

Book Launch

The Universal Sea – The Art and Innovation Guide Against the Plastic Epidemic

Friday, 15.03.2019, 13:30-19:30

Universität der Künste, Room 158

Hardenbergstraße 33, 10623 Berlin

The Universal Sea – The art and innovation guide against the plastic epidemic is a manual for smart plastic living and an opportunity to harness the power of art and bring every citizen of our world into action. It is the first of its kind, showcasing visual art forms, insights and successful business innovations in order to offer a wide range of transferrable new approaches and methods of how to solve plastic pollution.

The book shows how art and innovation can bridge the gap between problem and action.

The project was a massive undertaking of the past year, bringing together 500 artists, 500 business innovators and 40 scientific institutions, 13 universities and 10 festivals. So far we have attracted an audience of 5 million visitors and 1.4 million online visitors, coming from 70 countries and 6 continents.

The plastic epidemic in our waters is a universal problem. Every day, 8 million pieces of plastic find their way into the ocean. By 2050 there will be more plastic in the ocean than fish. Micro-plastic has made its way into our food chain, and threatens our vital water sources. It has created a problem that unites us globally. So how can we actually fight it?

The Universal Sea project, co-funded by the EU, is an attempt to explore new collaborations between the art world, science and entrepreneurship. It is an independent non-profit initiative coordinated by the [Foundation for Entrepreneurship](#) (Berlin, Germany), in partnership with the [Center of Polish Sculpture](#) (Oronsko, Poland) and [Hybridart Management](#) (Budapest, Hungary), in cooperation with [EUCC-D](#) (Rostock, Germany). The project was initiated by the [Institute for Art and Innovation e.V.](#) (Berlin, Germany).

Although we would have loved to bring all of these amazing contributors to Berlin, we will introduce you to some of these awesome activists.

The ticket is free but you need to reserve a ticket on [Evenbrite](#)

Find more information here: <https://universal-sea.org/guide-book-launch-berlin>

KEY FACTS

Project No:
583910-CREA-1-2017-1-DE-CULT-
COOP1

COORDINATOR

Stiftung Entrepreneurship
www.entrepreneurship.de

PARTNERS

Centrum Rzeźby Polskiej w Oronsku
www.rzezba-oronsko.pl

Hybridart Management
www.hybridart.hu

IN COOPERATION WITH

EUCC-D
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Programme:

13:00-13:30: Registration

13:30-14:00: Introduction

Nicole Loeser, Director, Institute for Art and Innovation and Project Lead of The Universal Sea

Sophie Cassel, Communication Manager, The Universal Sea

14:00-15:00: Panel discussion with authors

Prof. Gilbert Beronneau, design akademie berlin and Dean of the Department of Design

Prof. Jose Alcaez, Academic & Faculty Director, Berlin School of Creative Leadership

Prof. Dr. Käthe Wenzel, Artist and Professor for Aesthetic Practice, European University Flensburg

Matt Stewart, Innovation Strategist, Co-founder of *Yarra Swim Co* and *Yarra Pools*

Olga Skoczyklas, Design Strategist, Co-founder of '*Cultural Design*' agency

Urszula Staszko, Art Historian

15:00-16:00: Presentation of artists

Sabina Damiani, aMore Festival, Croatia

Artists: Alessio Ceruti (IT), Janne Roefke (DE), Kristina Okan (RU), Mona Lüders (DE), Steffen

Blandzinski (DE), Marjorie Chau (DE)

16:00-16:30: Coffee break

16:30-17:30: Pecha Kucha presentations of start-ups

Grinno, Katja Nordwig, Founder and Director

Mitte filter, Paula Montaldi, Business Development

STOP! Micro Waste, Carina Bischof, Project Manager

PlanA.earth, Lubomila Jordanova, Founder and CEO

Zeoform, Alessio Gamba, Director Italy

17:30-18:00: Q&A/ Pecha Kucha of involved students in TUS

18:00-18:30: Outlook: Scream for Clean campaign and Art & Innovation Fund

18:30-19:30: Networking

Details about the book:

Project Leads and Editors-in-Chief: Nicole Loeser, Viktoria Trosien

Graphic design: Edge Communications, Milena Linke, April Dell, Anjani Parikh

Copyediting and layout design: April Dell, Helen Russell Brown

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