

## 'Unwrap the World From Environmental Debt'

VCD3 Assignment One- 'Debt'

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**THE IDEA:** to create a sustainable and socially responsible design addressing environmental debt

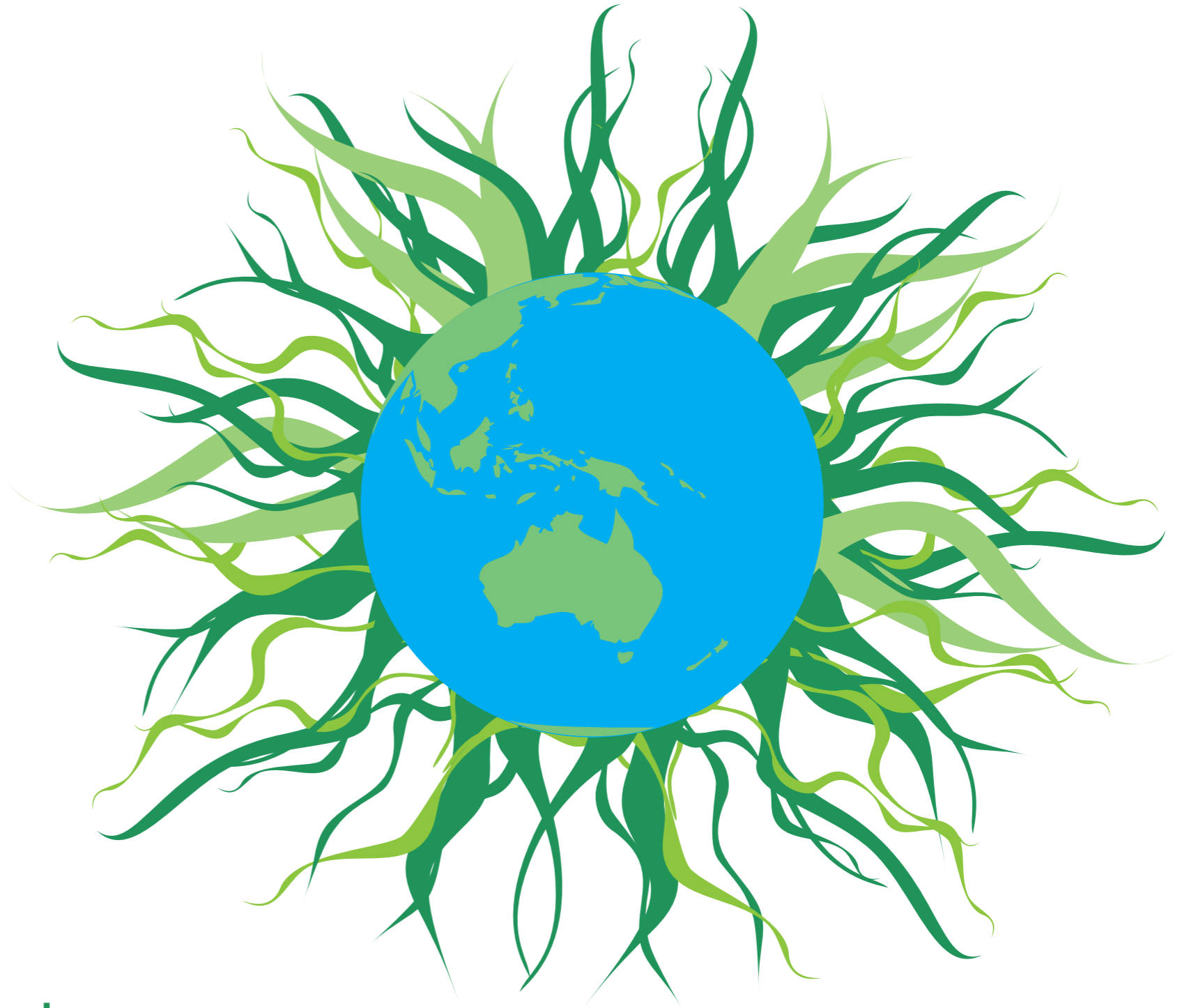
**THE OBJECTIVE:** to create a design that not only informs about the problem but also provides a solution

**THE SOLUTION:** an info graphic, a logo, a poster, packaging, stickers and a garden plan

**ENVIRONMENTAL DEBT:** is the debt that we, as consuming human beings, have incurred because the devastating effects we have had on the world.

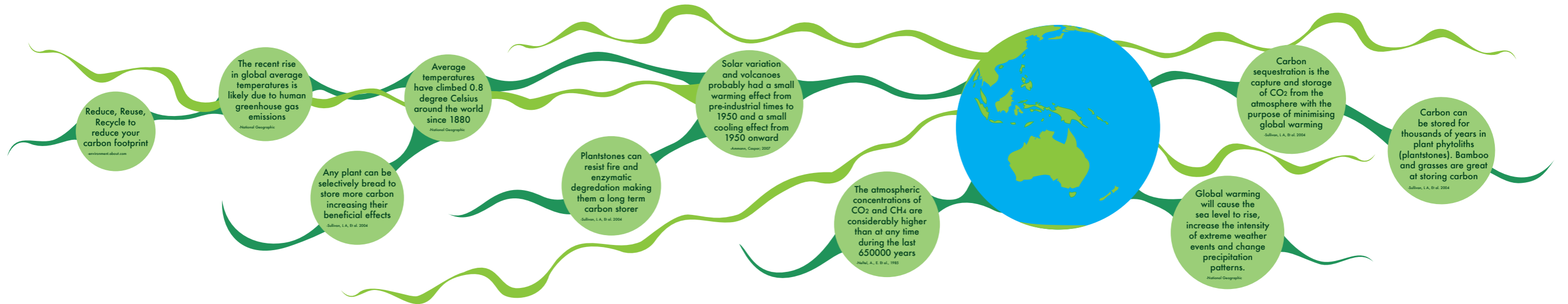
**CARBON SEQUESTRATION:** is the capture and storage of CO<sub>2</sub> from the atmosphere with the purpose of minimising global warming.

-Sullivan, L A, Et al. 2004



## The Logo

- Inspired by the huge environmental debt that is entrapping the world
- Creates a feeling of chaos surrounding the world
- A striking image that aims to promote intrigue and further thought on environmental debt



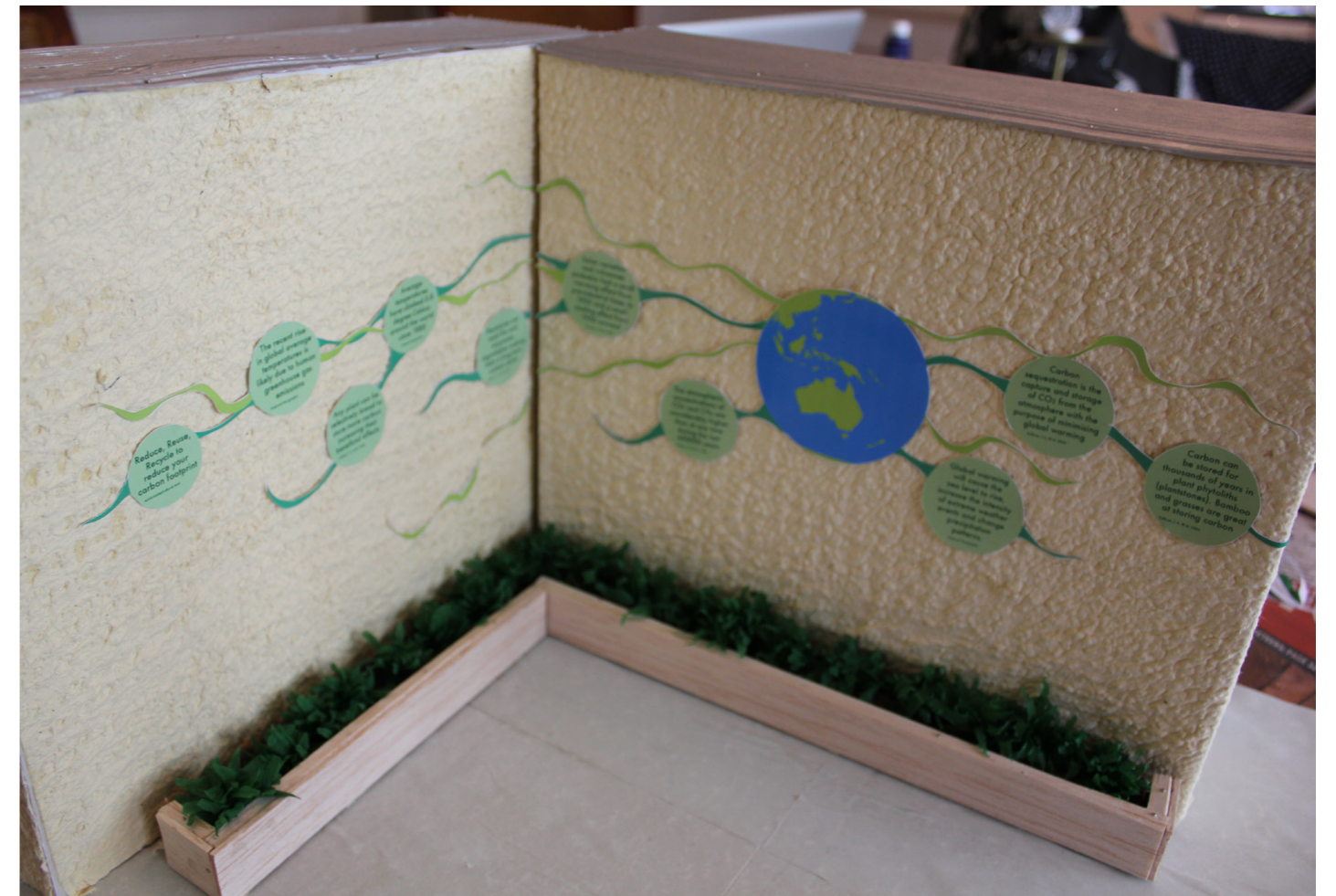
## Info graphic

- Informs audience of some aspects of environmental debt
- Suggests ways of decreasing this debt
- Discusses the plants in the garden and their ability to sequester carbon



## The Garden

- Located at the Powerhouse Brisbane
- Plants are the best at Carbon Sequestration - helping the environmental debt problem
- Garden beds are made from plantation pine
- The info graphic is made from 150mm hardwearing perspex (for longevity) and attached to the walls with rust proof steel bolts





## BRISBANE POWERHOUSE

- Brisbane Powerhouse is the perfect location for the 'Unwrap the Debt' garden
- The industrial backdrop is the perfect juxtaposition
- This location will result in support from the Powerhouse, through money, contacts and advertising

## Poster Design

- Creates awareness for the 'Unwrap the World from Environmental Debt' Campaign
- Creates awareness and inform people of the day, 28th of April, to come and learn about environmental debt and what they can do to help the problem at the garden



28th April 2012

10am-2pm

Brisbane Power House Museum

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







## Seed Packets

- Provides seeds to people so they can start growing plants that are excellent at sequestering carbon at home
- Can be handed out to create awareness of the 'Unwrap the World from Environmental Debt' Campaign
- Supported by the Plantstone Carbon Eaters tick (given to plants that are excellent at sequestering carbon)

**BAMBOO**  
Alphonse Karr Hedging

Plant some Bamboo  
and Unwrap the World  
from Environmental Debt



Alphonse Karr Hedging  
**BAMBOO**


'*Bambusa Multiplex*'  
A hardy, easy to grow variety of Bamboo, that is very easy to propagate. The '*Bambusa Multiplex*' is excellent at sequestering carbon.

Looks like: Pinkish shoots, becoming green and striped with age and also forms yellow clumps. The colour will deepen with age.

Height: 5-8 Meters

Care: Will grow well all across Australia, in both tropical and temperate climates. Reponds well to pruning

For more information: [unwrapptheworld.com.au](http://unwrapptheworld.com.au)



**GRASS**  
Blue Fescue

Plant some Grass  
and Unwrap the World  
from Environmental Debt



Blue Fescue  
**GRASS**

'*Festuca glauca*'  
A hardy, easy to grow variety of Grass plant, that is very easy to propagate. The '*Festuca glauca*' is excellent at sequestering carbon.

Looks like: Fine foliage of a greeny blue colour, compact and can be planted closely together making them suitable for pots and gardens.

Height: 25cm

Care: Will grow well all across Australia, in both tropical and temperate climates, Part to full sunshine.

For more information: [unwrapptheworld.com.au](http://unwrapptheworld.com.au)





## Sticker

- Stickers can be mass distributed, creating awareness of the cause
- Cheap to manufacture
- Used to create conversation and awareness about environmental debt
- Can be used in many different places