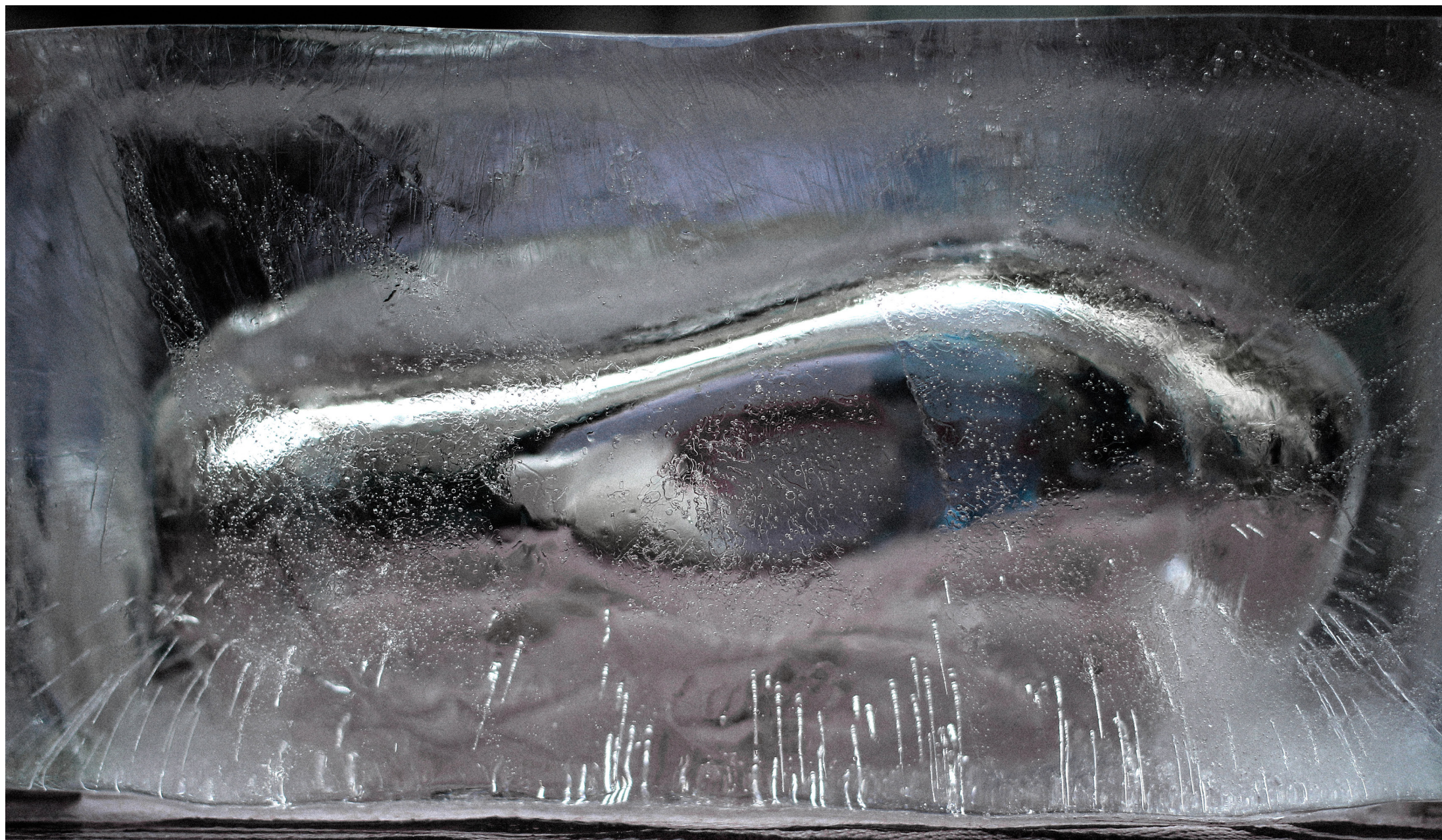


## the frozen bubble experiment



humanity

7 billion people

individual ideas, feelings and targets

invited to move to Svalbard

for one thought

pulling together on one string

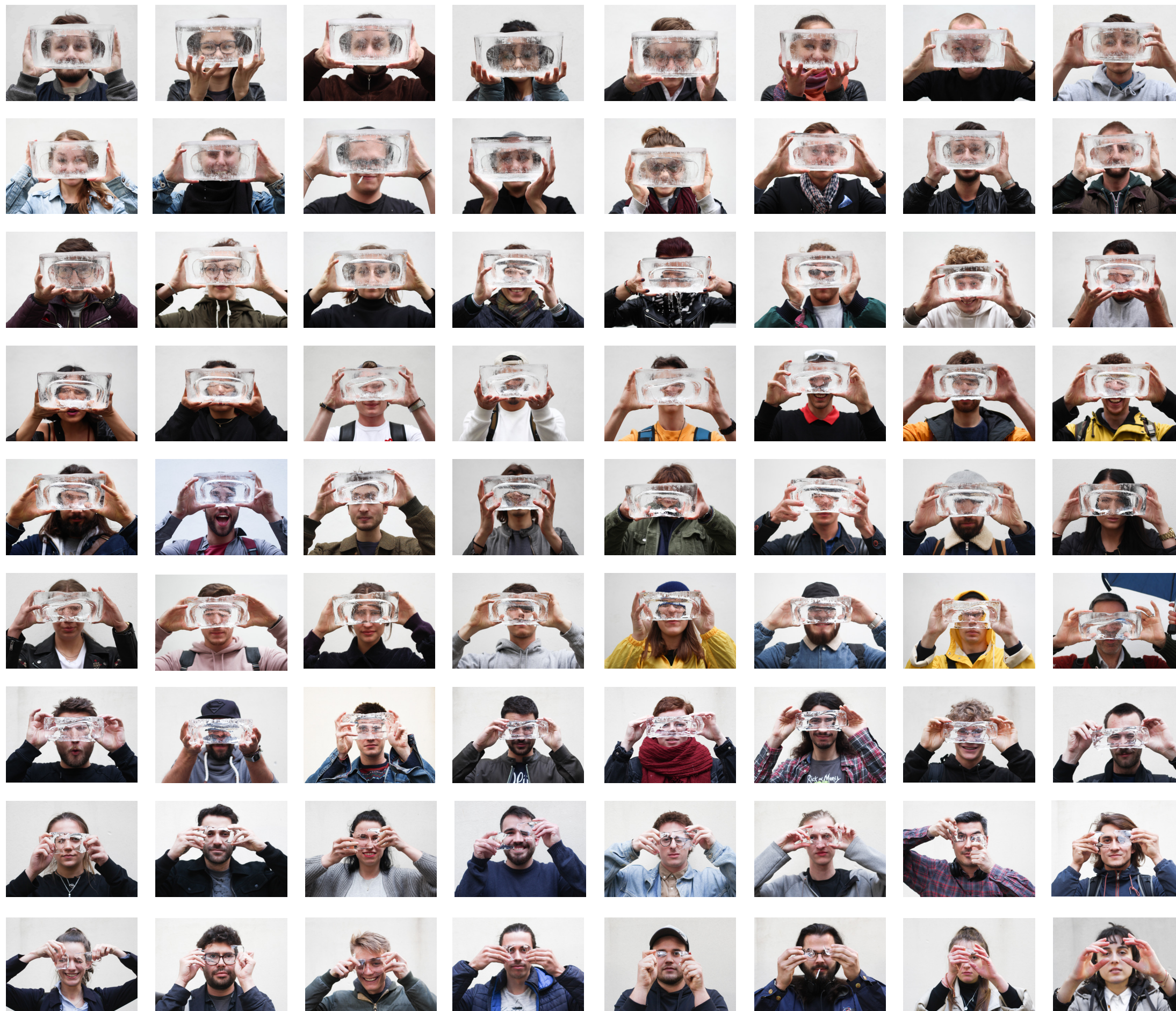
with both hands

you and me

arising awareness

sensing togetherness





Focusing on the development of Svalbard we thought of a social experiment as a tool to raise awareness. Making people conscious of a problem is the first step of progress.

The ice is cold.

A block of ice in front of people's eyes represents the distorted sight and thoughts about environment and climate change. Like seeing through a frozen window. From our inside to the outer world.

The ice melts.

A bubble of water inside the cube of ice stands for the borders of our confort zone. During the process the water inside the bubble flows out of the block replacing the volume with air. Our sight and conscious is getting clearer.

The ice melts.

Through the act of sensing and the melting process we want to raise attention and social responsibility. By being in a physical relationship with the problem while touching, feeling and seeing through ice, people may overcome the borders of their confort zone and start thinking.

The ice melts.