

Art 225 Visual Studies Archive Project

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Artist's Statement and Reflection Pt. 1

A. Describe your artwork. What is being archived and how does it speak to humanity, history, or culture? How do you categorize material?

This archive is of beautiful landscape photos. If you look closer into each one, you can see company logos hidden in each one, the size of the logo is determined by the impact on the globe. For example, Amazon has committed to improving their carbon footprint, so their piece of the photo is small. For China's Coal consumption on the other hand, the global impact is much larger, so it is a lot easier to find as it is bigger. This speaks to humanity and the impact we have on the planet we live on. It is not "our" (humans) planet, it is the collective that owns the planet, each individual organism which lives on the planet owns a part of it. Therefore, why are we taking the resources provided to us by nature, and ruining our planet with them? The archive I created took a lot of research from the internet to really dig deeper into what companies are actually doing to the environment. After all, it's not just humans which live on this planet. There are many other creatures suffering as a result of the pollution humans have created. These beautiful scenic views may be wiped out if we continue on the train we started.

To describe the inspiration behind this project, I feel like I need some backstory. Pretty much, while I was in Yellowstone a couple of years back, I took some pretty nice looking panoramic photos of the park. In a couple of them I accidentally managed to capture another person in the background of the photo, which inspired me to add people into these photos to show how humanity is present wherever you look. This idea changed and evolved into the companies around the world and their impact on nature. This was what the final product turned out to be, I hope you enjoy it. (mini instructions): look at each of these photos and try and find the logo hidden in the background, then turn to the next slide to see where it was, and the company's impact on the environment.

Artist's Statement and Reflection Pt. 2

B. Grade yourself, how do you rate yourself in each category and why? (See rubric below and list out each category and number 2-6 with an explanation)

Overall, I think this project deserves a mid to high 5. I put a lot of extra work in during the weekend to research and cultivate information about these companies, and for that I think it should be rewarded. For craftsmanship, I think I deserve a 5. I took time finding the right companies that have had the most impact on the planet, and also to put these logos in to hide them. The idea of scale is also crucial to the archive; it gives the viewer perspective on what is really at play in global warming. For concept and material objectives, I think I deserve a high 5. My idea is very solid and unique, there is good risk in the approach I took, but I think I connect it well with the themes, and it is also quite intentional. For execution and intentionality, I think I should get a 5. There is experimentation and risk taken, and there is also layers of intentionality, starting with the photos and ending with hidden pieces and scale. For participation and preparedness, I think I deserve a 6. I took time to create this archive, and since I had a lot of work, took a necessary extension to keep the quality of my work high. I did not leave any mess because all the work was done online. For artist's statement and reflection, I also think I deserve a 6. The quality of my reflection is there and I was truthful and honest with my work. Overall, I am quite proud of the final product of this project, and I think it deserves a high grade (high 5) as a result of the work and effort that was put into it.

C. What is the purpose of your archive? And what is its impact?

The purpose of my archive is to show the impact that some companies have on the environment. I did a lot of research to find the companies with the most impact, and scaled all of them to match this. The impact is new perspective for the viewer. If they did not know a lot about climate change and what people have the most direct affect on it, this should inform them better. If they already knew a lot, hopefully this gives even more evidence of global warming and what humans are doing to the planet.



1. Amazon

The logo is hidden in the bottom left corner of the photo, which is of Yellowstone. Amazon used to have a massive impact on the world in terms of carbon footprint, but recently they have disclosed their footprint and made pledges to improve it. For this, they rank low on the list of companies with the most impact on greenhouse gas emissions.

However, until they improve their treatment of workers, it is hard to respect Amazon in some areas of what they do.



2. Chevron

The Chevron logo is bigger, as they have more impact in greenhouse gases; it is located in the top left corner. It may come as a surprise to some people, but Chevron actually ranks 12th on the list of companies with the most greenhouse gas emissions, and is the second most polluting in the US. Chevron has locations in more than 180 countries, and is one of the world's biggest suppliers of gasoline and oil, so it makes sense that they rank this high.



3. Saudi Aramco

Their company logo is located in the middle right area of the landscape photo. Before this project, I personally had never heard of this company, so was interesting to learn more about them. This is a massive oil responsible for much of the oil around the world, particularly in the US and Saudi Arabia.



4. China's Coal

The Chinese Flag with coal on it is located in the bottom left corner. This is not actually a company, but China consumes so much coal that they had to be on this archive. It is estimated that out of the entire world's greenhouse gas emissions, China's coal usage accounts for 15% of this. This staggering figure shows how bad the situation has gotten in China. There have begun to be more crises as a direct result of China's reliance on coal for energy. If something is not done soon it might be tough for the rest of the globe to clean up the mess they have made.



5. Gazprom

This Russian company's logo is located in the top-middle right corner of the photo. Another unknown (to me) company, they specialize in gas, and possess and sell so much of it that they wind up very high on the list. They primarily serve Russia, but some of their gas gets to other countries.

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