

LAC-ARTventure

by Anja Hackfurth and Alexander Schlotz

Someone with far more artistic talent and wisdom than us once said: "Art is a lie making us realize the truth." You either love such quotes or hate them – but they're a good way to raise awareness. Awareness isn't a bad thing.

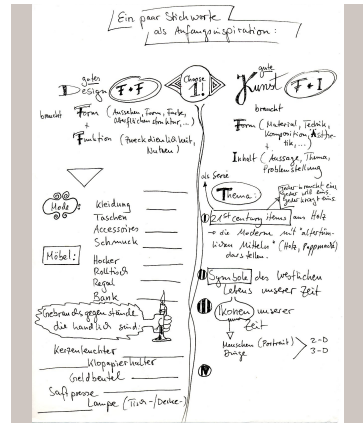
If you continue reading we already raised your awareness. We – that is Anja and Alex, two graduate students in the Master's Program in Environmental Management and Policy at Lund University. We do not consider ourselves artists. Sustainability, ecology, energy management and politics form our studies. Pretty heady stuff. Usually not much room for creativity. This is sad somehow since we're both addicted to arts into many ways. So we thought it's time to stir it up a little. The Learn-Apply-Communicate (LAC) project enabled us to do so. And if you found your way here, you are probably just the sort of person who would like to get in on some of that stirring.

LAC is one module of our study program. Within LAC we try to address sustainability issues to make a change in our close environment by applying knowledge we acquired during the first few months of our Master studies. ARTventure, our LAC project, provides a platform for art in the realm of sustainability.

Communicating sustainability is a challenge! Art might only be one mediator. But it can be a very effective one. There is no such thing as a moral or an immoral artwork. Art shall neither blame, nor judge, nor teach. Art does not desire to prove anything. Even things that are true can be proved. Art shall prod its spectator. Art shall nudge him to open his eyes. Art shall make the spectator think twice. That is all.

Most of the artworks presented in our project are made by non-professionals. This does not make them inferior to professional art. There is no such thing as inferior or superior art. Art either fits the spectator's taste, or it doesn't. That is all. Moreover, there is no such thing as a professional artist. We're all born with an artistic muse inside of us. Some have kept the courage to listen to it, while some have lost that courage. That is all.

ARTventure was strongly supported by several schools integrating our project in their curriculum and giving students the opportunity to explore their creativity in reusing and recycling materials that otherwise would have been thrown away. We want to take this opportunity and bow our thanks to all artists and supporters. Without you, lifting a project like this would have been impossible. We truly appreciate your help and effort!



Check out the project's results on: <http://lacartventure.wordpress.com/>

You, the spectator, shall not take this as a common art blog. Neither shall you take this as a common exhibition. Take it as "coloring outside the lines" – which is a fine art. Chip in and get inspired! Look through the pages and figure yourself out!

Anja and Alex

