

## How can design better engage people with environmental issues and the natural world?

If we can't see the problem, we can't fix it.

*"In the case of climate change, this **failure manifests as an incapacity to imagine and give aesthetic form to phenomena** that are well represented in climate models. The consequence of our failure of imagination is not misunderstanding or denial of the facts but rather a difficulty situating ourselves within the untame and unnatural scenes of our changing global environs. **We must return to the world itself to build the narrative again**"*

- Dehlia Hannah, A Year Without A Winter (2019)

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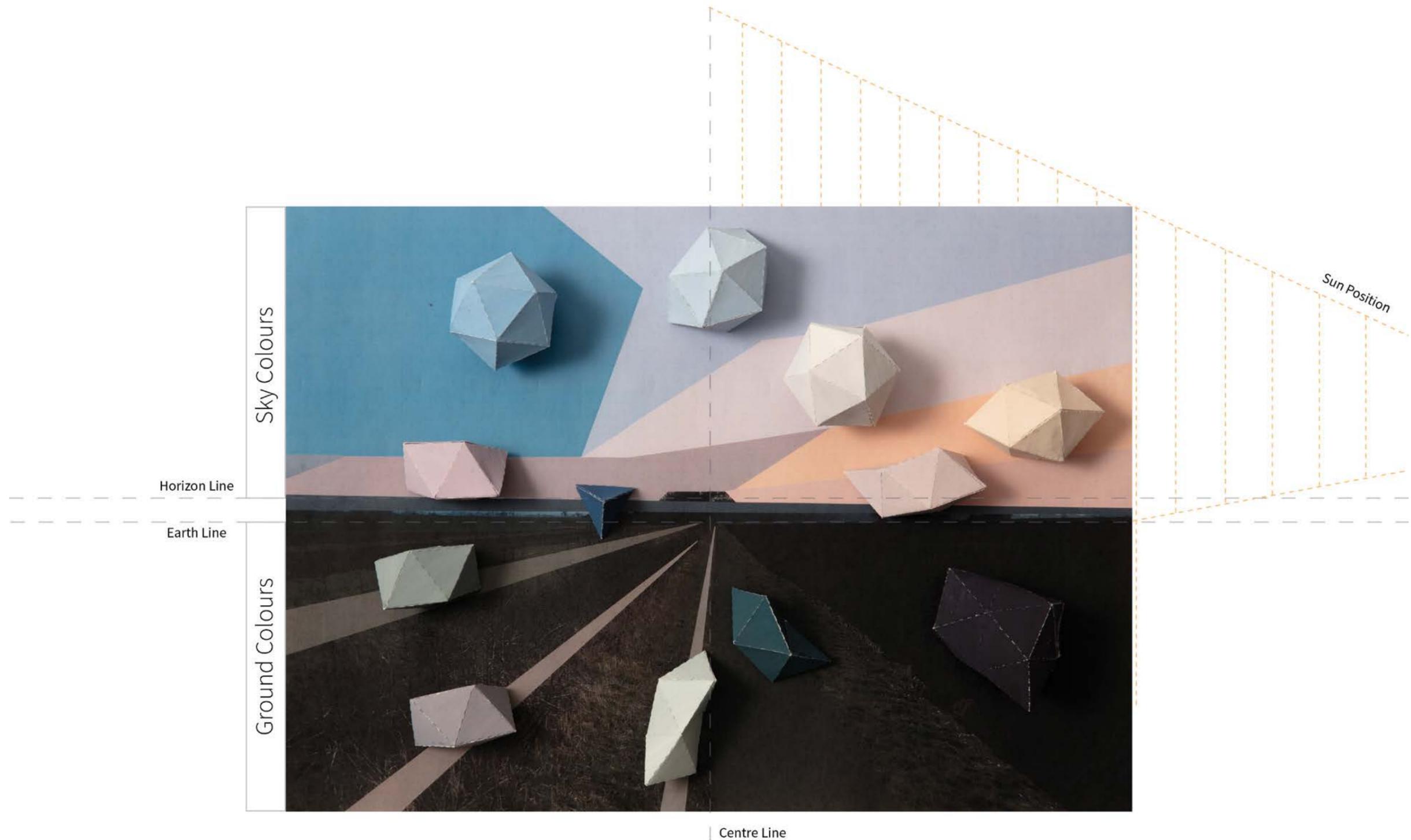
How might we use our relationship with colour in our spatial environment as a tool to increase public engagement with the natural world?

Context Collage Exploring the Challenge:



Anthropocentric.  
Technological Disconnect.  
Distance from nature.  
Anxiety.  
Fear of the unknown.  
Apathy to action.

# Environmental Colour Concept



An alternative “colour-wheel” referencing the way we experience colour in the natural environment from a human perspective, aims to create a stronger connection between us and the environment we are damaging. Colours are arranged into “Ground” or “Sky” colour categories. Horizon, earth and centre lines are introduced as a sense-making framework and the position of the sun is noted from when the colours were recorded by the participant. 3D representations of each colour illustrates the effect of light and shadow on the colour in real time, emphasising the natural process of colours changing as time passes.

# Speculative Outcome

What if we used this Environmental Colour Framework to design public or professional spaces? Would we instinctively feel a stronger connection to the natural world if our environments more closely represented the colour application, balance and transience? We know that aesthetics affect the way we understand the world around us, the way we feel and how we think. This Environmental Colour Framework could offer an alternative way of designing spaces, that brings us closer aesthetically, and increases our empathy, towards the environments we should be protecting.



Visualisation of the Houses of Parliament - where decisions could be influenced through our emotional and instinctive response to colour.