



[www.seaspeaksphere.com](http://www.seaspeaksphere.com)

**Sea Speak Sphere: Message in a Bottle:**

Installation Art by **Asher Jay**

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***Ocean: A body of water occupying two-thirds of a world made for man - who has no gills.***

~Ambrose Bierce

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### **About Sea Speak Sphere:**

Sea Speak Sphere: the brainchild of Asher Jay, is a creative diaspora that advocates marine conservation. It amplifies the urgent blue memos expressed by proactive seafaring souls by lending a visual voice to their efforts and strengthening the global crusade to save Planet Ocean from further denudation. Every issue, species and solution strategy will be articulated on this platform. Sea Speak Sphere is about community, collaboration, and commitment to the cause; its meticulously curated content serves as a call to action for people from all walks of life because regardless of who you are or where you live, you owe one out of two breaths to the blue.

### **About the Founder:**

Asher Jay is a designer, artist, writer and activist. She's a staunch supporter of animal rights, wildlife conservation and sustainable development and she uses her fashion, art and writing to raise awareness. Through her extensive travels across the globe, a background in environmental science and her studies in art history, she has developed an aesthetic sensibility that is an amalgam of contrasting cultural influences. All her work is anchored by the deep commitment she harbors toward the realization of a collective future.

She's a staunch supporter of wildlife preservation, animal rights, sustainable development and marine conservation. She uses her fashion, art and writing to raise awareness about various ecological and humanitarian initiatives. Through her extensive travels across the globe, a background in environmental science and her studies in art history, she has developed an aesthetic sensibility that is an amalgam of contrasting cultural influences. All her work is anchored by the deep commitment she harbors toward the realization of a collective future.

Her most recent campaigns include the launch of her own country, [The United Flotsam of Garbagea](#), and the works she produced for the Academy Award winning documentary, [The Cove](#), which were auctioned at Ric O Barry's "Night for the Dolphins" benefit in LA on March 3rd 2012. Asher Jay was awarded the USNC UN Women Design Star for her graphic artwork, which will be used on the official 2012 'Walk To Stop Violence against Women & girls' tee-shirts by all the UN Women chapters across America. She is being published in Elizabeth Reznick's upcoming book "Posters For the Digital Age" and the chosen work is also being showcased at Reznick's MassArt exhibition. She was hand selected by RAW Artists to exhibit in Activate, an art collective, that took place on Feb 23rd 2012. Jay was commissioned to create a custom design for Blue Planet Society, an NPO situated in the British Isles, for the organization's official 2012 Tee-shirts, and BlueMind picked up her "Blue on the Brain" graphic illustration for a promotional teaser for the June 4th- 5th 2012 MindandOcean.org Conference in Outer Banks North Carolina. Jay also contributed a 12" x 18" AP of her EnAct work "Within the Blue's Eye" to the live auction hosted by Sea Shepherd Conservation Society at the event "Celebrating 35 years of Paul Watson" in New York on May 4th 2012.

Asher Jay's work is currently carried and promoted by the Sea Shepherd Gallery, Indie Walls and Art For Conservation.

[Ripples of Reform](#): enlists all the creative collaborations, and design outreach initiatives undertaken by Sea Speak Sphere to further the reach of its global inter-disciplinary dialogue about marine conservation. The campaigns embraced by this banner connects disparate dots (i.e. organizations and people) working toward the same goal – the preservation of the blue's breath, beat and biodiversity – in an effort to excavate the common threads that propel them forward as a community. Each conceptual multifaceted "Ripples of Reform" mission finds innovative ways to integrate six discrete sectors: Public Relations, Education, Non-Profit, Commerce, Art and Up-cycling (or Recycling) to mobilize the masses, incite change and cultivate a holistic, inclusive future for the collective. The art installation titled "Message in a Bottle" is a ripple, there will be other conceptual campaigns launched under this banner in the future, as Sea Speak Sphere offers an umbrella to a variety of informative tools and media.



<http://www.seaspeaksphere.com/ripples-of-reform/>

### Installation: Message in a Bottle:

**Message in a Bottle**, is a conceptual, collaborative campaign that offers individuals who hail from a variety of disciplines the opportunity to express their concerns for Planet Ocean through creative media. This endows marine conservation with a unique united front from which distressed denizens can address the long-term welfare of the primordial soup that gave rise to all life on Earth.

The installation initially embraced kindred spirits and cherished friends personally known to creative conservationist Asher Jay, the founder of Sea Speak Sphere but has since expanded its role to integrate participation from concerned citizens worldwide through social media and its official website: [www.seaspeaksphere.com](http://www.seaspeaksphere.com).

Like the first 100 voices, the people who elect to get involved in this effort can be from any background or professional path so long as they own their voice and want to use it to aid marine conservation efforts. The renowned "Ocean Voices" on board currently encompass individuals with distinguished careers that span from but are not limited to: photography, science, art, music, film, diving, writing, activism, conservation, sports, exploration, journalism, news anchoring, public speaking, inventing, curating, culinary arts and fashion.

"Message in a Bottle" serves as a call to action through creative communication, which is why the platform is open to external input. Communities and schools worldwide are welcome to get on board by giving rise to satellite installations that further the dialogue commenced by Asher Jay. An instructional video that reveals how one should go about up-cycling waste to create the various elements of the installation is available on demand, and can be obtained via a direct email request. Sea Speak Sphere encourages schools to Skype in for a conversation with Jay about 'how to use art to take a stand for the oceans and the earth.' This is intended as an inclusive exercise that will inspire children to express their thoughts on oceanic ecosystems in a fun, unbridled manner. It also gives instructors a chance to challenge budding minds to analyze and shape their individual ecological footprints at an early age. Equipping kids with objective information that empowers them to make informed choices will no doubt impact the world in the days to come. Art for Conservation is a curricular must, and Sea Speak Sphere is very eager to introduce this line of study to as many students as possible.

Asher Jay owns the copyright to her own bottles, and she will continue to illustrate and add more voices to her installation, but she strongly urges concerned citizens worldwide to send in their own bottles, which will duly be credited to them on [SeaSpeakSphere.com](http://SeaSpeakSphere.com).

In order to participate as an "Ocean Voice" in Asher Jay's personal piece, individuals/institutions/organizations are requested to respond to a questionnaire. Jay will assess the responses provided on the following criteria: past work, commitment, integrity, passion and awareness, and she will then hand illustrate a bottle to represent that person in her main installation.

- Why do you want to be represented by "Message in a Bottle?"
- Why do you care about the blue? How does the ocean factor into your life?
- Are you part of any organizations/do you volunteer? If so do let us know your role, time spent on working for the cause/campaign and the name of the NPOs.
- What have you done for the seas lately/ in the past?
- Do you have a prominent voice in your community? Do elaborate.
- Are you proactive about conservation, i.e. do you walk the talk the whole nine yards?



Images of the display in Green Spaces, Tribeca, the exhibit was placed inside a glass cube to simulate an aquarium of artifice but need not maintain the same visual narrative every time is shows. The loss of tropical fish species from reefs to pet store tanks is but a sliver of the whole story.

Message in a bottle was created to commemorate **World Oceans Day, June 8th 2012**. The art installation offers discrete vessels in the form of hand painted plastic PET bottles (post-consumer waste) to an eclectic portfolio of enterprising individuals who have unconditionally pledged their energies, cognitive faculties, personal funds and lives toward the conservation of the world's oceans so they can channel their respective messages to a broader audience through my art. Some of the voices I have elected to include are more interdisciplinary in their approach but still care tremendously for the planet's 70%. Each bottle has been custom illustrated to augment the specific voice represented by it and is displayed as a mobile object. The bottles are independently suspended from the ceiling by rope made out of braided post-use plastic shopping bags.

### **Dimensions & Requirements of the piece:**

**Height: 10 Feet Width: 10 Feet Length: 16 Feet (For every 100 bottles)**

This installation is composed of mobile objects that can be suspended to suit alternate measurements, i.e. the individual pieces can be custom fit to the dimensions of the space provided, so long as the length and breadth of the space does not diminish the piece by resulting in the visual clutter of the objects that comprise it.

This is an indoor installation as not all the mediums and materials used to illustrate the pieces are water proof or can be subject to sun exposure. The piece needs to be illuminated with track or spot lights as it is indoors and thus needs electricity. Since the installation is composed of artisanal painted objects it cannot be left unguarded and needs a secure space for display.

Audience cannot touch the objects as that they are rendered with mixed media.

It does not require heating or cooling, i.e. no climate control is necessary.

### **Materials Used**

PET bottles/containers, acrylic paints, sponges, gauche, permanent paint markers, Golden 200 GAC primer, sandpaper, ink markers, colored pencils, discarded office paper (from recycling bins), brown paper bags, card stock, walnut ink, gesso, spray paints, old magazines, newspapers, brushes, plastic bags, glue/pulp paste, X-Acto knives, scissors, cutting board, recycled paper, buttons, stickers, fabric scraps, found litter, construction papers, prints of research materials.

### **Portability**

The entire installation is comprised of mobile objects that need to be strung up to the ceiling via hooks/pipes/a trellis framework, so it is both portable and scalable depending on the location and dimensions of the space it needs to be relocated to. It can be situated in other educational institutions, museums, and galleries.



### Installation time

In order to install the piece, one would need to create a foundation structure such as a ceiling trellis from which each PET bottle can be affixed. An alternative to this is placing temporary 3M ceiling hooks or wall hooks from which piano/metal wires can extend to generate a less conspicuous ceiling trellis.

One would need 2-3 hours to hang up all the components of this piece. One would also require the same amount of time, i.e. a window of 2-3 hours, to take it down. It is not time consuming to set it up as the components are all lightweight, portable articles independently appended to the ceiling. (This time assessment is for every 100 bottles suspended.)

### Ocean Voices:

“Ocean Voices” is an online directory that lists all the accomplished participants of the “Message in a Bottle” campaign. All the individuals listed here, continue to influence policy change, promote conservation and document the miraculous assortment of life nourished by the oceans. This exhibit was one way for Sea Speak Sphere to showcase all of their distinct efforts simultaneously on a single forum.

The impetus for this campaign, from the very start, has been to amplify their blue memos for communal welfare, as it is vital to hear what they have to say before it is too late. We cannot continue to subsist in the manner we have in the past, and the only way to move forward is to pay heed to those who truly speak for the collective, without vested interests puppeteering their words and actions.

“Those who have the privilege to know, have the duty to act.” Albert Einstein.

**The first 100 participants: (Each name is a hyperlink with a distinct URL)**

<http://www.seaspeaksphere.com/ripples-of-reform/message-in-a-bottle/ocean-voices/>

<a href="#">Chris Anderson</a>	<a href="#">Vicki Nichols Goldstein</a>	<a href="#">Positive Change For Marine Life</a>
<a href="#">Blue Marble Initiative</a>	<a href="#">David E. Guggenheim</a>	<a href="#">Louie Psihoyos</a>
<a href="#">Blue Planet Society</a>	<a href="#">Michelle Harris</a>	<a href="#">John Quinones</a>
<a href="#">Greg Barber</a>	<a href="#">Dorothee Herr</a>	<a href="#">Christopher J. Raxworthy</a>
<a href="#">Deborah Basset</a>	<a href="#">John Hourston</a>	<a href="#">Diana Reiss</a>
<a href="#">Marc Bekoff</a>	<a href="#">Erich Hoyt</a>	<a href="#">Andrew Revkin</a>
<a href="#">Joanna Benn</a>	<a href="#">Peter Hughes</a>	<a href="#">Margaret Roestorf</a>
<a href="#">Elise Boeger</a>	<a href="#">Alyssa Isakower</a>	<a href="#">Gaelin Rosenwaks</a>
<a href="#">Markley Boyer</a>	<a href="#">Asher Jay</a>	<a href="#">David Rothenberg</a>
<a href="#">Wendy Brawer</a>	<a href="#">Alison M. Jones</a>	<a href="#">Carl Safina</a>
<a href="#">Baba Brinkman</a>	<a href="#">Chris Jordan</a>	<a href="#">Irene Schleinig</a>
<a href="#">Nicolas Bulostin</a>	<a href="#">Justine Kawas</a>	<a href="#">Martha Shaw</a>
<a href="#">Deb Castellana</a>	<a href="#">Jupp Kerckerink</a>	<a href="#">Susan Shaw</a>
<a href="#">Joe Chisholm</a>	<a href="#">Nancy Knowlton</a>	<a href="#">Staci-Lee Sherwood</a>
<a href="#">Jayatilake Chitral</a>	<a href="#">Kris Krug</a>	<a href="#">Angela M.H. Shuster</a>
<a href="#">Dianna Cohen</a>	<a href="#">Christen Lien</a>	<a href="#">Brian Skerry</a>
<a href="#">Howie Cookie</a>	<a href="#">Richard M. Linnehan</a>	<a href="#">Captain Eric Wartenweiler Smith</a>
<a href="#">James Costa</a>	<a href="#">Mark J. Lukes</a>	<a href="#">Gary Stokes</a>
<a href="#">Fabien Cousteau</a>	<a href="#">Barbara Maas</a>	<a href="#">Sarah Frias-Torres</a>
<a href="#">Lawrence Curtis</a>	<a href="#">Captain Charles Moore</a>	<a href="#">William Trubridge</a>
<a href="#">Wendy Diamond</a>	<a href="#">Carolyn Merino Mullin</a>	<a href="#">Lynette Wallworth</a>
<a href="#">Pat Dickens</a>	<a href="#">Leilani Munter</a>	<a href="#">Captain Paul Watson</a>
<a href="#">Anne Doubilet</a>	<a href="#">Amos Nachoum</a>	<a href="#">Pat Wardell</a>
<a href="#">Victor Douieb</a>	<a href="#">Eric Nadler</a>	<a href="#">Edith Widder</a>
<a href="#">Sylvia A. Earle</a>	<a href="#">Wallace J. Nichols</a>	<a href="#">Colin Williams</a>
<a href="#">David Edelman</a>	<a href="#">Paul Nicklen</a>	<a href="#">James B. Wood</a>
<a href="#">Dee Eggers</a>	<a href="#">Richard O'Barry</a>	<a href="#">Richard Wylie</a>
<a href="#">Juliet Eilperin</a>	<a href="#">Julie Packard</a>	<a href="#">Bonnie Wyper</a>
<a href="#">Samuël Faure</a>	<a href="#">Tre' L. Packard</a>	<a href="#">Lily Venizelos</a>
<a href="#">Marissa Feinberg</a>	<a href="#">Alexandra Paul</a>	<a href="#">Asha De Vos</a>
<a href="#">Michael Fishbach</a>	<a href="#">Daniel Pauly</a>	<a href="#">Charlotte Vick</a>
<a href="#">Natalie Fox</a>	<a href="#">Roger Payne</a>	<a href="#">Kathy Zagzebski</a>
<a href="#">David Gallo</a>	<a href="#">Chuck Pell</a>	<a href="#">Cristina Zenato</a>
<a href="#">Paul Greenberg</a>		

**A few of the Quotes provided for this installation: (For E.g.)**

**Link:** <http://www.seaspeaksphere.com/ripples-of-reform/message-in-a-bottle/ocean-voices/>

- Until we see no difference between any living being, whether it be with wings, fins, or different appendages we will be at war with ourselves and the environment. Only through Unity with Nature can we find real peace.  
– **Louie Psihoyos, Director of The Cove, Exec. Director of OPS**
- "Marine mammals are the most polluted animals on earth - they are "hazardous waste" when they strand on our beaches. Why? Because the oceans are the final sinks for all the man-made



pollutants we are using. Our oceans are in a rapid decline and we have less than 10 years to change this. Saving our oceans is not a political issue – it's a survival issue for all of us. How many oil spills do we have to endure before off shore drilling is regulated? Congress has not passed a single piece of legislature since the Gulf of Mexico Oil Spill - and the industry is not showing any signs of self-regulation either. We are poised to drill in the Arctic next summer - with no assurance that a disaster will be averted - and no meaningful containment planning for drilling in an even more challenging environment."

- **Dr Susan Shaw, Director/Founder of Meri Research Foundation**

- "Asher Jay makes our ugly profligate waste beautiful because that is the only way she can get us to look at it long enough to realize that it deserves reincarnation." **Captain Charles Moore, Founder of Algalita Marine Research Institute, Co-Author Plastic Ocean**
- "Seafood. How many species suffer those two mean English syllables? Other languages are no kinder. Romance European cultures use the expression "sea fruit," while Slavs say "sea gifts." So-called vegetarians rue the killing of farmed terrestrial animals but regularly eat wild fish. Kosher laws mandating merciful animal slaughter don't apply to any animal living underwater." - **Paul Greenberg, author of Four Fish, New York Times Writer**
- "As a journalist, I have traversed the seas from the coasts of Africa to the Caribbean shores...from Antarctica to the Indian Ocean. And, I have witnessed the damage mankind has done to them - painful destruction that is not always easy to see. The "High Seas" belong to no one nation. They belong to all of us. We must ALL do everything we can to protect them. For, without our oceans, we are all in peril." – **John Quinones, ABC News**
- In the oceans we find clues to the past and the keys to understanding the future of life on earth. If we learn to listen to the sea we will hear a story of our own origins, evolution, and destiny. **David Gallo, Director of Special Projects WHOI.**


### QR Code Compendium:

This art installation has an online gallery, and each individual who has contributed a quote has been cross linked via a QR Code to their specific page's URL. This QR code will be assigned to the corresponding bottle in a catalog along with the word they are represented by. This will allow people intrigued by a specific illustrated item in the installation, to learn more about its context in real time. The QR code feature will help viewers source the quote behind the piece, the concerned citizen/ocean aficionado behind the given statement and the organization they are affiliated with. Since digital navigation is effortless and preferred by most demographics, it would be prudent to present these elements on a touch screen interface (its utilitarian value will have to be weighed against budget.)

Aqualog: A catalog for the display that will list the following details about each piece in the exhibit:

- Bottle: Title of the Artwork
- Ocean Voice represented by the piece
- Quote provided by the respective Ocean Voice
- QR code and web URL


It would be presented in a layout similar to the online directory and can be digital or printed:



**SEA SPEAK SPHERE**

Ripples of Reform  
Message in a Bottle  
Gallery  
About the Project  
Ocean Voices

**Chris Anderson**  
TED Curator



**Invisible Systems** – Artwork by Asher Jay  
“Out of sight, out of mind. That is the essential tragedy of the ocean. Home to the most exquisite ecosystems of our planet, its waters are the veil which make these systems invisible to most humans most of the time. So in a generation, we are wantonly destroying majestic creatures, exquisitely designed by nature over hundreds of millions of years. The first step to a solution: open your eyes.”  
— Chris Anderson, TED Curator

[→ Next](#)  
[← Back to Ocean Voices](#)



**SEA SPEAK SPHERE**

Ripples of Reform  
Message in a Bottle  
Gallery  
About the Project  
Ocean Voices

**Louie Psihoyos**  
Director of The Cove, Exec. Director of OPS



**On the Same Page** – Artwork by Asher Jay  
“Until we see no difference between any living being, whether it be with wings, fins, or different appendages we will be at war with ourselves and the environment. Only through Unity with Nature can we find real peace.”  
— Louie Psihoyos, Director of The Cove, Exec. Director of OPS

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[← Back to Ocean Voices](#)

[Link: http://www.seaspeaksphere.com/ripples-of-reform/message-in-a-bottle/ocean-voices/chris-anderson/](http://www.seaspeaksphere.com/ripples-of-reform/message-in-a-bottle/ocean-voices/chris-anderson/)

[Link: http://www.seaspeaksphere.com/ripples-of-reform/message-in-a-bottle/ocean-voices/louie-psihoyos/](http://www.seaspeaksphere.com/ripples-of-reform/message-in-a-bottle/ocean-voices/louie-psihoyos/)

**Dive In, Get Wet: Audience participation** (Space, budget and foot traffic will determine whether these facets of the display can/ should be accommodated).

**The Blue Wall:** is a vertical frame that can be installed as part of the exhibit. It creates an opportunity for viewers to suspend messages they want to convey about the blue onto pre-cut rectangles of cardstock. The cardstock will bear a hole-punch. Cords made out of waste fabric/plastic will be looped through the hole-punch to help hang them from the wall. This will allow people to part take in the campaign in real time, and the blue wall's hangtags can be read by others who visit the display stirring a dialogue about the

blue between strangers who care. The wall can also showcase the existing archive of quotes from the "Ocean Voices" directory accompanied by serial numbers that facilitate cross references between the wall, catalog and online gallery.

**M.Y.O.B: Make Your Own Bottle:** At every exhibit audience as well as affiliates are encouraged to create their own bottles at the installation site, and are invited to work with Asher Jay when she's present at the display. Bottles as well as art materials will be made available to participants on a table situated near the installation. This is to motivate visitors- adults and children alike- to add to the visual narrative in their own pictures. Be it photo montages, paintings, doodles, cartoons, typographic art or mixed media collages, Sea Speak Sphere would like nothing more than to see your thoughts drawn out on PET!



10 out of 100 bottles from Message in a Bottle, visit this link to view the rest of the collection:  
<http://www.seaspeaksphere.com/ripples-of-reform/message-in-a-bottle/gallery/>

**General Information:** Since Sea Speak Sphere has access to the wealth of knowledge possessed by the experts who have contributed a quote to this campaign, tapping into their data and promoting their current research findings through an informative display that helps educate the public about threats posed by plastics to the ocean will only further consolidate the collaborative nature of this venture. From info-graphics, & educational spreads (as seen below) to video broadcasts and live panels, this platform is committed to furnishing the public with relevant content in an effort to invoke transformation in consumer habits, and place stress on the plastics industry to become

closed loop systems that are willing to invest into sustainable alternatives. Literature pertaining to city-state specific recycling programs will also be made available and Sea Speak Sphere will partner up with local companies and 501c organizations actively invested in reducing, reusing, recycling and repurposing post-consumer plastic waste, to counsel and tutor the exhibit's visitors about plastic's lifecycle in their immediate landscape.

## Refuse single-use and disposable plastics

### Start now: bring your own bag and reusable bottle

#### THE FACTS

##### Plastic is forever

Plastic creates toxic pollution at every stage of its existence: manufacture, use, and disposal. Plastic is a material that the Earth cannot digest. Every bit of plastic that has ever been created still exists, including the small amount that has been incinerated and has become toxic particulate matter.

##### Plastic poisons our food chain

In the environment, plastic breaks down into small particles that attract toxic chemicals. These particles are ingested by wildlife on land and in the ocean, contaminating the food chain.

##### Plastic affects human health

Harmful chemicals leached by plastics are present in the bloodstream and tissues of almost every one of us, including newborns.

##### Disposable plastics are the main source of plastic pollution

Consumption of disposable plastics—bags, bottles, straws and so forth—has spiraled out of control. These items are used for seconds, hours or days, but their remains last forever.

##### Plastic recycling is not a sustainable solution

Most of our plastic waste is landfilled, downcycled, incinerated or exported to other countries. Recycling of plastic is costly and does not stem the production of virgin plastic product.

##### Plastic pollution is not only in the ocean

The amount of plastic pollution in the ocean is expanding at a catastrophic rate, but there are similar concentrations of plastic in the desert, in every community around the world, in our homes and in us.

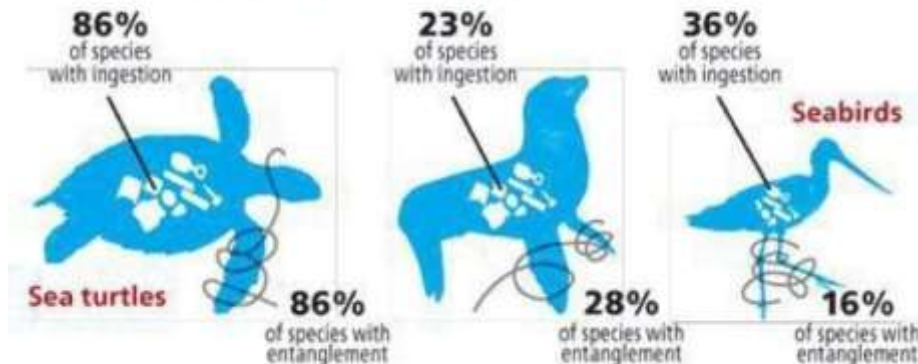
Plastic Pollution Coalition is a global alliance of individuals, organizations, businesses and policy-makers working toward a world free of plastic pollution and its toxic impacts on humans, animals and the environment.

JOIN THE MOVEMENT TO  
STOP PLASTIC POLLUTION—  
FIND OUT HOW AT:

[plasticpollutioncoalition.org](http://plasticpollutioncoalition.org)



#### Percentage of marine species worldwide ingesting or entangled with plastic<sup>5</sup>



## Why care about plastic debris?



Plastic debris is proliferating in the environment, especially in the marine environment, and is causing numerous problems for humans and wildlife. Plastic is not biodegradable and very little of it (less than 4%) is recycled. (The triangle of arrows around a number doesn't mean that a plastic product is recyclable.) Because it is durable and light-weight, plastic debris travels over vast distances and accumulates on beaches and in the ocean. The majority of marine debris is plastic.

In the Central North Pacific Gyre, pieces of plastic outweigh surface zooplankton by a factor of 6 to 1. Ninety percent of Laysan Albatross chick carcasses and regurgitated stomach contents contain plastics. Fish and seabirds mistake plastic for food. Plastic debris release chemical additives and plasticizers into the ocean. Plastic also adsorbs hydrophobic pollutants, like PCBs, and pesticides like DDT. These pollutants bioaccumulate in the tissues of marine organisms, biomagnify up the food chain, and find their way into the foods we eat.

Although plastic products benefit our lives in the medical industry, safety equipment and other technologies, it is imperative that we eliminate the flood of post-consumer plastic waste into the environment. For the sake of a healthy biosphere, including ourselves, the plastic plague must no longer be ignored.

## How did the plastic get there?

Estimates of plastic in the world's oceans exceed 100 million tons. Though 20% comes from ocean sources like derelict fishing gear, 80% comes from land, from our watersheds. A large segment of what ends up as marine debris is single use disposable consumer items: A bottle cap or plastic bag that falls to the grounds will be blown or washed into a storm drain, where it will flow to the ocean. Beachgoers also contribute to the problem, as does the plastics industry – roughly 10% of the debris found on beaches is preproduction plastic pellets lost during industrial processing.



### What is a watershed?

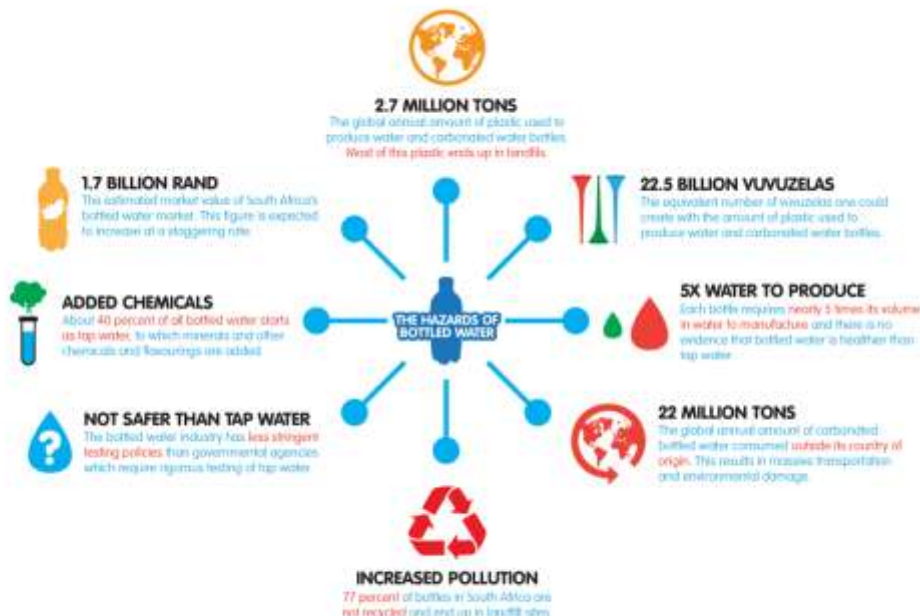
Every human lives in a watershed – an area that is drained by rivers and streams and includes geographical structures like mountains, valleys, and man-made structures like buildings, parking lots and highways. It also includes a rich biodiversity that is supported by the ecosystems within it.

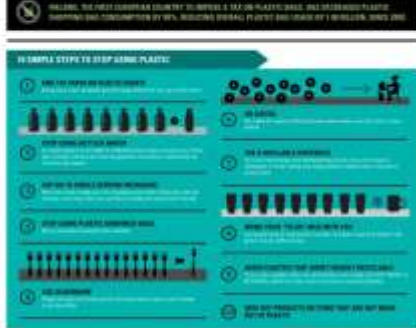
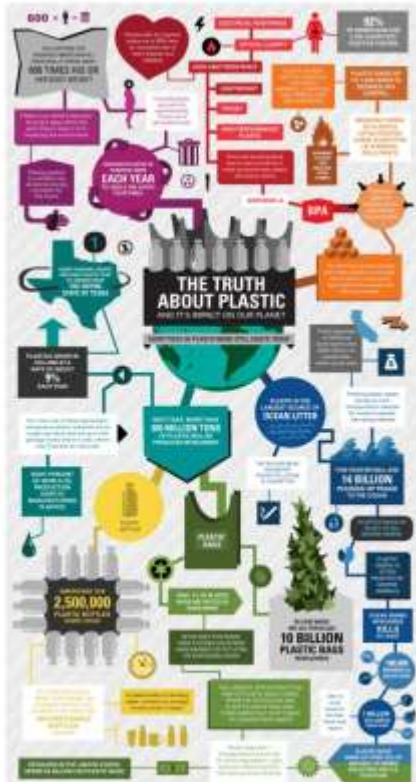
There are many strategies to keep plastic out of our watersheds and out of the ocean. Structural controls, like screens over storm drains and nets across rivers are marginally successful and expensive. Beach and reef clean-ups are infrequent. Solutions are most effective at the source. Best management practices by plastic manufacturers work when enforced. Some communities have banned certain plastics from retail use. Bio-plastics, polymers made from plants, are excellent alternatives that will help end the plastic plague.



## 10 things you can do to conserve your watershed.

- HOUSEHOLD CHALLENGE:** create a 100% recyclable and compostable grocery list. Imagine all of your household waste going into the compost pile or recycle bin!
- If you must buy consumable products, choose paper, glass or bio-plastic.
- Sweep sidewalks, don't hose them.
- Use natural pest killers in your garden, such as ladybugs, decollate snails, or praying mantis eggs. Use pesticides sparingly.
- Dispose of used oil, antifreeze, paints, and other household chemicals at a hazardous waste facility, not in storm drains.
- Keep vehicles well maintained. Clean up spilled brake fluid, oil, grease, and antifreeze with a rag or absorbent compound.
- Wash your car on the lawn so that the water sinks in the ground. Use environmentally friendly cleaners.
- Purchase household detergents and cleaners that are low in phosphorus to reduce the amount of nutrients discharged into our lakes, streams and coastal waters.
- Ask your community to install screens over storm drains, and help keep them free of litter, leaves, and debris.
- Buy in bulk, and bring your own cloth or recycled grocery bags to the store.





Information provided by [www.epa.gov/epaospr/airquality/airqualitycriteria](http://www.epa.gov/epaospr/airquality/airqualitycriteria)

Source: EPA, National Health Statistics, 2015 U.S. Food and Drug Administration

## WHY YOU SHOULD STOP DRINKING BOTTLED WATER

Bottled water is heating water — or so marketers would have us believe. And both of the bottled water labels on the left, a common pair of going water, might surprise you: in reality, bottled water is just water. However, that fact isn't stopping people from buying a lot of it. Here are some solid reasons to kick the bottled water habit.

### The largest consumer markets for bottled water

- 1 United States
- 2 Mexico
- 3 China
- 4 Brazil

### Global sales of bottled water in million tons

119.3 (2014)

174.2 (2015)

+51%

### U.S. drinks

21 gallons of bottled water per capita per year

In the U.S., bottled water costs between \$0.25 and \$1 per bottle, while tap water costs less than \$0.01.

### 90%

Or more of the cost of bottled water goes to the water itself — leaving packaging, shipping, marketing, etc.

### Bottled water is less effective to public systems

Many people drink bottled water because they don't see the value of their local tap water or because they question its quality. Only the efficient use of water to competing water that water conservation to bottled water. Once distanced from public systems, these consumers have little incentive to support local water and other natural or engineering municipal water treatment.

### The cost of PET water bottles

PET water bottles account for 30% of all the PET bottles and containers collected by curbside recycling. The recycling rate for water bottles is 23.7%, so companies need the 2006 rate of 20.1%. Bottled water production up to 1.2 billion tons of plastic waste each year. That plastic requires up to 1.2 million gallons of oil per year to produce.

### No healthier than tap water

There's very little evidence to suggest that bottled water is any healthier or better for you than tap water. Having bottled water in the U.S. falls under the regulatory authority of the FDA, in possible. About 20% of bottled water water samples were found to contain, at least, one of the 18 chemicals listed on the FDA's list of chemicals that are not safe for consumption. On the other hand, water systems in the developed world are well-regulated to the U.S. For instance, it regularly requires for treatment and testing chemicals.

### The water placed on bottled water

Some brands of water are sold in 16.9-liter bottles and can be purchased from vending machines, single-use bottles — and at the same time, in a 16.9-liter bottle. These bottles are often filled with tap water bottled close to their distribution point. If you compare with other brands, bottled water can cost more than gasoline, which has to be pumped out of the ground in the form of crude oil, often sent to refineries across the world and sent back. Therefore, water can be more expensive than gasoline.

### What's the best choice?

There's a simple alternative to bottled water: **buy a stainless steel thermos**, and use it. Don't like the look? Your local tap water lines' **inexpensive carbon filters** will turn most tap water sparkling fresh at a fraction of bottled water's cost.

Information provided by [www.epa.gov/epaospr/airquality/airqualitycriteria](http://www.epa.gov/epaospr/airquality/airqualitycriteria)

Source: EPA, National Health Statistics, 2015 U.S. Food and Drug Administration

**farm LIFE**

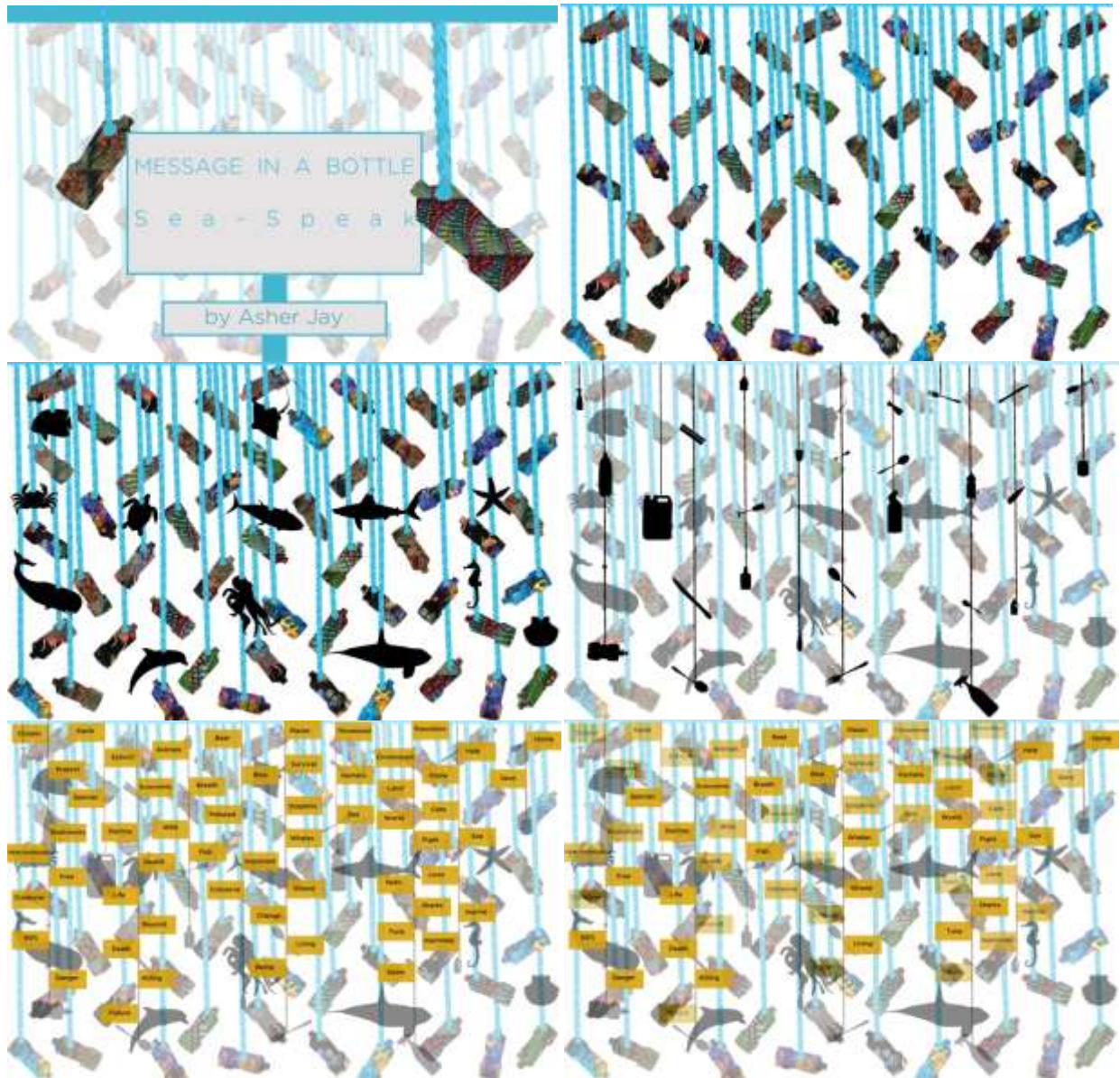
**Blue Brigade:** The “Blue Brigade” consists of envoys who advocate for the Sea Speak Sphere movement; they are spirited champions for the blue, and they speak out for the sea by aligning themselves with our mission to promote marine conservation holistically. They help bring the platform to new venues and aid in disseminating the urgent educational content handed in by “Ocean Voices” through social media, and press. Members of the “Blue Brigade” mobilize the masses, seeding clusters of concerned citizens keen on channeling their commitment to the deep through this initiative. They act as missionaries for the campaigns and causes embraced by this platform by engaging community, children and policy makers through education, art and literature, consequently inciting sustainable change in favor of the collective.



**First to Final: The Process - Notes from the Artist:**

The preliminary concept I came up with was both expensive to produce and required me to procure brand new raw materials, which to me was simply not sustainable.

In the initial version, the artworks were to be rendered on plexi-glass custom cut to the silhouette of a plastic bottle, and strung up on braids of blue yarn, however that did not sit well with me as the point of Garbagea is to reduce material waste in this world not add to it. So I went back to the drawing board, re-examined every aspect of my model and figured out that I wanted to create by repurposing not through retail purchasing! I wanted to up-cycle refuse through art, so I switched out the blue yarn with braids made from plastic shopping bags, and the plexi-glass with plastic beverage bottles that I acquired from a collection drive I ran in my apartment building in New York.



I have simplified the visual content over time, editing out the silhouettes of animals and single use plastics (which I might eventually add into the space), and by illustrating most of the narrative onto the primed PET bottles themselves. The industrial scraps of styrene did not work well with my paint and material choices albeit they looked interesting, because everything began to flake off shortly after. So I have shelved the rectangular word cloud shown in the images above and have opted to present the words in an animated short instead: <http://vimeo.com/asherjay/sea-speak-sphere>

This video should be screened alongside the display, or be available to play on a touch screen interface, as it not only features rotational views of all 100 bottles from the opening night exhibit but also shows the 100 most frequently used words in regards to marine conservation in 2012, uttered by renowned names. This data was expurgated from the first 100 quotes by means of a simple algorithm.



## Why Should One Speak up for the Sea?

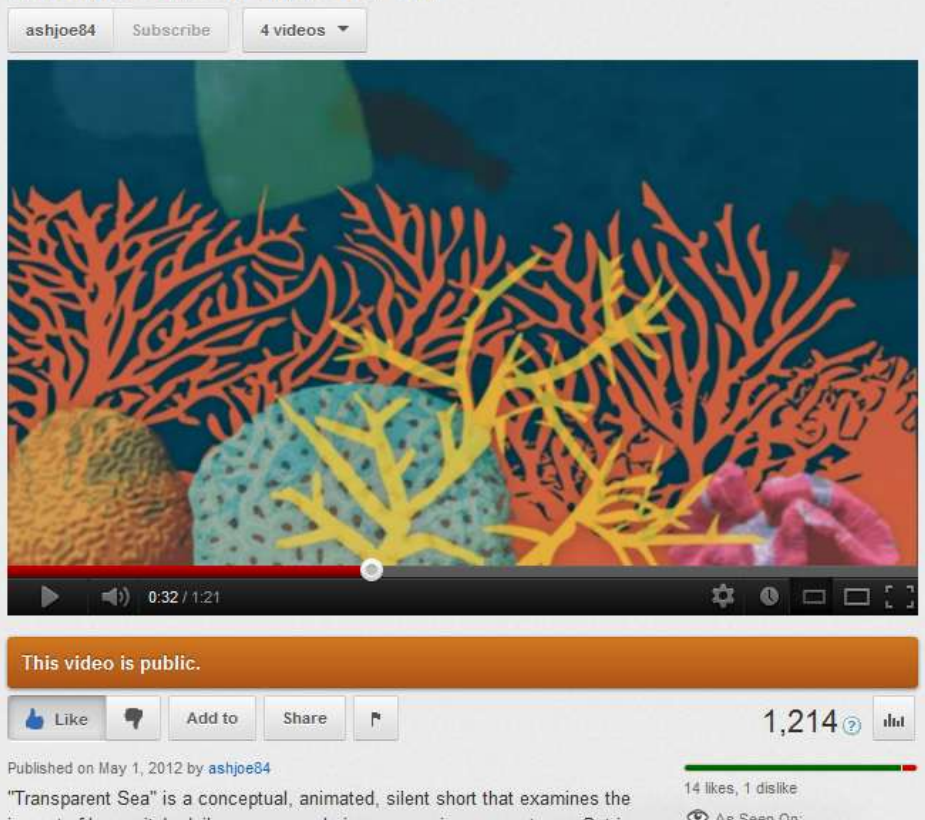
Life on the surface is vulnerable to a great many threats, as a result of which it has endured five mass extinctions already. The fruition of all life transpires at the bottom of the sea with good reason; beneath the translucent shifting sheath, the evolutionary clock is less likely to hit reset on account of unforgiving externalities. This theory is further supported by evidentiary Stromatolite fossils collected around geothermal vents which date back to 3.8 BYA (Billion Years Ago.) Our internal chemistry only further affirms our connection to the primordial soup, as the measure of salt in our blood stream is the same as that found in the world's oceans. The ocean is thus within each and every one of us, and our continued survival is inextricably dependent on its health. Topographically it is the largest surface feature on earth, blanketing over 70% of the planet in gradations of lustrous sapphire and turquoise. No matter where you reside, your daily activities alter ocean chemistry which boomerangs on us through the hydrological cycle. We owe one out of two breaths to its expanse, or we owe 80% of the air we breathe to it. For 1 in 4 people globally it plies them with their main protein source, and it regulates climatic conditions, specifically temperature. The oceans absorb 50 times more anthropogenic carbon emissions than the atmosphere, it also takes up other atmospheric gasses, allowing for conversions and pacing out the assimilation of these compounds in the stratosphere. The ocean's corals furnish us with medicines and minerals for chronic pain, cystic fibrosis, cancer, heart disease, and skin ailments. Her blue depths float our bodies as well as our transportation; she plies us with economic incentives: *fishing, eco-tourism, wind/wave energy, irrigation and extraction of organic compounds for spas & cosmetic products*, and she recycles substances (nitrogen, water, carbon dioxide, and diffused oxygen).

The sea is a living, breathing organism, and now because of our actions she is dying, if we do not band together and step up now to speak up on her behalf, we will lose our story. Our past will erode with our future in our avaricious present and she will no longer hold the vitality to fuel our lives. If this Gaian entity's pulse is extinguished, then that conclusion will enlist us as well, for we are not separate from the blueprint of biodiversity. When the ocean is pushed over the tipping point other habitats linked to its saline waters – mangroves, wetlands and reefs that protect us from storms, tsunamis and floods will also disappear forever. She is home to the greatest diversity and the largest migration of life on earth, she needs us now more than ever before, and if I don't do something about it, I will not be able to live with myself, for I am haunted by her cries irrespective of the hour...



**Fundraising:** Many aspects of this installation and campaign require considerable funding to reach fruition. To make a difference and to translate the potential of this undertaking into action, we need your help. Sea Speak Sphere is looking for financial support: creative grants, artist in residence programs, donations, partnerships, collaborations, sponsors, and angel investments from VCs invested in education, sustainable development and conservation. We are open to suggestions and dialogues about how to advance the reach of this initiative.

## Transparent Sea by Asher Jay



**RIO+20**

**Link:** <http://www.youtube.com/watch?v=s-vibgPdct8>

"Transparent Sea" is a conceptual, animated, silent short that examines the impact of humanity's daily consumer choices on marine ecosystems. Set in a coral reef, this succinct narrative shines a light on the gradual denudation of a habitat rich in biodiversity due to our current, irreverent use-and-throw, gas-guzzling paradigm of subsistence. A plastic bag seems innocuous enough in a supermarket but in the wild ocean, its shimmering sheath teases the appetites of sea turtles and fish, choking their digestive tracts over a sustained period of time, depriving them of vital nutrition. The obvious solution is to assume unequivocal ownership of the undulating blue, a natural global asset, for if we fail to embrace our responsibility as custodians of this planet we will lose our story.

This is a Garbagea undertaking, for more information visit: [www.garbagea.com](http://www.garbagea.com)

It was created for the Rio+20 Summit, as a Google Ocean Partner to reduce the use of plastics, specifically single use items, at Rio+20, it is being screened at the summit and it is also an official selection of the Blue Ocean Film Festival 2012.

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**Facebook Fan Page:** <https://www.facebook.com/Sea.Speak.Sphere>