

**VIDEO ART PROJECT PROPOSAL: *On the Rocks Please!***  
***Customized for “VisualContainer”***

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**CRITICAL CONTENT**

Glaciers are amongst the most beautiful wonders on this planet, and their importance to life goes way beyond our common knowledge. For many people such importance is more evident as their dependence on the water provided by glaciers is greater.

The imagery of this video will show, in one hand, the abstract beauty that lays now in the surface, now in the depths of the ice, the water, and the earth. On the other hand, it will show the harshness of the damage caused by human activities on the atmosphere, on the water-reservoirs, and on the land.

**CONCEPT**

Between heaven and earth ice have existed in cycles that last for hundreds of thousands of years at a time. Such ice has had an important role in the sustainability of life in the planet. Between heaven and earth we, humans, stand on top of every living species as if we were the corner stone of life in the planet, the conjunctional element.

As technology draws people away from nature every time more and more, this project aims to reach those people through the screens of their computers to remind them that there is a natural world that needs to be protected if we do not want to be wiped off from earth by natural disasters triggered by ourselves.

**PROJECT DESCRIPTION**

This is an art video piece and it will be created for an online venue.

**PROJECT GOALS**

- To reach international audiences through VisualContainer’s website (online TV).
- To create consciousness about the fragility of the planet’s fresh water reserves, which is found mostly in glaciers.

- To create consciousness about the tangibility of glaciers, as millions of people around the world depend directly on them.

## RESEARCH

### **1. Other artists/professionals that have made similar work**

- **Lynn Augstein** >> Lynn does performance cinema. For an example of her work watch *Borealis* (2006) DVD.
- **James Balog** >> Creator of the *Extreme Ice Survey*, a project dedicated to document glaciers in different parts of the world by placing photographic cameras to create a time-lapse animation. He also has created a beautiful collection of photographs of icebergs in their last stage of life.

### **2. Other similar exhibitions**

- *Reverance* (2005). Live performance/Installation by Lynn Augstein at Cobalt Sun Gallery.
- *Tropozone* (2004-2005). Live performance/Installation by Lynn Augstein at Cobalt Sun Gallery.
- *UltraViolet* (2003). Live performance/Installation by Lynn Augstein at Hyatt Regency Embarcadero Hotel San Francisco, CA.

### **3. Other artists/professionals and exhibitions that inspire/influence you**

Bill Viola, Krzysztof Wodiczko, Matthew Barney, Andrea Zittel, Alfredo Jaar, Geir Jenssen, Andrea Polli, Paul Miller, Ron Fricke, Godfrey Reggio, Werner Herzog, Shirin Neshat, Robert Mackay, Nike Cope, Walker Evans, Dorothea Lange, Pare Lorenz, Frederick Clements, James Balog, Mark Amerika, Ani Di Franco, and Steve Roach and Robert Rich.

### **4. Historical and current trends and context**

Global Warming has happened before as a natural earthly cycle, but never before has there been a living species contributing so much toxic waste into the earth and the atmosphere to influence this phenomenon. The last time the earth overheated to such extent that it lost all its

glaciers was during the age known as the Pliocene, 1.8 to 5 million years ago<sup>i</sup>. Before that, 65 million years ago<sup>ii</sup>, right after the meteorite that killed the dinosaurs, temperatures rocketed for a short period of time and then dropped into another glacial period. During this time most of the life disappeared from the planet due to the atmospheric darkening caused by dust and different gases that followed the meteorite impact. This time, human-made pollutants have increased in the atmosphere like never before in human history, and the damage we have induced to the planet has no precedence. What is ironic is that we –humans- are part of the over-all ecologic chain that we are damaging, and by harming the environment and other species, we are also affecting ourselves.

Today, different artists are approaching the subject of global warming and their concern for the accelerated melting of the glaciers of the world in different ways. Geir Jenssen, James Balog, Andrea Polli, and DJ Spooky are just a few of them.

#### **5. Literature / readings that directly relates to this proposed project**

- *Conversation Before the End of Time*, by Suzi Gablik, 1995.
- *Earthworks: Art and the Landscape of the Sixties*, by Suzaan Boettger, 2002.
- *Art Lessons: Meditations on the Creative Life*, by Deborah J. Hayness, 2003.
- *The Energy Revolution Report; second edition, 2008*.
- *Arctic Melting*, by Chad Kister, 2005.
- *Healing the Planet: Strategies for Resolving the Environmental Crisis*, by Ehrlich & Ehrlich, 1991.
- *Himalayan Scientific and Mountaineering Expedition, 1960/61: The Scientific Programme*, by Pugh, L. G. C. E., 1962.
- *The Biology of Man in the International Biological Programme: The Human Adaptability Project*, by Weiner, J. S., 1964.
- *Glaciers*, by Hambrey, M. & Alean, J., Second Edition, 2004, Cambridge University Press, UK.

#### **PRODUCTION NEEDS**

- Digital Camcorder Canon HV20 (covered by the artist)
- 2 mini-DV tapes (covered by the artist)
- Video tripod (covered by the artist)
- Waterproof gear to protect all the gear and supplies (covered by the artist)

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<sup>2</sup> <http://www.pbs.org/wgbh/evolution/extinction/dinosaurs/asteroid.html>

**Location**

<http://www.visualcontainer.tv/>

**Cost**

- 2 mini-DV tapes - \$3.00 e/a
- **Total= \$6.00**