



New Media experiences of MEG's Alumni community

Evolving Landscapes, Biosphere Reserves, goods and services

-artistic exposition-
a case on awareness building

**Freiburg Forum on Environmental Governance 2010
The Role of New Media in Environmental Governance
Albert-Ludwigs-Universität Freiburg**

by Karl-Heinz Gaudry
Institute for Landscape Management

15. Apr. 2010
Freiburg, Germany

Basic consideration:

- We considered that the urban and the environmental planning traditions are decreasing their gaps and **loosing the boundaries between urban and rural**, UNESCO Biosphere Reserves (BR) become handy and useful for illustrating how “sustainable development” could look like.



Objective:

- To bring, under the Biosphere Reserve (BR) model, several **land-use gradients into scene**.

Visual references were thought and planned to **promote the imaginary** of sustainable development and **provoke a critical reflection** on the **traditional** models and concepts of **development**.

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Theme:

- The exposition's theme was made of three flexible elements namely: **1) Evolving landscapes**, 2) Biosphere reserves and 3) goods and services.
- It based on the idea that landscapes, as pieces of perceived territory, determined by the action and interaction of natural and human factors, evolve through the natural, social and economical (also) changing conditions.

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Exposition: [digital images]

- Thirty four (34) different evolving landscapes were presented.

The background of (23) professionals presented the diversity of landscapes and its' "nationalities" (i.e. Ethiopia, Bolivia, Chile, Germany, Iceland, Japan, Croatia, Mexico, Nicaragua, Norway, Rumania, Switzerland, Serbia, Spain and Turkey)

- Media:
photography + other techniques like **street-art**, **poetry** and **poster** (governmental and scientific) ... and YouTube... and Google... and private/public servers...

Timing - as associated events during the exhibition: [institutional networking and context]

- 2009 was Germany's year of BR.
"Evolving landscapes..." was presented in Venice as an associated event to the "Basic issues in evolution. A Darwin 200 Symposium".

During the exposition dates, the 21st session of the International Coordinating Council (ICC) of the Man and the Biosphere Programme (MAB-ICC) was held Korea....



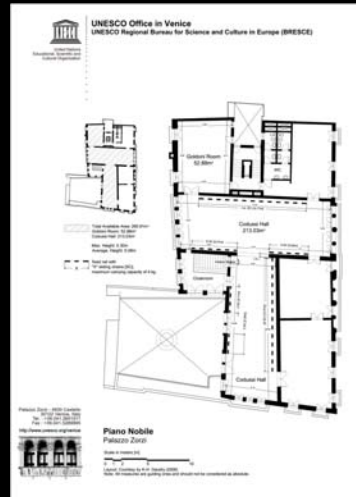
Timing(s) as associated events during the exhibition: [institutional networking] (II)

- This session designated, among others, new BRs as the Bliesgau and the Schwäbische Alb (Germany).
- It was the first time in which the concept of the “in-between-city” (Bliesgau BR) was used.

Its argumentation embodied the very essence of the exposition's aim:

- to put **several land-use gradients into scene.**





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Mexican nutritional guide: "El plato del bien comer"

Recommended by the Mexican Ministry of Health (S. de Salud), the "Dish of well eating" is the nutritional guide for the Mexican population. Represented as a plate and categorizing food into three different groups (carbohydrates, animal products and derivatives, fruits and vegetables) it recommends a healthy diet and prevents nutritional deficiencies and nutrition related diseases (precautionary principle). The "Dish of well eating" incorporates typical Mexican food to promote the local traditions and its culture. The design of this model aims to communicate, in a simple way, its message to all Mexican population.


Based on the ecosystems' goods and services for human well being, the relationship between ecosystem integrity and human health is made by a sustainable land use management (e.g. the Biosphere Reserves). This suggests that in order to conceive the pact between human and nature, the reciprocal link between the food recommendations for human health and the ecosystems integrity has to be made while embracing on an equal basis, the social, environmental and economical (market) elements on areas as core, buffer and/or transition.

The tortilla, a traditional Mexican food made out of maize, is consumed by almost every Mexican during its meal. Nationwide it is the most energetic and protein contributing food when compared to its price. Since meat consumption is regularly not at the average population's reach, this guide forces the protein daily requirements in combining tortilla and beans along the Mexican diet, thus resulting even in a better protein intake when compared to meat (legumes combined with carbohydrates, e.g. tortilla with beans).

Tropical forests are the main ecosystem in which maize grows. This ecosystem is under constant rain and has a warm weather. Conservation of this ecosystem has a main importance for the harvest of maize, a tangible, intangible and human health issue. Its deterioration would entail difficulties in providing the Mexican population with its traditional maize products and their healthy eating habits.

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**HOY VOLARON
LOS ARBOLES**

Hoy volaron los árboles.
Lo han hecho ayer,
lo harán mañana.

Hace tiempo no yacemos
a sus pies de gigante,
el viento arrullando
bajo la caricia de diminutas sombras.
Hace tiempo los árboles extraviaron sus pájaros,
las ramas trocaron en cables,
los nidos sobre troncos monolíticos.

Aun consiguen crecer en cautiverio,
en jardinerías o patios.
En Navidad gustamos de su compañía
para verle morir.
Luego dejamos insepultos sus cadáveres,
los muñones marchitos, sobre el pavimento.

Tras el horizonte perdido,
la vista enclaustrada por atardeceres ceñudos,
detrás de geometrías monótonas,
y sofocado por esquirlas de aire oscuro,
el árbol se cansó de ser árbol.
Las piernas inmóviles,
las alas atadas,
un plumaje inútil sus hojas.

Volaron los árboles, volaron.
Se encendieron ante la indiferencia,
vinieron a tocarnos la piel con su ceniza,
nos increparon con el olor de su resina.

Volaron. Por eso volaron.
Para mostrarnos la frente del cielo
que hace tanto tiempo no miramos.

César Guerrero.
Tomado de En la pureza del azul,
Urdimbre, México, 2005, pp. 57-58.

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The use of new media:

My tools:

- a of free web-based email account
- 10 USD public domain (artinlanduses.com) -> setup web page (Google based -> translation options included),
- a “How to get there” guide on kml/kmz Google File to downloaded, Linking (images) and institutional logos: a way of branding,
- Uploading the video on YouTube (as way of taking a look at the expo while protecting the images and soft feedback on visitors (time, country, direct link or though specific keywords)
- Upload of video on Facebook and targeted invitation.



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[EN] Art in Land Uses

DJ Territorial Systems

While icons, signs, symbols, marks, signals and/or references that reinforce the image of sustainable development remain missing, the creation of visual references contribute to the imaginary and to the critical reflection on the traditional models and concepts of development.

The "DJ Territorial Systems" initiative is launched with the support of the [Landscape Management Institute](#) of the [Forest and Environmental Sciences](#) at the [University of Freiburg](#) and the [UNESCO Office in Venice \(UNESCO-BRESCE\)](#) under the theme "Evolving Landscapes, Biosphere Reserves, goods and services" (previously "Land use planning traditions, goods and services in Biosphere Reserves").

The **Disk Jockey (DJ) metaphor** is based on the concept of environmental governance that, seen from the musical point of view, stands for the action of coordination, facilitation and mediation, -creating and recreating the rhythm- in which **music is democratically composed**.

The DJ represents a continued interaction between the coordinated and the coordinator, **the system of inter-relations between nature and people**, moderating the social projects, that while changing, model the landscape's evolution. The objective of this initiative, "DJ Territorial Systems" is to show the landscape's elements while pointing at the [UNESCO Biosphere Reserve](#) concepts ([UNESCO MaB Programme](#)).

Supported by a diversity of professional perspectives and communicative techniques, the central aim is to raise awareness and deepen the public's understanding on the environmental goods and services, and the territorial dynamics that [Biosphere Reserves](#) offer, as a logistical tool, for sustainable development.

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Some (few) domino effects:

From blogs to web-pages on tourism (private and public), universities, research institutes (private and public), government and IGOs portals to (the) unexpected:

- UNESCO HQ's addressed for the 40 years of the programme...
- IUCN WCPA / TBPA proposed to bring the expo to Nagoya (COP-CBD)...
- ... EuroMaB 2009 – (were the MaB regional decisions are taken) highlighted the example of: 1) the integration of landscape gradients into planning and...2) the use of new media as communication strategies e.g. YouTube, Google Earth, Facebook, etc.





OBRA LITERARIA DE CÉSAR GUERRERO

CÉSAR GUERRERO (MÉXICO, D.F. POESÍA, CU 1978) NOTICIAS Y AVANCES SOBRE SU TRABAJO LITERARIO

22 MAYO 2009

Exposición DJ Territorial Sy

Quiero compartirles que una fotografía volaron los árboles") han sido incluidos

DJ Territorial S

que se expone en la *Oficina de la UNESCO* mayo al 12 de junio de 2009.

Palazzo Zorzi, 4930 Castello, I - 30122,

La exposición también aparece anuncia UNESCO y se montó gracias a la iniciativa *Administración del Paisaje* de la Univer

MIÉRCOLES, ABRIL 22, 2009

Terrazas Imaginarias... Expo Art in Land Uses, Venezia 2009

el imaginario de un hijo de vecino

etowersone 2008

DATOS PERSONALES

ETOWERS

Look up!

VER TODO MI PERFIL

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step2 the feeling grows

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VIVI GLI EVENTI DI VENEZIA E PROVINCIA

TOP EVENTI ARTE E CULTURA MUSICA E SPETTACOLI NIGHT-LIFE SPORT TEMPO LIBERO LOCALI AZIENDE PARTNERS CONTATTI

MAKING WORLDS - LA REPUBBLICA DEL MONTENEGRO ALLA BIENNALE

UNESCO-BRESCE Mostra fotografica a Palazzo Zorzi

Fino a Venerdì 12 giugno

"Paesaggi in evoluzione, riserve della biosfera, beni e servizi"

Nell'ambito delle celebrazioni per il ducentenario della nascita di Charles Darwin, si tiene fino al 12 giugno p.v. presso la sede dell'Ufficio UNESCO di Venezia - Palazzo Zorzi, Castello 4930 - la mostra fotografica organizzata dal Prof. Karl-Heinz Gaudry "Evolving landscapes, biosphere reserves, goods and services" ("Paesaggi in evoluzione, riserve della biosfera, beni e servizi"). L'installazione include opere di ventitre professionisti che, attraverso la lente delle riserve della biosfera, rappresentano sette paesi (Austria, Bolivia, Germania, Giappone, Messico, Romania e Serbia) con lo scopo di accrescere la consapevolezza e approfondire la conoscenza a favore di uno sviluppo sostenibile.

La mostra, promossa dal Landscapes Management Institute of the Forest and Environmental Sciences

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Another evolving landscape from the market image usage.

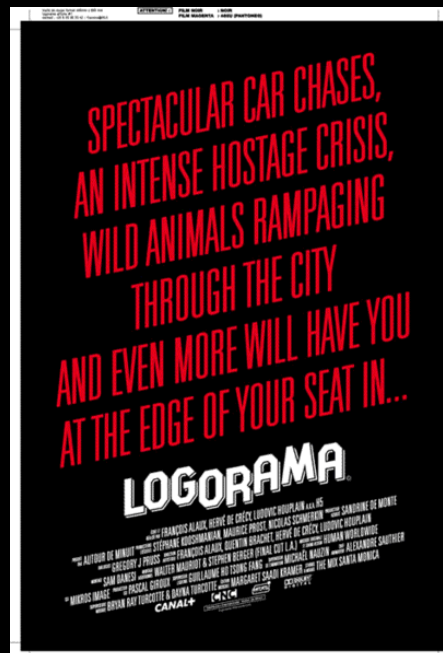
- A provocation for discussion -

Logorama (France 2009)

- The film is told entirely through the use of more than 2,500 **contemporary and historical logos and mascots**.

Prix Kodak at the 2009 Cannes Film Festival

Academy Award for Best Animated Short
Film at the 82nd awards.





Logorama (France 2009) II

- Set in a fictive LA as: "Autopia" the city of the "immediate future."
- With a supernatural brightness, colors pop with chromatic intensity, everything is hygienically pure — ... — a disaster movie set in Brand Utopia.
- It's what will happen when brands make movies, as if they don't already.
- (Shaughnessy 2010)



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Logorama (France 2009) III ([Link](#))

- ~ 16 min entertaining, violent, profane... movie
- Shows a world comprised entirely of well-known corporate logos and iconic mascots.
- An environment fueled with signatures of commerce and consumption - everyday symbols and icons are imprinted in our collective memories:
- The role of images... and in some cases the role of those icons of new media ...

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