

AN

ARTIST

GUIDE TO
AIR POLLUTION



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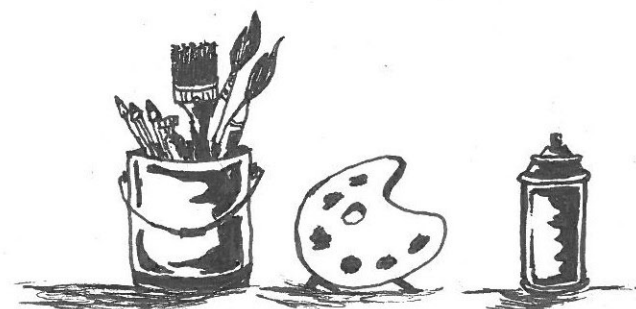


INTRODUCTION



HELLO ARTIVIST!

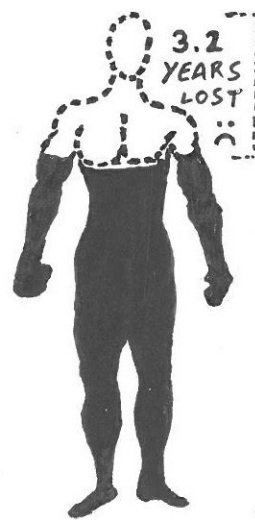
WELCOME TO THE ARTIVIST GUIDE TO AIR POLLUTION. THIS GUIDE IS AN ATTEMPT TO BRING OUT THE CREATIVITY IN YOUR ORGANISING AND CAMPAIGNING. WE HAVE ATTEMPTED TO SHOWCASE A FEW CREATIVE TACTICS THAT YOU CAN USE TO GET THE MESSAGE ABOUT AIR POLLUTION AS AN ISSUE ACROSS TO MANY MORE PEOPLE. WE ALSO HAVE AN ORGANISER'S GUIDE WITH TIPS ON HOW TO GET A GROUP TOGETHER, RUN MEETINGS AND EXECUTE SOME OF THE TACTICS MENTIONED IN THIS GUIDE. MANY OF THE TACTICS AND TOOLS CAN ALSO BE CUSTOMIZED FOR OTHER ISSUE AREAS THAT YOU ARE PASSIONATE ABOUT.



WHY AIR POLLUTION, YOU MIGHT ASK? THE PAST COUPLE OF YEARS HAS SEEN AIR POLLUTION BECOME A MASSIVE ISSUE FOR THE CITY OF NEW DELHI AND ALSO THE COUNTRY AT LARGE. ACCORDING TO A WORLD HEALTH ORGANISATION (WHO) STUDY, DELHI HAS SURPASSED BEIJING AND IS CURRENTLY THE MOST POLLUTED CITY IN THE WORLD. THIS PUTS ITS PEOPLE AT A DANGEROUS RISK OF RESPIRATORY AND OTHER RELATED DISEASES. SOME OF THEM INCLUDE CHRONIC BRONCHITIS, ASTHAMA, HEART DISEASE AND LUNG CANCER TO NAME A FEW. THE PROBLEM HAS GOTTEN SO BAD,



THAT IT HAS REDUCED OUR LIFE EXPECTANCY BY 3.2 YEARS!!



OUR GOVERNMENT HAS LAUNCHED AN AIR QUALITY INDEX (AQI) TO COMPARE THE CURRENT LEVELS WITH THE SAFE LEVELS OF AIR QUALITY. THIS IS THE FIRST STEP TO IMPROVE THINGS. BUT THERE IS MUCH TO BE DONE AND WE WOULD LIKE TO SERVE AS A CONSTANT REMINDER,

THAT JUST BECAUSE WE CAN'T ALWAYS SEE THE POLLUTION, WE CAN FEEL IT'S IMPACT AND WE NEED MORE PEOPLE TO JOIN TOGETHER AND WORK WITH THOSE IN POWER TO SORT OUT THE PROBLEM BEFORE IT'S TOO LATE.

THERE ARE SIX AQI CATEGORIES, NAMELY: GOOD, SATISFACTORY, MODERATELY POLLUTED, POOR, VERY POOR AND SEVERE. THE INDEX CONSIDERS EIGHT POLLUTANTS -- PM 10, PM 2.5, NO2, SO2, CO, O3, NH3 AND Pb. THE LIKELY HEALTH IMPLICATIONS OF THE SIX CATEGORIES WOULD ALSO BE PROVIDED WITH A COLOUR CODE.



MAKING ART³ IS REALLY FUN
ESPECIALLY WHEN DONE IN A GROUP. IT
USUALLY GUARANTEES HIGH LEVELS OF
CREATIVE SYNERGY AND INCREASES
THE CHANCES OF THE PROJECTS BEING
NOT JUST FUN BUT ALSO WONDERFUL
LEARNING EXPERIENCES. WE ARE
PUTTING POWER BACK IN PEOPLE'S
HANDS TO CHANGE THE QUALITY OF
THE AIR IN THE PLACES THEY
LIVE.

COME JOIN US AND DON'T
FORGET TO HAVE FUN WHILE
DOING IT 



ANOTHER WORLD IS NOT ONLY
POSSIBLE, SHE'S ON THE WAY AND,
ON A QUIET DAY, IF YOU LISTEN VERY
CAREFULLY YOU CAN HEAR HER
BREATHE.

 ~ ARUNDHATI ROY

AQI	REMARK	COLOR CODE	POSSIBLE HEALTH IMPACTS
1-50	Good	Dark Green	Minimal Impact
51-100	Satis- factory	Light Green	Minor breathing discomfort to sensitive people
101-200	Moderate	Yellow	Breathing discomfort to the people with lungs, asthma and heart diseases
201-300	Poor	Orange	Breathing discomfort to most people on prolonged exposure
301-400	Very Poor	Red	Respiratory illness on prolonged exposure
401-500	Severe	Dark Red	Effects healthy people and serious impacts to those with existing diseases

**THE ROLE OF
AN ARTIST
IS TO MAKE
REVOLUTION
IRRESISTIBLE**

**TONI
CADE
BANDARA**



WHAT IS ARTS ACTIVISM / ARTIVISM

"The Role of the Artist Is To Make Revolution Inevitable." ~ Tony Cade Bambara

ART AND ACTIVISM OR ARTIVISM ARE A PERFECT MATCH. THEY REALLY ARE. THERE IS NO OTHER WAY TO GET A STRONG AND POWERFUL MESSAGE ACROSS TO MANY PEOPLE WITHOUT HAVING ELEMENTS OF ART & CREATIVITY IN IT.

COME ON, LET'S BE HONEST, HOW MANY SCREEN BASED PRESENTATIONS HAVE YOU FALLEN ASLEEP IN.



THROUGH ARTIVISM, EVEN COMPLEX IDEAS, CONCEPTS AND JARGON CAN BE EXPLAINED.

AND, IT'S A LOT OF **«FUN»**, TRUST US.

USING OUR HANDS, HEARTS AND MINDS TO CREATE SOMETHING BEAUTIFUL IS EXTREMELY SATISFYING. IT HELPS

CREATE IMPACTFUL SOCIAL CHANGE. IT DEEPENS OUR WORK'S MEANING, AND MAKES IT MORE ACCESSIBLE.

PEOPLE WHO HAVEN'T ENGAGED WITH AN ISSUE BEFORE MIGHT FEEL MORE COMFORTABLE GETTING INVOLVED THIS WAY, AND LEARN A LOT WHILE MAKING CONNECTIONS AND FRIENDSHIPS WITH THOSE THAT ARE WELL VERSED ON THE SUBJECT OR ISSUE.



ONE CAN ENGAGE NEW ALLIES, OVERCOME APATHY AND BRING IN NEW LIFE INTO OUR ORGANISING AND MOVEMENT BUILDING.



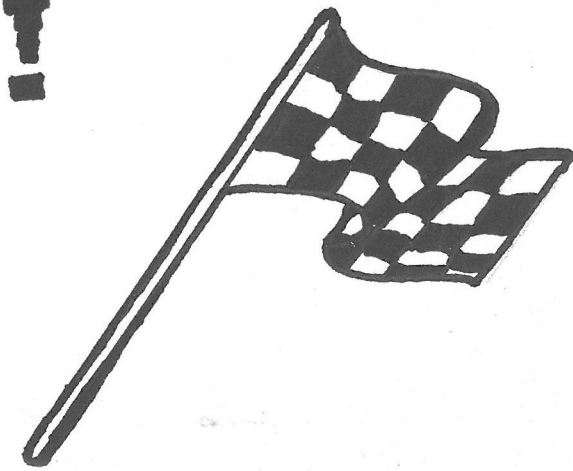
SIGN-UP TO SHARE STORIES, IDEAS AND EXAMPLES FOR CREATIVE ACTION ON AIR POLLUTION.

<http://delhibreathes.org/#signup>

10 EASY TO IMPLEMENT TACTICS AND TOOLS

- **COUGHING SELFIES**
- **CANTASTORIA**
- **STENCILING**
- **PHOTO BLOG**
- **CREATIVE FLASHMOB**
- **HUMAN BANNER**
- **FORUM THEATRE**
- **LIGHT BRIGADE**
- **INFLATABLES**
- **CREATE YOUR OWN TACTIC!**

**ALL SET?
LET'S GET
STARTED!**



COUGHING SELFIES

SCIENTISTS HAVE ANNOUNCED A NEW UNIT TO ACCURATELY MEASURE OUR SELF-CENTREDNESS - THE SELFIE PER HOUR.

SC = S / H (THE SELFIE PER HOUR)

But we've found a creative means of using the "selfie" to our advantage. With help from the folks at cough4coal.org, the COUGHING SELFIES aim to highlight the effect of coal and other air pollutants on human and planetary health by targeting the following pollution causing sources: power plants, electricity companies, banks that finance coal infrastructure and companies and governments that subsidize dirty coal and other fossil fuel projects.

How to take a selfie

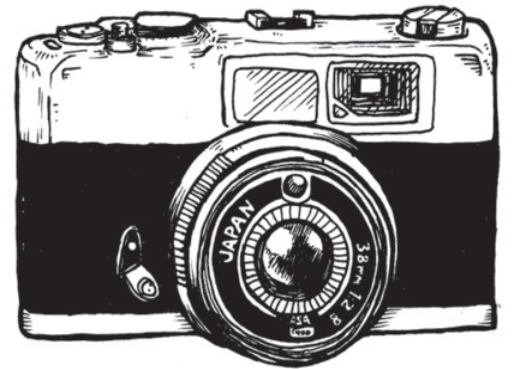
You really don't know? Yeah right! If you really don't, it's pretty easy and sometimes addictive. You'll get the hang of it soon enough.

Anyway, take a picture of yourself or a group of friends choking or coughing. Upload it on the social media platform of your choice. And don't forget to either have a sign with the hashtag #LetDelhiBreathe OR #LetIndiaBreathe or tag @350India and we'll share it on our social media platforms and website.



MATERIALS NEEDED:

- 1 HUMAN BEINGS***
- 2 CAMERA/ CELL PHONE WITH CAMERA***
- 3 INTERNET TO UPLOAD THE PICTURE***
- 4 ACCOUNTS ON SOCIAL MEDIA PLATFORMS***



CANTASTORIA

“LET ME JUST GRAB MY HAND-HELD, PEOPLE PAINTED AND POWERED, SUPER COLOURFUL POWERPOINT PRESENTATION...”

The word Cantastoria has Italian roots and can be translated as “sung story” or “Singing history”. It is part of the theatre family of tools where a performer tells or sings a story while taking you on a journey using visual art and imagery painted or drawn on some material.

In 6th-century India, religious tales called saubhikas were performed by traveling storytellers who carried banners painted with images of gods from house to house. Another form called yamapapaka featured vertical cloth scrolls accompanied by sung stories of the afterlife.

Nowadays, this Indian traditional art is still performed by Chitrakar women of West Bengal.

This tool can be used to share facts, figures and concepts about air pollution and not bore the living daylights out of the audience. Get creative with the music, maybe even choose a tune that people know. Write up an easy to learn and follow chorus so people can join the fun!

So, grab some materials a bunch of friends and start painting. You can perform your Cantastoria's anywhere really. It's best performed in public open spaces.



MATERIALS NEEDED:

- 1. PAINT AND BRUSHES**
- 2. CLOTH/ OLD BEDSHEETS/
ANYTHING TO PAINT ON**
- 3. A ROD TO HOLD UP THE
CLOTH**
- 4. MUSICAL INSTRUMENTS
AND NOISE MAKERS (TRY
MAKING IT FROM JUNK
MATERIALS)**

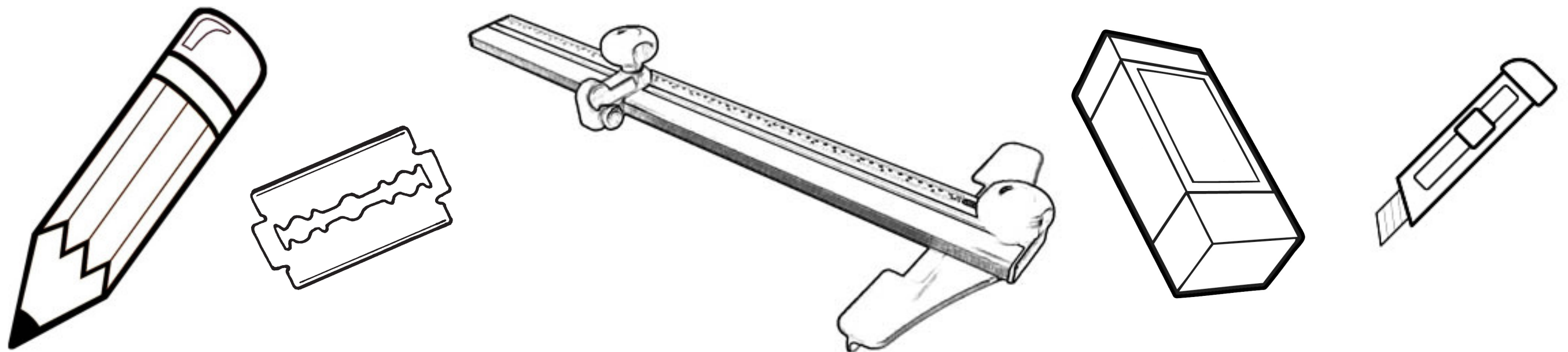
STENCILS

For reproducing images or text, stencils are your best tool. Stencils have many advantages: they are easy, cheap to make, can be used on a variety of surfaces, and can produce many images from a single stencil. You can try out different stencils and then paint with them on your clothes, banners, flags, bags, notebooks or any surface.

The key to making a good stencil is finding a thin but sturdy material from which to cut it. Cardboard or thick paper works, but the best material is thin plastic.

Basic DESIGNS should be of two colors (one color will be whatever you are painting onto, the other color will be your paint). Remember that no pieces of the background color can be islands (i.e. surrounded by your paint color), because if you can cut all around it, it will fall off. If you have thin bridges you can reinforce them by taping wire to them. For additional colors, each color will need its own stencil.

Put marks on each stencil so you know how to line them up easily.



- To CUT OUT your stencil, you will want a cutter or an X-acto knife. Having a sharp tool will make this process much easier and the result better. Cut onto glass for cleaner cuts.
- If your stencil is on a thin material, you might want to MOUNT it by making a cardboard frame to go around it. This can be done very quickly and makes it more durable and less likely to roll up. You can also reinforce it with wire if it has thin parts or will get used many times.
- Different PAINTS can be used. Spray paint works well if you need to be quick or working on a rough surface, it tends to leave the crispest image -but is more expensive and more toxic than house paint. Latex house paint works well with stencils. The trick is to get just the right amount of paint on the roller (or brush or sponge) you are using so do few practices on cardboard.
- When painting many of the same stencils, wipe off extra paint or let it dry when the image stops being crisp. NEVER put anything on top of a wet (or even damp) stencil or it will stick and rip the stencil.

MATERIALS NEEDED:

- 1. STENCIL MATERIAL THAT WILL BE CUT (CARDBOARD, THICK PAPER, PLASTIC SHEETS)***
- 2. A GOOD SHARP CUTTER OR CRAFT KNIFE***
- 3. TAPE TO HOLD THINGS IN PLACE BEFORE CUTTING.***
- 4. PAINT (ROLLERS, SPRAY CANS ETC.)***
- 5. PEN/ PENCIL, ERASER ETC. TO SKETCH OUT THE STENCIL***

PHOTO BLOG/ PHOTO STORY

Using props can be fun too. Imagine people doing their everyday chores like waiting for the bus, walking to work, buying groceries and vegetables, grabbing some street food, sitting in the park. Seem simple enough? Now imagine photographs of these same people doing the same tasks wearing an oxygen mask and wheeling around an oxygen tank. Photography can tell powerful stories and help make the invisible, visible. Air Pollution isn't always seen with the naked eye, but it is very much present all around us. We can use photography, props etc, to tell that story.

Some other ideas could be a photostory (images in one gallery, or page) of all professions that are out on the streets of Delhi and have no choice but to breathe the polluted air all day at work. These are our, traffic policemen, auto and cycle rickshaws, vegetable vendors, street food stalls, sweepers and garbage pick up and many more.

Air Pollution is our cities are through the roof. Children today have to use nebulizers because they are born with lung conditions. Let's show the public these images and encourage them to demand action . The causes of the pollution and who it impacts are far apart. Let's make those connections.

Let's capture these stories and share them. The internet is a also a powerful amplifying tools.

So, all you budding photographers, let's get clicking!

You can share your images with us on our social media platforms. All links at the end of this guide.



FLASH

MATERIALS NEEDED:

1. **CAMERA / GOOD CAMERA PHONE**
2. **PROPS AND PLACARDS OR SIGNS**
3. **ICONIC LOCATIONS (BUT BEWARE OF LOCATIONS THAT YOU AREN'T ALLOWED TO PHOTOGRAPH)**

Click

Click

CREATIVE FLASHMOB

Everyone loves a good flashmob. And they can be so creative! You can dance, freeze or even, meditate! We've compiled a bunch of creative and powerful flashmobs in our resource section at the end.

The beauty of the flashmob is in its spontaneity. It's simple, yet so powerful. Imagine a whole bunch of people turning up in a crowded place all with masks on their faces saying #LetDelhiBreathe.

IDEAS

1. PEOPLE ALL GATHER IN A PUBLIC PLACE, START COUGHING AND THEN FALL DOWN.

2. SUDDENLY IN THE MIDDLE OF A CROWDED PUBLIC PLACE, PEOPLE WITH MASKS WITH #DELHICANTBREATHE WRITTEN ON THEM APPEAR AND FIVE MINUTES LATER, THEY DISAPPEAR.

3. PEOPLE ALL APPEAR WEARING BLACK OR GREY TO SIGNIFY THE DIRTY AIR.

With social media and smartphones, getting this up and running are easier than before.

They are an extremely powerful tactic for many political protests but they don't always need to be a protest. A protest isn't the only way to get our voices heard. Using Creative Activism or Artivism is a great way to get our messages across without looking like a protest.

I'm sure your mind is already whirring with possibilities. So, go get organizing! And, don't forget to document your flashmob.

MATERIALS NEEDED:

1 MASKS

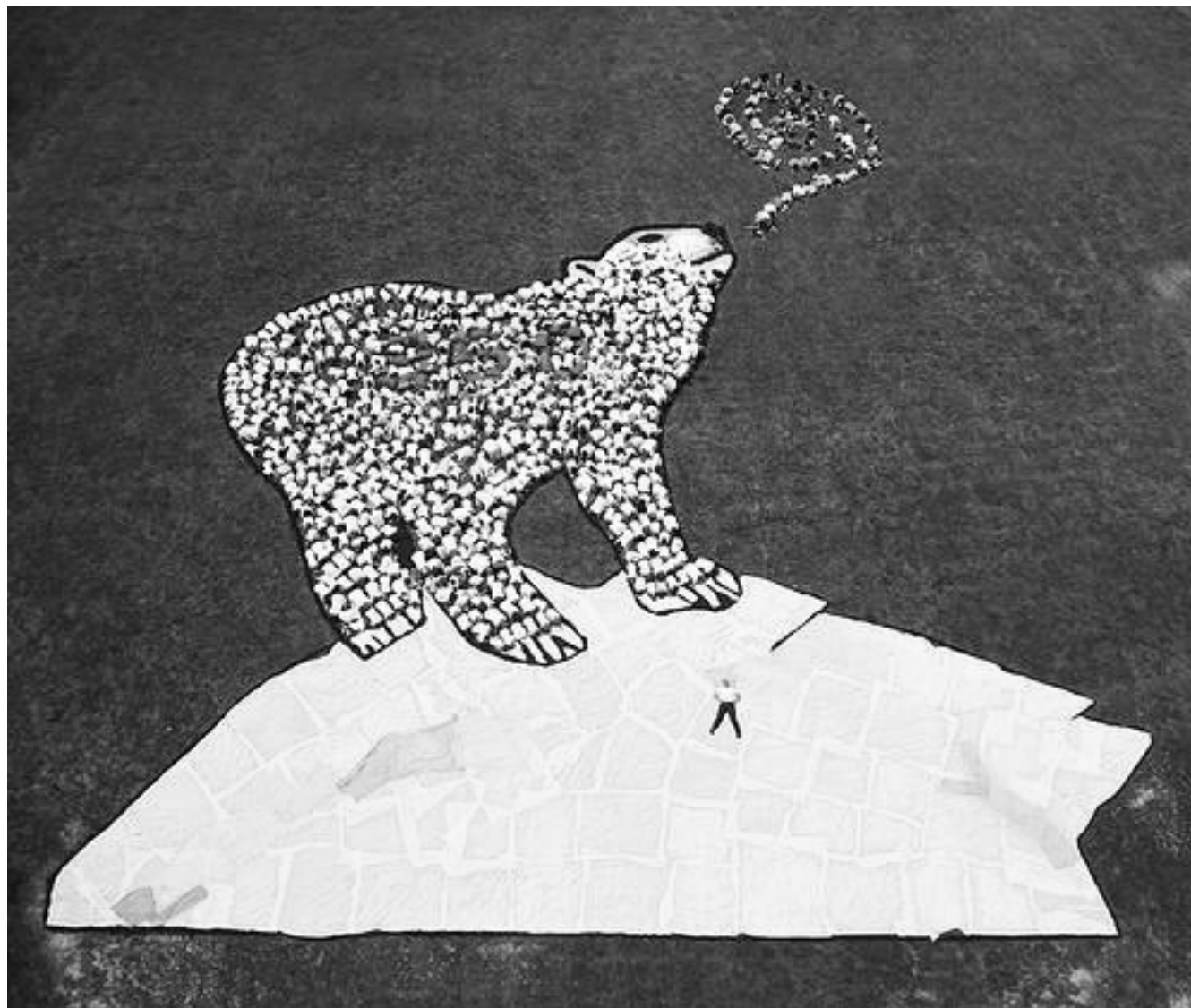
***2 OR ANY OTHER PROP THAT TELLS THE
STORY AND SENDS A STRONG MESSAGE
ABOUT AIR POLLUTION.***

***3. PEOPLE, PEOPLE AND MORE PEOPLE. PETS
ARE WELCOME TOO!***

HUMAN BANNER

With aerial photography the medium is the message. The presence of many people communicates that this is something important to many people, the image formed by the people communicates the message. Getting this right requires some preparation: think about shadows and the position of the sun, if you want people to wear colors, if you'll be shooting from an angle remember that the image will be foreshortened.

When you have hundreds of people involved, its best to have a plan and dedicate roles.



THINGS TO HAVE READY

1

PERMISSION FOR THE SPACE/ GROUND WHERE THE HUMAN SIGN IS BEING MADE

2

A GREAT VANTAGE POINT FOR THE PICTURE TO BE TAKEN. (THE PICTURE IS CRUCIAL)

3

MARK THE GROUND BEFOREHAND WITH THE SKETCH

4

PICK THE RIGHT TIME OF DAY TO DO IT

FORUM THEATRE - THEATRE OF THE OPPRESSED

Forum theater is one of the more commonly used tools from the Theatre of the Oppressed. It uses theatre as means of promoting social and political change. Check out the resources section for more information on Theatre of the Oppressed.

Forum Theatre begins with the crafting and performance of a short play that dramatizes real situations faced by the participants and that ends with the protagonist(s) being oppressed.

After the first performance, the play or scene is repeated with one crucial difference: the spectators become ***'SPECT-ACTORS'*** and can at any point yell ***"FREEZE"*** and ***TAKE THE PLACE OF AN ACTOR TO ATTEMPT TO TRANSFORM THE OUTCOME.***



Forum theater is an exercise in democracy in which anyone can speak and anyone can act. One of the first things that spect-actors realize is that, as in life, if they don't intervene, nothing will change.

The next thing spect-actors find is that doing "something" is not enough, it must be a strategic something. The people acting as oppressors on stage will maintain their oppression until they are authentically stopped — and just like in life, stopping them isn't easy. Forum theater thus becomes a laboratory to experiment with different courses of action.

So, get together with a group, write out a script on how we feel a sense of helplessness in dealing with such a widespread problem like the pollution of our common resource - the air. Put out the solutions that you all feel are important and take your script out on the streets! After all, no one can escape the bad air. It's all of our problem.

DON'T FORGET TO MAKE A VIDEO AND TAKE PICTURES OF YOUR EFFORTS.

MATERIALS NEEDED:

- 1 A SCRIPT***
- 2 GROUP OF PEOPLE TO PERFORM***
- 3 A CAMERA TO DOCUMENT YOUR PERFORMANCE***

THE LIGHT BRIGADE

A Light Brigade is a tactic where people hold illuminated messages consisting of large lighted letters in public spaces at night. Light Brigades are best used in spaces such as highways and flyovers, iconic structures, or solemn gatherings such as vigils and marches.

The letters, based on simple DIY (Do it yourself) technology first popularized by the Overpass Light Brigade out of Milwaukee, USA, are lightweight and portable. They consist of battery-powered LED strings of lights set into corrugated plastic panels or robust cardboard, which are then framed for durability.

Once the message is decided and the letters are constructed, an Overpass Light Brigade action begins with a social media or email call to action to mobilize volunteers or "Holders of the Lights."

If you are interested in making your own, you can check out an instruction video in the resources section of this guide.

Think of all the magical messages we could be sending out.

To learn how to make the illuminated letters visit the Overpass Light Brigade website by following this link:

<http://overpasslightbrigade.org/how-to/>



MATERIALS NEEDED:

- 1. STRING LIGHTS / LED LIGHTS ON A STRING***
- 2. BLACK CARDBOARD / CORRUGATED PLASTIC SHEETS***
- 3. BATTERIES***
- 4. PEOPLE TO HOLD THE LETTERS***
- 5. A MESSAGE***

INFLATABLES

Inflatables are a unique and magical tool for creative action. They are fun to make and induce a playful spirit among the creators and users. They have been used in protest situations and have a special way of de-escalating tense situations. We've seen in some instances, the police not really knowing what to do with this inflatable thing bouncing around, so they bounced it back. The inflatable/s provide a very strong visual imagery for any issue action.

A German Art Collective called Tools for Action made a giant inflatable lung to talk about the impacts of burning coal for energy on our climate and health. The burning of coal by coal fired power plants not only release CO₂ emissions, but also various toxic metals, acid gas and fine particulate matter. Scientific studies say, that the fine particulate matters from coal fired power plants are particularly hazardous. The fine matter from a diameter not bigger as 2.5 micrometer penetrate our lung tissue, enter our bloodstream, causing asthma, high blood pressure, a higher risk of cancer and other related health problems.

The giant inflatable lung is part of a global campaign to bring attention to the issue of coal and its impact on our planet. Thanks to a bit of coordination, it is with the 350 team in New Delhi for a few months. You can also request the lung for your action if you have a purpose for it.

The lungs have already been used at an international coal conference in Warsaw, Poland and at a People's Climate March in Indonesia. They can be used in several creative ways to highlight the negative impacts of air pollution on our health. We could use it as an art installation in a crowded public place, or take it on a walking tour to some of Delhi's most polluted areas.

SOME IDEAS FOR MINI INATABLES

1 - MINI LUNGS

2 - MINI INHALERS

3 - SMOKE CLOUDS



MATERIALS NEEDED:

1 GIANT LUNG (WITH A PUMP) OR YOU CAN MAKE YOUR OWN MINI INFLATABLE

2 CAMERA AND INTERNET TO UPLOAD PICTURES

You can also make your own inflatable. Check out our resources section for links to Tools for Action website for more tips!

If you have ideas on how we can use the inflatable lung in a creative way, get intouch! The tour of the lung can be followed at www.facebook.com/cough4coal

CREATE AND ADD YOUR OWN TACTIC!

WHAT?

WHY?

HOW?

MATERIALS NEEDED

RESOURCES

CANTASTORIA

What is Cantastoria?

https://www.youtube.com/watch?v=_kEVoCsgsS0

They meet, We Mobilize

Cantastoria from the People's Climate March

<https://www.youtube.com/watch?v=4AFwQOILjTI>

INFLATABLES:

Tools for Action - <http://www.toolsforaction.net/>

Sierra Club's Inflatable Inhaler - <http://sierraclub.typepad.com/scrap-book/2011/08/on-the-road-to-clean-air-with-the-giant-inhaler.html>

THEATRE:

Sahmat - <http://www.sahmat.org/>

Bread and Puppet Theatre - <http://breadandpuppet.org/>
<https://www.youtube.com/watch?v=2iSHinMpRZA>

Reading materials:

<http://dramaresource.com/strategies/forum-theatre>

<https://brechtforum.org/abouttop>

CREATIVE TACTIC RESOURCES:

Artivist Guide - [350.ORG](http://350.org)

<http://350.org/resources/get-creative/>

Beautiful Trouble - <http://beautifultrouble.org/>

Actipedia - <http://actipedia.org>

OVERPASS LIGHT BRIGADE

<http://overpasslightbrigade.org/how-to/>

CONTACT US



E- MAIL: **southasia@350.org**



VISIT OUR WEBSITE: www.delhibreathes.org



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TWEET TWEET: **@350india**



CLICK CLICK - INSTAGRAM: **@350_India**