

Student Name: Rhiannon Hedges

P Number: 2403997

Programme of Study: Graphic Design

Tutor: Martin Bush

Module: ADDA4023 Ways of Perceiving

Task:

Curate an exhibition = 1358 words

For this assessment, I confirm that I have not used Generative AI to support me in structuring my submission, including creating a draft argument structure, identifying parts and headings. I confirm that I have not used Generative AI to create text for my submission. I confirm that I have not used Generative AI for creative materials, such as images.

Art Against the Haze

This exhibition has been created to demonstrate the global damage and effects of air pollution in large, mainstream cities. To give people a chance to stop and look at an art pieces clearer message of what we as humans need to be more mindful on and make small changes to slowly rebuild our atmosphere. It's stated that "In the UK, poor air quality causes devastating, lifelong illnesses and contributes to up to 43,000 deaths per year." (2023) I wish to use the exhibition as a way to spread awareness and help people also spread the same message I am by using different artists own artistic expression on how they are showing their opinions of air pollution.

So, I have chosen London's most popular park, Hyde Park as the grounds for my exhibition since this park can almost be seen as a gateway escape for people to leave the polluted city streets. It's a calm walk back into nature and a perfect, public space to hold art pieces that spread this air pollution issue.



Fig 1, (Parsons, 2021, London Lonely Underground

Dryden Goodwin created public artwork that demonstrated peoples 'lack of ability to breath'. He had sketched pictures of his son first, then moved to bigger pieces of activists and residents of heavily polluted areas of London. His pencil drawings aimed to spread awareness to the public health crisis caused by the growing air pollution in big cities.

Goodwin stated '*I experience drawing as an act of empathy, thinking yourself into another person's life, their experience and story as you draw them. As it's clear we don't all breathe the same air, the role of empathy will play a vital role if we are going to achieve the change needed locally and globally-*' (2024)

His painting shows a dark, messy sketch of somebody trying to breath, the pencil texture being translated into toxic smoke which would in fact make it hard for a person to breath. The raw truth in his artwork show's that changes must be made to cities air quality or the image depiction of struggling for air could become a reality.





Fig 2 (Goodwin. D, 2024)

Two artists based in Norway, Z. Denfeld and C. Kramer's, decided to spread their own message on air pollution by standing in the streets, whipping egg whites and 'baking' polluted air into their meringues. They would serve them to the public under the name of 'Smog Tasting Project'.

Z. Denfeld said he'd gotten this idea by, quote; 'Every day I would come home and blow my nose, and the colours of the rainbow would come out,' (2025, BBC) Which then lead to their discovery that whipping eggs is an action that uses 'air' to fluff up the egg whites, so combining their love for baking/cooking and making a pollution statement of it out on the busy streets, it was a perfect way to spread awareness.

"People can say Beijing makes their throat burn, or Mexico City tastes sulphurous... We don't need more data or more sensors. We need to find a way to use our bodies, and food and flavour and joy and passion to enact change." (Z. Denfeld, 2025)

This being an interactive art piece would be perfect for my exhibition as it would engage visitors and let them learn something for themselves through personal experience, getting to

taste air pollution there in front of them. It will send a strong message and leave them wondering if perhaps all food have similar issues.



Fig. 3 Smog Tasting Project (Z. Denfeld and C. Kramer, 2025)

A Chinese performance artist under the name, Nut Brother, had been in the streets of Beijing and had been using a vacuum cleaner to suck up the polluted street air for 100 days straight. His reasoning for doing so was found to be that drilling for gas had been leaking into water supplies that go to local villages, polluting it with unhealthy amounts of iron and manganese. The artist stated in an interview, “‘Nongfu Spring’ literally means the spring water that farmers drink, but what kind of water are Chinese farmers really drinking?” (2018)

To bring light to this issue, Nut Brother bought 10,000 water bottles from China’s best known water supplies and swapped them out for the polluted water. He managed to only exhibit a couple before the water company complained about the ethics of his work. This kind of exhibition can be easily displayed, even interacted with. Compared with the healthier water provided alongside it, it can create a huge parallel insight as to what air pollution can cause

for health, not just in London. If this exhibition can broadcast what sort of health issues can occur if air pollution is not treated properly, it can send more of a warning message to visitors and create a more powerful message, especially if Nut Brother's own try at exhibiting this was shut down.



Fig. 4 Brother Long (2018)

Artist Kasia Molga works more with science and technology for her art pieces. Fig. 5 is one of her multiple different exhibitions in different cities called 'Under Her Eye', where after Molga suffered a horrible asthma attack which hospitalised her, she wanted to turn her traumatic experience into a fight against air pollution which can harm so many people suffering with asthma.

Molga's artwork has a futuristic appearance to it. Synthetic like jackets created out of re-used acrylic that was laser cut. The design was modified so it would light up as with a mask

attached, when the performer wearing the piece would breathe, the lights would slowly turn red the mother carbon emissions they'd inhale. "When there is more black carbon in the air, it becomes more and more red" (K. Molga, 2018)

'Like creatures of the deep, their glowing colours rhythmically pulsate with each breath, as they perform a choreographed dance. Despite wanting to highlight pollutants, Kasia also wanted to create something beautiful' (2018, BBC)

The exhibition is mobile and has toured lots of different cities, to have these performers also in my exhibition with their colourful lights, possibly as a 'last act', could be a eye-catching and engaging way to spread a very meaningful message.



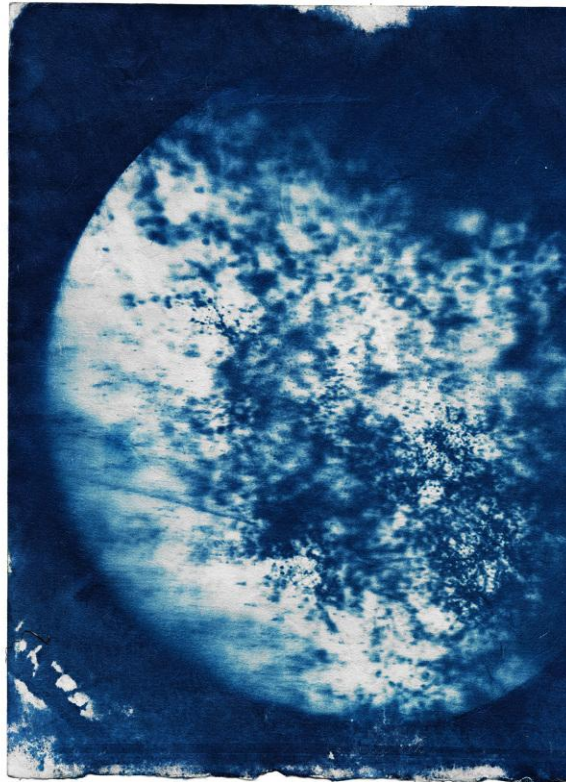
Fig. 5 Human Sensor (Davis. A, 2018)

Marina Vitaglione worked with scientists from the *Environmental Research Groups's London Air Quality Network* to use real-world data from London's hotspots to produce a series of prints. These pieces of artwork were cyanotype prints which is a process of letting sunlight

reveal the final image on photosensitive emulsion coated paper. Sourced with 90% bamboo and 10% cotton fibres.

This tedious project was helped by Professor Frank Kelly, who also attended this first release of Vitaglione's artwork and stated, "At ERG we are always looking for new and interesting ways to communicate air pollution and health issues with the public and so, working with the artist Marina Vitaglione to make the invisible, visible was a great opportunity for us" (2022) This work process was used by taking air samples to then look under a microscope, then photographed to create these prints with the different colouring showing different levels and amounts of toxic air waste mixed with our natural oxygen.

"Climate change is largely invisible, and not tangible, so I think it is important to find new ways to show and reveal it." (2022) States artist Viaglione, which is a powerful message she's put across through beautiful works of art, which at first glance, don't look anything at all related to air pollution. But the thought and long process to get her art pieces sends a very strong message about air pollution and hopefully gaining more attraction to solving the issue at hand.



Brixton Road, Lambeth, South London, 20/08/20

Fig. 6 (20 August 2022)

So, my exhibition deals with this final question that I want people to really question once they've left, what can we do/change to how we live to improve our quality of air? To come away from these individual art pieces and see how air pollution has affected other people's lives and wonder how it could affect their own. What small changes can we start off with for a healthier future?

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