom of the home page are the testimonials that show from those that have used the service. I included a pricing page that shows the disparity between the effects on the rich and the poor. The scheduling and newsletter pages help provide the look and feel of the company. As the viewer scrolls through the website, it should be clear that finding somewhere not affected by climate change is nearly impossible and that those without money will be the hardest hit demographic by climate change.