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 Contemporary Arts Practice and Outer Space: A Multi-Disciplinary Approach (4)

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BE HOLDING EARTH – CONCEPT FOR FOSTERING GLOBAL PLANETARY AWARENESS

**Abstract**

**Be Holding Earth** is a proposal for a global awareness project combining space science and engineering with art and design. The aim is to foster a true understanding of the fact that Earth really is, as Buckminster Fuller put it, "Spaceship Earth", our Life Support System.

**Context** The first good-quality color image of Earth was published in November 01967 - A turning point in history. However, the impact of that static and flat image on humans is still small, compared to what Astronauts experience, leaving them transformed for the rest of their lives. ("**Overview Effect**")

**What/Where/How** The basic idea is to attach a camera module on a satellite in a high (medium Earth) orbit, generating a live video stream of the *Whole Earth*. Ideally the project will be combined with future satellite missions to minimize costs. The live view will be streamed to Earth in realtime.

**Viewing experience** A crucial part of the project: How can a truly life-changing experience be generated that will overcome the "cognitive barrier" of humans?

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**First Ideas**

- "Earth Dive"

Live Earth View Projection on the inside of a sphere submerged in water in a depth of a few meters. Visitors are diving during the night to visit the "Planet": The sensation of floating weightlessly in total darkness will deepen the overall sensation of floating towards Earth.

- "Earth Chapels"

Earth-Pilgrimage sites that require people to hike some time. 3D projection of the live image inside these silent "chapels" (geodesic domes).

- Float tanks with 37C saltwater.

Webcam projection on the inside for a focused perception of the Planet.

- Projections

Live Projections in conference rooms, parliaments, UN headquarters, embassies, museums, schools using spherical screens combined with art interventions and settings.

Calls for ideas reaching to Artists, Scientists, Universities/Students, Designers and other communities will be a major part of the project.

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**Impact** The project will stimulate fundamental understanding and awareness, preparing the ground for a new era in political, scientific, environmental and social action, promoting long-term thinking and a desire to work for courageous global political solutions and decisions regarding pressing issues.

**Funding** Sponsors and Project Partners, especially from Space Organizations, public funding; Global crowd funding campaign > 02015/16.

Note: This project has already received some funding by the Austrian Federal Ministry of Education, Dept. for Art/ Design/ Architecture in 02014.