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by Aristarchus Pk

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“What’s in Your Heart”

By Aristarchus PK

Exhibited in Dongseo University

Busan, South Korea

2007

This poster exhibits the two contradictory sides of “GREED”; which is the ultimate cause of the destruction of the environment, and “GREEN”; which is the active effort to preserve and maintain the sustainance of the environment. The two words are posed together as if to show that the only difference between them is slight; only one last letter. But we are asked to once again see it more clearly by containing the words “GREEN” in a heart shape, and ending it with the message at the bottom “eNd GREED”, which refers to “putting a letter ‘N’ instead of a ‘D’ at the end of ‘GREE_”.

The colors are almost monochromatic, to also suggest the slight difference between the green of trees—which symbolizes the environment, and the green of money—which symbolizes greed.

“The Thin Blue Line”

By Aristarchus PK

Exhibited in Dongseo University

Busan, South Korea

2007

This poster describes itself at the bottom with a short message: “What we claim to know about global warming and what we do about it is just a thin blue line.” This means that we are not wanting to know more about global warming in detail than what we only hear from popular media, and much worse is that what we are doing about global warming is still uncomparable to the actual phenomonic that is happening. Simply put, we need to do more about global warming.

The cool blue color is “the thin blue line” that shows how thin and small it is compared to the warm colors underneath. There could be two perceptions to this blue line: 1) it matters even though it’s small (a positive perception), and 2) it is hopeless because it’s too small (a negative perception). This poster plays on those two perceptions, depending on the viewer’s positive or negative outlook.

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