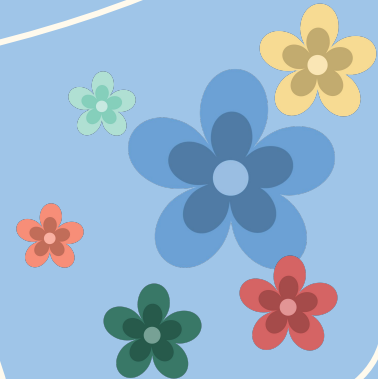
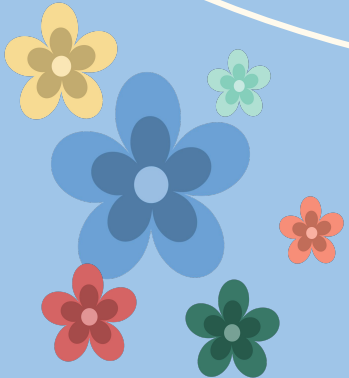




VOIZ X OVS



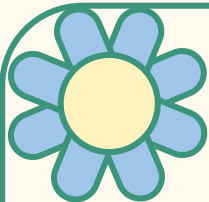
**Sustainability
Art Talk**



EVENT RUNDOWN (1hr 30)

1. Icebreaker (5 mins)
2. Introductions to Voiz and sustainability (10 mins)
3. Technology and art sustainability with Mia (10 mins)
4. Eco-friendly acrylic paints with Maryam (10 mins)
5. Discussion questions! (15 mins)
6. Writing product reviews with Andrew (30 mins)
7. Closing remarks / networking (10 mins)

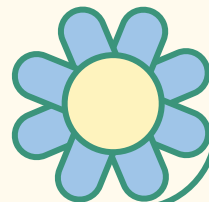


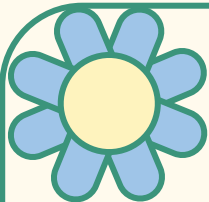


Tell us about yourself (studying, career, hobbies etc.)!

What was the highlight of your week?

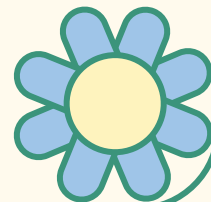
What do you look forward to?





VOIZ REVIEWS

- ❖ Training students as corporate sustainability analysts
- ❖ Internship & volunteer work
- ❖ Promoting transparency
- ❖ Rejecting greenwashing
- ❖ Empowering Gen Z's to accelerate the shift towards a sustainable economy
- ❖ Creating a community



**We interact with
art everyday.**

Sustainable developments in the art market

Art and technology: A symbiotic relationship

- Over generations art has served as inspiration for technology, in return tech has provided a wonderful platform for artists
- Advancements in technology has been accelerated in the past year by the global pandemic



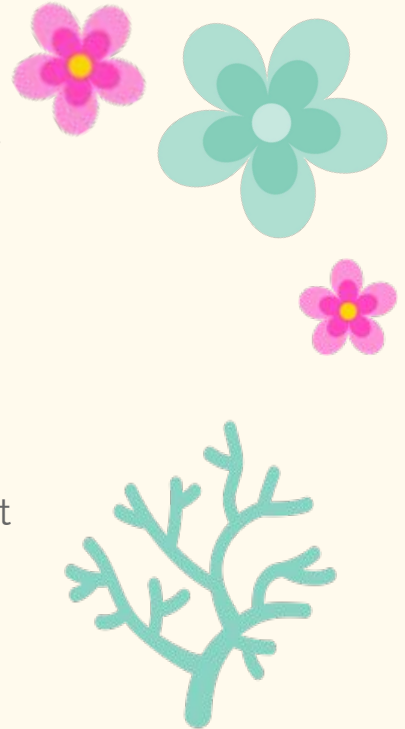
NFT's: A condensed overview

- **2014: Quantum** by **Kevin McCoy** - first NFT according to Sotheby's - pulsing animation made entirely out of code
- **2017:** OpenSea is founded by **Alex Atallah** and **Devin Finzer**
- **2018:** Maecenas (Art investment platform) tokenises an Andy Warhol painting – first time a piece of existing fine art is tokenised and sold on the blockchain
- **2020:** Christies sells their first physical artwork with an accompanying NFT by Artist **Matt Kane**
- **2021:** First NFT album released
- **2021:** Landmark sale of **Beeple** NFT sells for astonishing \$69.3 million at auction



Benefits of NFTs

- ❖ **Easy to store** – Digital art can all be stored on one blockchain address
- ❖ **Quick liquidity** – Has potential to take off because it's so convenient to buy and sell
- ❖ **Democratisation of art** – Traditional art world regulated by institutional gatekeepers (museums, galleries, art fairs etc.) and intermediaries (art dealers, brokers)
- ❖ **Interactivity** – Direct line of communication between artist and audience – collectors become **“organic evangelists” (Micah Johnson)** for NFT artists
- ❖ **Supporting artist** – Artists can continue to profit from their work throughout their lifetime instead of just at the time of the initial sale of the artwork
- ❖ **Redefining traditional metrics of value** – NFT's demand that we rethink conceptions of ownership, commodification of capital and value



The downsides...

- ❖ **Environmental impact of the blockchain** – energy intensive computational process of mining
- ❖ **Decentralisation makes reform a nightmare** - There is not one, singular organisation that represents all of Ethereum (major cryptocurrency platform)
- ❖ **Not yet blue-chip investment** - Fine art reigns supreme! Considered a safe investment whereas NFT market price remains quite volatile because it is still relatively new
- ❖ **Relatively unexplored space** – raises entirely new questions about how value translates across different mediums

BUT this is not a new issue unique to NFTs: “Pricing is a **‘fuzzy science’**, and indeed, there are no strict guidelines for how to price a work of art” **(Dr. Anne Luther)**



Let's talk tech

Proof of stake vs Proof of work dilemma

When using a decentralised ledger, you need a **consensus mechanism** to validate transactions

- **Proof of work** uses a complex mathematical algorithm which must be resolved to verify the legitimacy of each transaction (**energy intensive process, specialised hardware** is expensive, new hardware is constantly being developed – older models quickly become outdated)
- **Proof of stake** also uses an algorithm but removes competitive dimension from the mining process – instead a 'validator' is selected to generate a new block who has staked a certain amount of crypto-currency (**faster process** than solving the increasingly complex mathematical problems involved in proof of work verification)



So is it really all bad news?

Dispelling 'fake news' - much of the apocalyptic predictions about the environmental impact of bitcoin and other cryptos came from a 2018 academic journal by '**Nature climate change**'



Article makes several **misguided assertions**:

- (1) Assumed that exponential growth of bitcoin in 2017 would continue indefinitely
- (2) Wrongly projected that bitcoin would eventually be able to perform over 3 billion transactions per day – in reality can only produce a few hundred thousand each day
- (3) Mistakenly assumed that the energy required to process each transaction is the same as generating an entire bitcoin block
- (4) Did not account for improvements in the energy efficiency of mining hardware

- ❖ Bitcoin mining operations have **optimised renewable energy** – cheaper alternative to traditional fossil fuels
- ❖ NFT art space is **optimistic** – lots of room for improvement
- ❖ Events like #CarbonDrop in collaboration with beeper, GMNUK, Sara Ludy etc. have raised awareness of climate justice issues, NFT artists auctioned unique carbon negative NFTs inspired by the climate crisis to fund research by the Open Earth Foundation

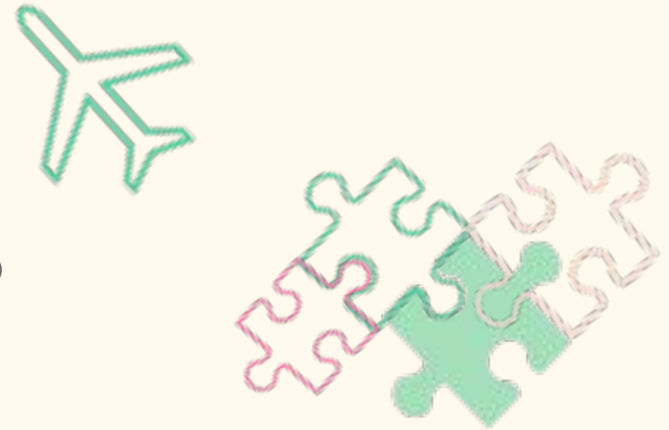
The big picture

Aside from the divisive issue of NFTs and their environmental impact, the art market is littered with challenges in the face of the global climate crisis:

“Despite the art world's self-image as a socially conscious avant-garde, its structure is becoming increasingly untenable” **(Kate Brown, 2019)**

Major challenges:

- Shipping emissions
- Human traffic to international fairs
- Oil industry investments + troubling historical ties
- A.I and displacing the artist
- Monopoly of big data (Online databases like Artprice etc.)



CO2 Emissions

- ❖ The art market is a **GLOBAL** community – transcends cultural borders but all this international travel comes at a cost
- ❖ Shipping of art is a major issue – Dietl International generated 1000 metric tons of carbon dioxide from shipping artworks to the Art Basel Miami Fair in 2019 alone
- ❖ This figure only takes into account the environmental cost of shipping the art – **NOT PEOPLE!**
- ❖ These art fairs epitomise excess and wastefulness – picture:

“champagne bottles...strewn across South Beach [and] locals picking up the litter after partygoers, celebrities and art aficionados are long gone” (**Nadja Sayej, 2019**)



Money money money

Major oil and fossil fuel companies purposely align themselves with prestigious institutions to shape their corporate image:

“Plastering an oil company's logo on the wall of an art museum might not seem like a big deal at first glance, but that sort of branding is critical for getting popular support” **(Kate Yoder)**



- ❖ In the UK BP oil company organised a £10m sponsorship deal with the **Tate Gallery**, **National Portrait Gallery** and other major cultural institutions
- ❖ Tate Gallery claimed the amount of financial support they received from BP was “**embarrassingly small**” – but in reality it amounted to approx. £3.8m over a 17 yr period



And let's not forget – the history of art curation is tied up in oil! Some of the world's most prestigious modern art museums are the consequence of private collections or philanthropic ventures by wealthy oil barons!

Consider – Getty Museum (Product of vast collection amassed by petrol industrialist J. Paul Getty) or the **MoMA** (Founded by Abby Aldrich Rockefeller – wife of Standard Oil Company owner John D. Rockefeller)



Okay... so what's changing?

Giving the message a platform

- 2019 Art Basel Miami – the Brazilian artist **Rubem Robierb** created melting ice sculpture to raise awareness of the climate emergency
- The words “How Dare You” an obvious reference to Greta Thunberg's scathing speech were carved out of two tons of ice which floated across the pool at the Shore Club South Beach before melting
- Philanthropy – in 2021 Christie's donated all proceeds from sale of Dana Schutz's **The Fishermen (2021)** to fund land conservation organisation Art for Acres



Okay... so what's changing?

Online auctions

- In 2020 Sotheby's recorded \$5 billion in sales – held 400 online auctions (\$570 million)
- Record-breaking sale of Francis Bacon's **Triptych Inspired by the Oresteia of Aeschylus (1981)** for \$84.4 mill was Sotheby's highest ever offer by a remote viewer – testament to the growing preference for remote viewing even for incredibly big purchases



Virtual experiences

- New virtual art spaces with 3D exhibitions, 3D gallery imaging headsets and virtual exhibitions – changes partly accelerated by COVID pandemic, allows more people to participate in the market simultaneously – greater democratisation



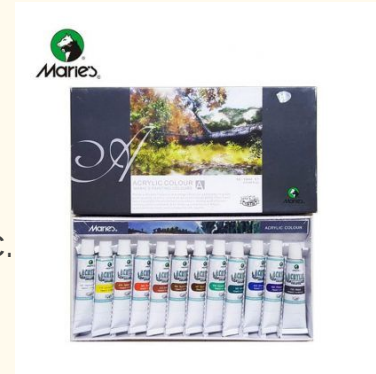
Key takeaways

- Technology can be both a **help** and a **hindrance** to sustainability in the art world
- Despite the barrage of online criticism - the environmental implications of **NFTs are more nuanced** than one might think - it's important to evaluate their merits on your own and come to a decision
- As parts of the world begin to return to sense of normalcy - major international events and shows will resume - perhaps time to rethink how these events are organised?
- Technology can ensure art is for **EVERYONE** (traditional institutional purveyors of "good taste" overruled by the voices of the masses, direct lines of communication between artist and collectors, online databases make information readily accessible , meanwhile virtual exhibitions make viewing experience truly universal)



Example Review: Marie's Acrylic Paints

- ❖ Company background and type of products
- ❖ Production methods: energy source, technology, location, waste disposal
- ❖ Certifications
- ❖ Raw materials for pigments, solvents, resin, additives, packaging etc.
- ❖ Additional considerations: social responsibility, treatment of employees, balancing energy consumption, affordability, comparison to other brands
- ❖ Verdict: Mass production and usage has an impact even if individual impact is minimal



Natural Earth Paint



- ❖ Solar powered facility
- ❖ Source ingredients from small businesses
- ❖ Recyclable containers and compostable packaging
- ❖ Gold certification from Green America
- ❖ Support other humanitarian and eco-conscious organizations such as One Tree Planted, Prime Earth, Rogue Climate, PSARTS
- ❖ Recipes to make your own paints, tips and interviews from eco-artists, and other resources available on their website



Some Resources



For artists who commonly use art supplies such as paints, canvases, crafts material, it is important to look for alternatives:

- <https://www.artistsnetwork.com/art-business/how-to-be-an-eco-friendly-artist/>
- <https://sunflowerandivy.com.au/where-to-buy-eco-art-materials/>
- <https://www.kingsframingandartgallery.com/sustainable-art-supplies>
- <https://www.greenmatters.com/p/low-waste-art-supplies>
- <https://barleyandbirch.com/discover-ultimate-list-eco-friendly-craft-supplies/>
- <https://www.jerrysartarama.com/eco-friendly-products>

DISCUSSION QUESTIONS

01.

How does art and sustainability intersect in your life?

03.

What would you like to see more? What's your ideal world?

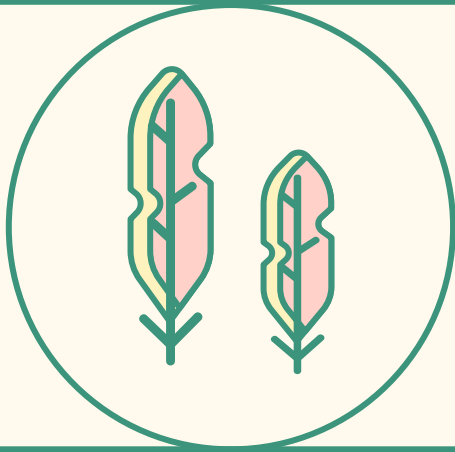
02.

Have you incorporated sustainability in your art practice?

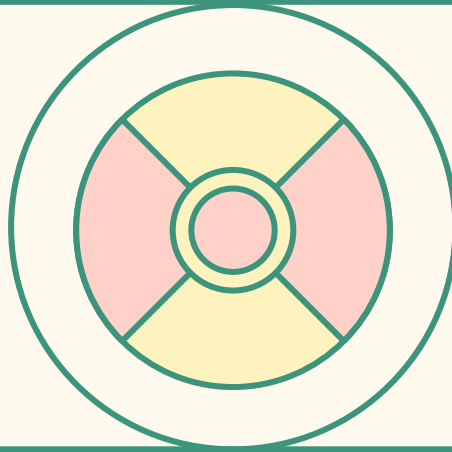
04.

How can sustainability be applied in the corporate world?

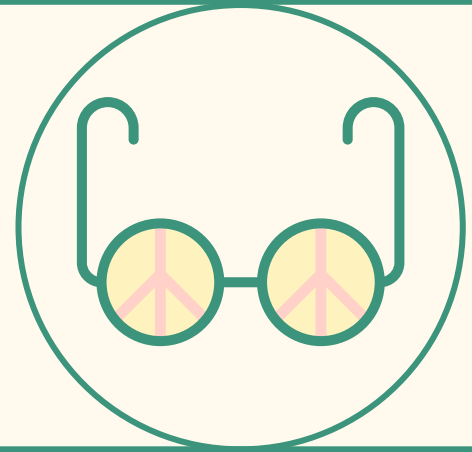
WRITING A VOIZ REVIEW



What it's made of



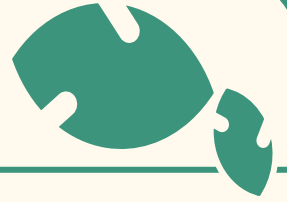
How it's made



Who makes it



The Anthropocene Conveyor Belt



Air
Land
Water
Soil
Rock
Life

planet

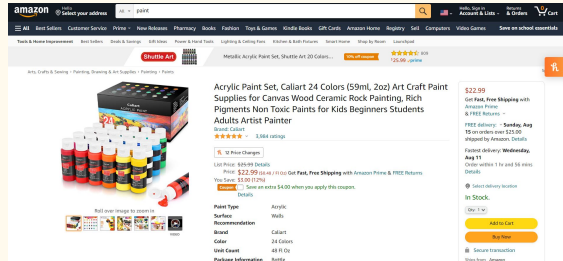


Human production and
consumption

Air
Land
Water
Soil
Rock
Life

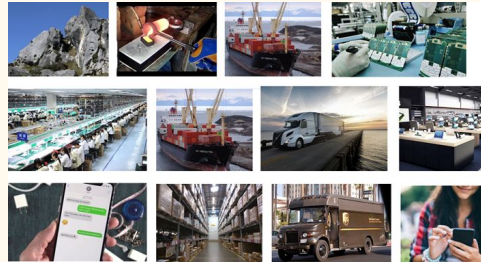
planet

How it rolls... & FASTER



Clicking “Buy”

Unleashes a
life cycle



That impacts all
SDGs





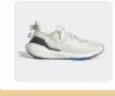






12 RESPONSIBLE CONSUMPTION AND PRODUCTION



By letting brands know

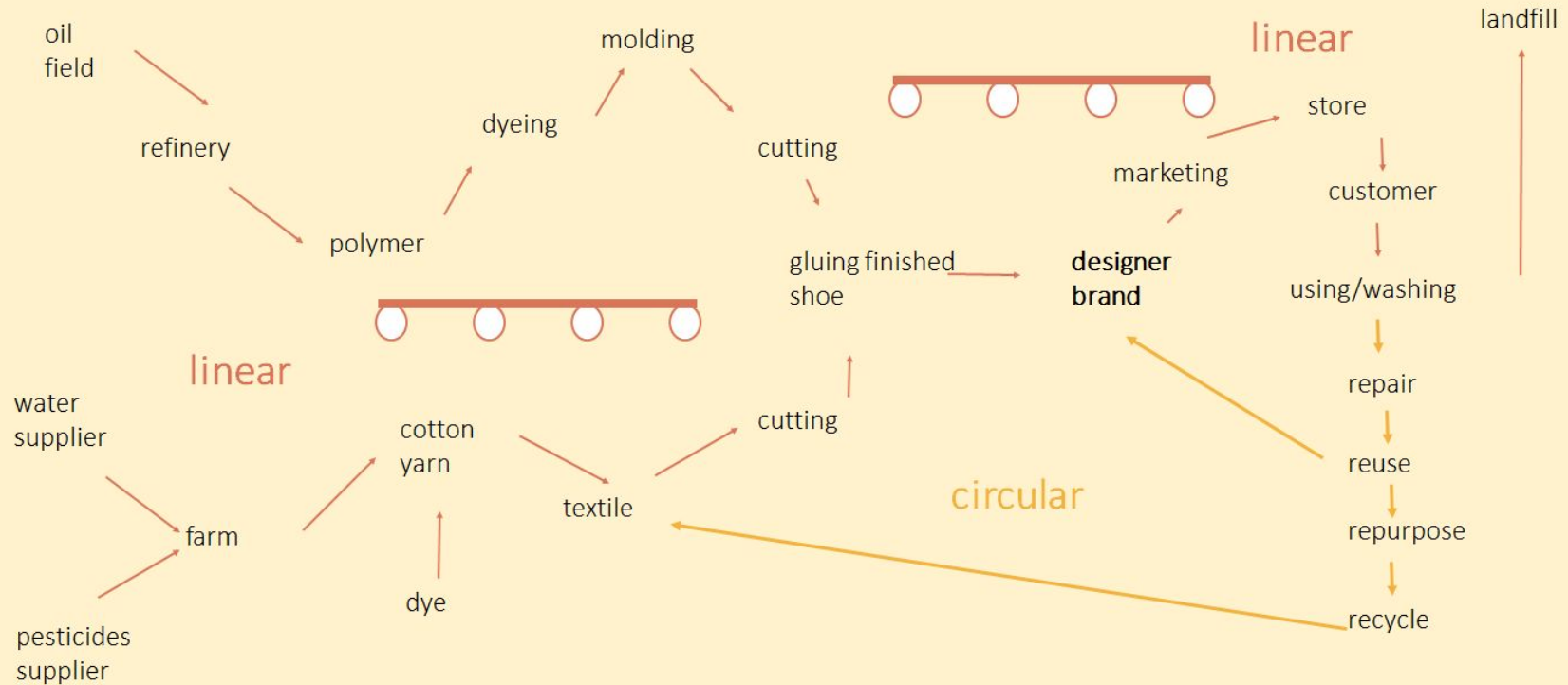


<p>Happy Socks</p>  <p>overall rating: 2 ☆☆</p> <p>extreme businessbuero 05/02/2023</p>	<p>Sweet Street Manifesto Chocolate Chunk Cookie</p>  <p>overall rating: 15 ☆☆☆</p> <p>tomorrow reader 05/02/2023</p>	<p>Nintendo Switch Joy-Con Controllers</p>  <p>overall rating: 0.25 ☆☆</p> <p>tomorrow reader 05/02/2023</p>
<p>Beyond Goods 92% Single Origin Madagascar Pure Dark Chocolate</p>  <p>overall rating: 27 ☆☆☆</p> <p>max hen 05/02/2023</p>	<p>Adidas - Ultraboost 21 x Parley Shoes</p>  <p>overall rating: 133 ☆☆☆☆</p> <p>marlene clauson 05/02/2023</p>	<p>Dove Men+Care Sportcare Body Wash Power+Renew</p>  <p>overall rating: 125 ☆☆☆☆</p> <p>connor garbala 05/02/2023</p>
<p>Re-Play Made in the USA No Spill Sippy Cups</p>  <p>overall rating: 275 ☆☆☆☆</p> <p>connor garbala 05/02/2023</p>	<p>Ana Luisa JUSUF Necklace</p>  <p>overall rating: 2 ☆☆</p> <p>helen tolgate 05/02/2023</p>	<p>bare Apple Chips</p>  <p>overall rating: 1 ☆☆</p> <p>helen tolgate 05/02/2023</p>



life cycle analysis:

impact of shoe design choices



Evaluating Life Cycle Impact

What it's made of

- materials and ingredients: their inherent properties

How it's made

- processes of production/use/post-use

Who makes it

- management values and worker treatment

Example Review: Natural Earth Paint

- Non-toxic
- Recycled & biodegradable packaging
- 100% solar-powered facilities
- Tree re-planting program with proceeds
- Small, woman owned, family company
- Materials sourced non-locally

What would YOU rate it overall?



Breakouts: Your turn to research!

Winsor and Newton Acrylic Paint

What?

How?



Who?

Overall?

THANK YOU

