

minutes+ years

8362 2010
neil arends 20 december

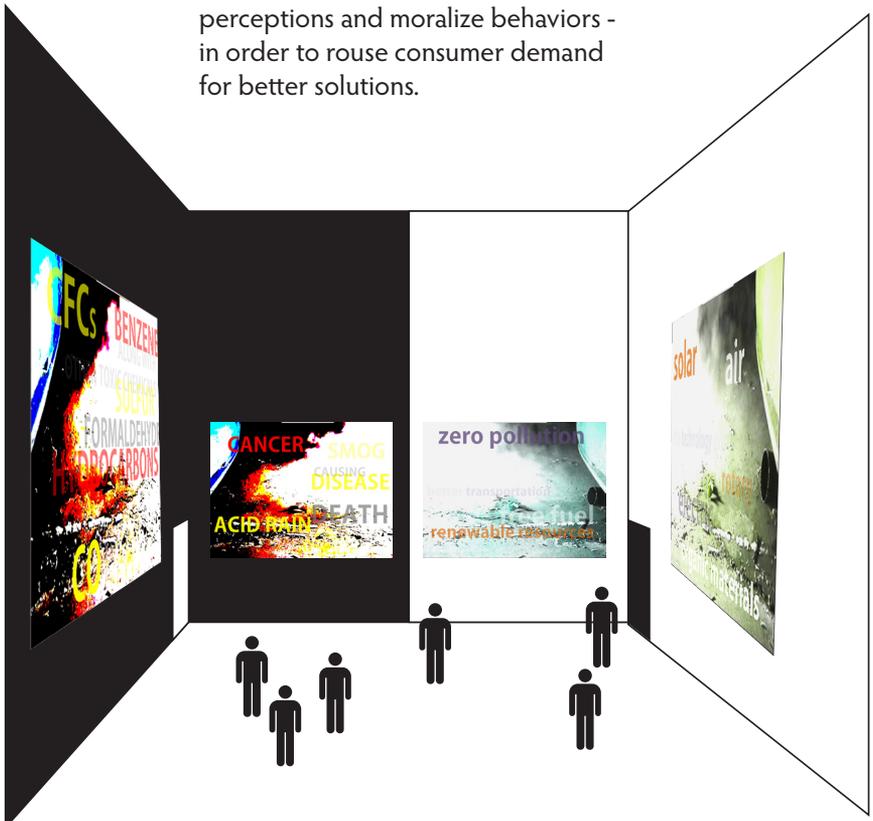
In 1860 Jules Verne predicted that the transportation of the future would run on air.

150 years later - this technology and others exist that can be utilized to eliminate exhaust of toxic chemicals and dependence on oil.

Rather than zero emissions - U.S. policy requires that passenger cars reach 41 mpg by 2016.

A series of one-minute presentations explore the negative aspects of continuing to guzzle gas - and the potential of existing and future technologies.

Whether viewed projected in a gallery or on a computer screen - the minutes are meant to both educate perceptions and moralize behaviors - in order to rouse consumer demand for better solutions.



THE MOTIVE

To change perception of gasoline to an **UNACCEPTABLE** fuel source.

To communicate the **NEGATIVE** effects of emissions.

To associate the consumption of gasoline with **FEAR** and **DISGUST**.

To decrease consumer **DEMAND** for gasoline powered vehicles.

THE MEDIA

Pervasive software **TECHNOLOGIES** are used.

Making the message **ACCESSIBLE** to the greatest **POPULATION** of consumers.

To create and disseminate **INFORMATION** intended to educate.

Using text and image to create **NEGATIVE** associations with the **UNSUSTAINABLE** consumption of gasoline.

THE MESSAGE

Exhaust from gas-burning engines is **TOXIC**. Acute or prolonged exposure to the chemicals produced both have **DIRE** consequences.

Carbon Monoxide poisoning can cause irreversible **BRAIN DAMAGE** and accidental or intentional **DEATH**.

Carbon Dioxide is a greenhouse gas and major contributor to **GLOBAL WARMING**.

Nitrous Oxides lower resistance to **INFECTION**, cause smog, **ACID RAIN**, and damage coastal ecosystems.

Particulate Matter **POLLUTES** the air and contributes to respiratory **DISEASE** like **ASTHMA**.

Benzene causes **CANCER**, promotes smog, is harmful to aquatic life, and can **KILL** plant life.

Formaldehyde, used to preserve **DEAD** tissue, also causes **CANCER**.

Sulfur Dioxide is damaging to our respiratory and pulmonary **SYSTEMS**, and can acidify rain and larger bodies of water.

Free Radicals that contribute to lung **CANCER** and cardiovascular **DISEASE**.

The toxic emissions from the continued consumption of gasoline is poisoning our environment and our bodies -and amounts to an attempt at **SUICIDE** on a global scale.

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THE MOTIVE

To change the perception of alternative fuels to a **DESIRABLE** source of energy.

To communicate the **POSITIVE** effects of these technologies.

To associate alternative fuels with **SAFETY** and **PRIDE**.

To increase consumer **DEMAND** for cleaner technologies.

THE MEDIA

Pervasive software **TECHNOLOGIES** are used.

Making the message **ACCESSIBLE** to the greatest **POPULATION** of consumers.

To create and disseminate **INFORMATION** intended to educate.

Using text and image to create **POSITIVE** associations with **SUSTAINABLE** technologies.

THE MESSAGE

The technology exists to provide a **BETTER** solution to transportation.

Electric motors are **POWERFUL** and **EFFICIENT**.

Rotary engines are **RELIABLE**, efficient, and require **NO PETROLEUM**.

Solar arrays are being designed that are nearly **100% EFFICIENT**, and provide **FREE** energy.

ORGANIC materials allow components to be **GROWN** and are **COMPOSTABLE**.

Cars that run on **AIR** can make their own fuel while **CLEANING** the air we breathe.

Combining these technologies could produce **ZERO EMISSIONS** and potentially cost **ZERO DOLLARS**.

Advancing these technologies is crucial in attempts to **HEAL** on a global scale.

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