



CORE PRESENTS 2ND ANNUAL IMAGINE CLIMATE: FEB 25 TO MAR 18
Climate Billboard Project Features Art Made from Carbon Emissions



A sketch of The Climate Billboard Project by Chris Erickson, one of four bilingual public art billboards which will be on display in the valley during Imagine Climate 2020, CORE's month-long celebration of climate art + innovation held February 25 to March 18.

Aspen, CO (February 10, 2020) — Bringing together creativity, community and technology in the name of climate action, the Community Office for Resource Efficiency (CORE) kicks off its 2nd annual exploration of climate art and innovation, **Imagine Climate**. From February 25 to March 18, leading artists, inventors and changemakers will offer creative perspectives and solutions to the climate crisis through a program of community events held throughout the Roaring Fork Valley. The centerpiece of Imagine Climate is a partnership with AIR-INK on the Climate Billboard Project, a bilingual public art project that uses carbon emissions to make art. Thanks to wide support from community partners, all events are free and open to the public.

“By fusing art and science through the lens of creativity, Imagine Climate shows us the way to a carbon-free future. This is the heart of our mission at CORE,” said Mona Newton, executive director of CORE.

“I used to think the sheer scale of this issue can make us feel powerless,” said Anirudh Sharma, co-founder of Graviky Labs, an MIT spin-off which makes AIR-INK. “But when you connect ideas with passion and creativity, amazing things are possible.”

The Climate Billboard Project

The Climate Billboard Project showcases four art billboards painted with AIR-Ink, a new technology invented by tech start-up Graviky Labs that transforms air pollution into ink. By collecting the raw carbon soot from diesel tailpipe emissions, Graviky Labs creates the rich black ink in the pens that CORE has put into the hands of four artists in the valley. The artists have been given a quiver of 15 pens, each with a reservoir of 45 ml of ink, containing a total of ~12 hours of diesel engine pollution.

The paintings are sequestering carbon in the name of climate action. “The ink offsets carbon emissions as it is used,” said Sharma. (See how the inks are made and hear more from Sharma at: <https://www.youtube.com/watch?v=ENNz8Ds0qb0>.)

The artists are creating 8’ x 8’ black-and-white billboards with an original artwork accompanied by the headline, rendered in English and Spanish: THIS ART IS MADE FROM CARBON EMISSIONS / ESTA PIEZA ESTA HECHA CON EMISIONES DE CARBONO. The billboards will be displayed in local downtowns from Aspen to Carbondale starting Feb 25.

CORE teamed with three valley art centers — Red Brick Center for the Arts, The Art Base, and Carbondale Arts — to select artists from the valley for billboard commissions. Featured artists and locations are: Kate Howe in Aspen (location TBA); Chris Erickson at Lion’s Park in Basalt; Brian Colley at The Launchpad in Carbondale; and Kelly Peters at The Collective in Snowmass.

CORE is hosting two Climate Billboard Community Kick-offs from 6 to 7:30pm on February 25 at The Launchpad and on February 26 at The Collective. The events will feature Graviky Labs founder/innovator Anirudh Sharma in a talk entitled “The Unmaking Pollution Concept,” billboard unveilings with the artists, live carbon labs, music and refreshments. Like all Imagine Climate

events, they are free and open to the public.

Month-long Program of Community Events

Operating at the intersection of science and art with a variety of nonprofit, business and municipal partners, Imagine Climate offers a diverse array of free community programming. Other events in the program include: **Inner Climate/Outer Climate: wellness in the age of eco-anxiety** co-presented by ACES and Aspen Chapel (Mar 9); **Building Resiliency in the RFV** by US Green Building Council (Mar 12); **Tales of Water** exhibition opening at Skye Gallery (Mar 13), **DJ Spooky: Arctic Rhythms performance and conversation** (Mar 18), and the **Reading List for a Warming World** curated by Aspen Words. All events will feature opportunities for participants to engage in climate action by taking steps to lower their carbon footprint.

Timing

Imagine Climate's month-long focus will take place at the end of the ski season, selected to land when high season has, in recent years, met receding winter. This sobering trend has signaled the increase in the valley's frost-free days due to our warming planet. "Imagine Climate reminds us to stay vigilant and active," said Newton.

Community Partnership

Imagine Climate is a deeply collaborative project, featuring partnerships with 46 organizations and individuals, the majority of them based in the Roaring Fork Valley.

Artists and speakers include: Laura Bartels, Chris Bilby, Kerry Cesspouch, Brian Colley, DJ Spooky, Tania Dibbs, Chris Erickson, Matt Greenlund, Kevin Hillmer-Pegram, Kate Howe, Karen Koenemann, Ross Kribbs, Angeles Pena, Kelly Peters, Amanda Poindexter, Pauline Rolland, Anirudh Sharma, Beatriz Soto, Lizzy Taber, Marty Treadyway, Mary Wiener, and Yuri Zupancic. **Collaborating organizations** include: AIR-Ink, The Art Base, ACES, Aspen Center for Physics, Aspen Chapel, Aspen Words, Basalt Regional Library, Carbondale Arts, Marble Distilling Co., Red Brick Center for the Arts, and Skye Gallery. **Community sponsors** include: Aspen Skiing Company Environment Foundation, Aspen Times, Susan Brady, Aspen Daily News, Aspen Public Radio, KDNK, City of Aspen, Pitkin County, Town of Basalt, Town of Snowmass Village, Basalt Public Arts Commission, Snowmass Arts Advisory Board, and Summers Moore.

More on Imagine Climate is available at www.aspencore.org.

CORE is a nonprofit organization that has been helping the Roaring Fork Valley save energy and cut carbon emissions since 1994. We empower the Roaring Fork Valley with smart energy solutions so that together we can protect our climate. More at www.aspencore.org and 970.925.9775.

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