

# What Shape Is Green™?: Reflecting Environmental Stewardship in 3-D Art

*An artful environmental legacy and public awareness program*

Compelling scientific and experiential evidence of widespread and potentially irreversible consequences of human activity on human health and the natural environment have met with myriad responses—including dire predictions and fear mongering, heated political and economic debate, rampant finger-pointing and even blatant apathy. The global community sorely needs a captivating and unifying catalyst for public engagement to foster a hopeful climate that is conducive to personal empowerment and positive action on this front.

*What Shape Is Green?™: Reflecting Environmental Stewardship in 3-D Art* could be just that catalyst.

The vision at the heart of this enlightening program is:

*To foster a unity of mind and purpose around environmental stewardship  
through the collaborative creation of permanent narrative sculpture  
that reflects positive action and forward thinking.*

The action at the center of this engaging program is a series of sculpture commissions around the world that result in socially relevant original artwork inspired by stories of successful public and private environmental stewardship initiatives. The inaugural sculpture is to be installed at the Rachel Carson Homestead near Pittsburgh, Pennsylvania, in September 2012 to honor Carson on the 50<sup>th</sup> anniversary of the publication of her groundbreaking work *Silent Spring*—considered by many to be the catalyst of the modern environmental movement. The events surrounding the commission, creation, unveiling and ultimate gifting of these inspired permanent installations will serve up myriad opportunities for media coverage and public outreach. The life cycle of the program will provide the framework and content for a companion book and documentary film, as well as multi-disciplinary, multi-level curriculum programs, to broaden and deepen cross-generational awareness of environmental stewardship.

Research confirms that the status of women is inextricably linked to the status of the environment and environmental degradation. A fundamental aspect of elevating women's status, therefore, is elevating awareness of the necessity to harmonize our human endeavors with the natural environment. As we elevate nature to her rightful status, in turn, we elevate women. As we elevate women to their rightful status, in turn, we elevate nature.

Recognizing that we all live in an intertwined web of life on earth, *What Shape Is Green?* (WSIG) will extend WIN's sphere of action beyond the developing world to the global community. WSIG was conceived to be a highly visible element in shaping an environmentally cognizant world. The program can create an aura of optimism and renewed vitality around this critical issue, inspiring individuals and enterprises from among the various sectors of society who must come together to resolve one of humanity's greatest challenges. We are both witnesses to and participants in a defining moment in our collective history. Together, let us define positive solutions. Together, let us plant hope.

## For Further Information:

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