

Artworks celebrate Earth Hour

To raise awareness for WWF's Earth Hour on Saturday, 23 March, 2013, the World Wide Fund for Nature in South Africa (WWF-SA) will unveil larger-than-life artworks in celebration of the world's largest global mass action for the environment.



The murals are inspired by the WWF theme #WeAreAllConnected. Created in Joburg and Cape Town by muralist Freddy Sam (aka Ricky Lee Gordon), the artworks visually highlight humankind's connection to, and dependence on, the natural world.

WWF-SA's CEO, Dr Morné du Plessis, said: "We are excited by the prospect of visually inspiring people beyond Earth Hour to continue to consider their personal impact on the environment and the part we each play in contributing to the protection of the planet. Our small actions all add up."

The first inspiring mural was revealed in Maboneng Precinct in Joburg on Tuesday, 12 March. This colourful creation is a product of community participation. A workshop was recently held in which local residents and those in the area were asked to draw their interpretations of the message #WeAreAllConnected.

An awareness of the natural world

Of these creations, art activist Ricky Lee Gordon explained: "Art is a way of reaching into the heart of communities and bringing new messages to the social dynamic. We wanted to inspire an awareness of the natural world in these built urban environments."

The murals were created using both Plascon Polvin and Plascon Evolution paint, which is a zero VOC, solvent-free and Green Council-approved product generously sponsored by Kansai Plascon. Eazi Access Crane Hire kindly supplied the cranes used in the production of the two pieces.

On the night of Earth Hour, the second mural in the #WeAreAllConnected-inspired series will be revealed at a special event in Woodstock, Cape Town that coincides with Earth Hour.

"For Earth Hour 2013, the idea is to switch off for the hour and switch over to more sustainable ways of living beyond the hour. The mural was created with the desire to leave something behind to remind us all that our actions need to live long after the celebrations," said Du Plessis.

Around the country, a number of other Earth Hour-related events also will take place as individuals, schools, businesses, and community groups show their commitment to the environment. WWF's "Things To Do In The Dark" platform provides inspiring ideas for ways to celebrate Earth Hour.

Go to www.facebook.com/WWFSA for the "Things To Do In The Dark" app.

For more, visit: <https://www.bizcommunity.com>