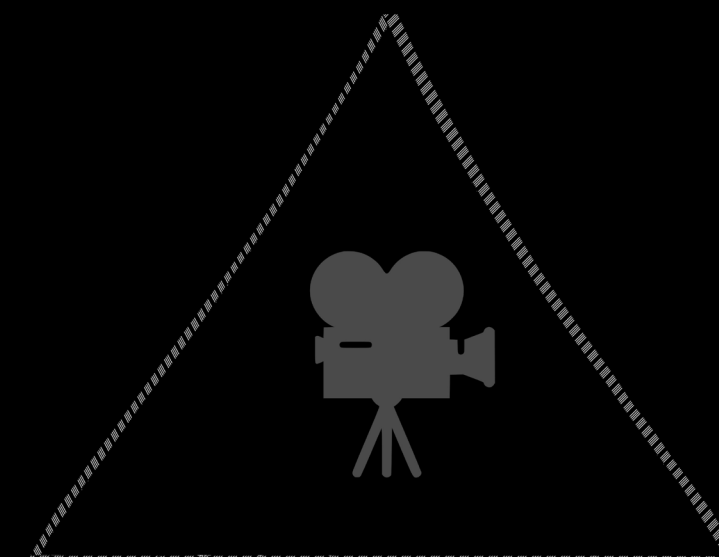


THE WORLD ART STATION

The best saved carbon is the carbon not released!

The World Art Station (WAS) is an international cultural stage, land-art renewable energy generator, entrainment hub and the Fly Ranch landmark beacon.

In times of geo-political, economic, environmental and health crisis, humanity finds itself at the centre of an abstract war. Not long ago the Black Rock Desert participated in another such war - for high definition optical disc format. The desert was the shooting grounds for the 'Space Chair' advert - an artwork that later became part of the 'Gravity Sucks' show by Simon Faithfull. The premise of the work was to enter every household and redefine the viewer's experience. Today this resonates more than ever with how reality is experienced from a social-distancing and working from home context.



Post-carbon storytelling

3D projection has been explored for artistic purposes for decades now and it has shown us how we can de-construct and reconstruct our built environment in imaginable ways. It satisfies our senses while we acknowledge that even solid matter could be liquidised through digital means. Taking 3D mapping as the main artistic component, the World Art Station reverses the concept of the tool on itself and forces it to project solid solutions to fragile material grounds, while ripping apart all rules of the building process. WAS provides an experience of perceived three-dimensional structure. It aims to inspire international audience regardless of their physical locality. Through its virtual platform world-wide artist, architect and engineers can countlessly re-construct the landscape, while leaving every stone intact. The World Art Station becomes a steppingstone for the future generations to create more permanent solutions that achieve harmony with the natural world.

