



**Get involved with**

# earth speakr

**in libraries**

Earth Speakr is an artwork started by Olafur Eliasson. It invites kids to speak up for the planet and adults to listen up to what they have to say.

Libraries across the EU are bringing Earth Speakr into their programming to amplify kids' voices. Share your library experience and see others in the community with #earthspeakrinlibraries #earthspeakr

Follow the QR code to download the app and share in the artwork!

For more information, please visit: [www.earthspeakr.art](http://www.earthspeakr.art)



please recycle this after use



## What is Earth Speakr?

*Earth Speakr is a collective artwork that invites kids to be artists. What Earth Speakr will become depends on the Earth Speakrs – their creativity and imagination. The artwork is made up of their thoughts and visions, concerns and hopes. What they create can be playful and whimsical, serious, or poetic. There is no right or wrong, and it is easy for everyone to take part. Earth Speakr invites kids to speak their hearts and minds and participate in shaping our world and the planet, today and in the future.*

– Olafur Eliasson, artist

For more information, please visit: [www.earthspeakr.art](http://www.earthspeakr.art)

## How can libraries get involved?

**Join libraries across Europe and bring Earth Speakr into your programming to amplify kids' voices. Earth Speakr can integrate into your library's general programming and specifically into activities for kids and families.**

To encourage kids everywhere to speak up for the planet and to make sure their messages are heard, Earth Speakr wants to partner with institutions that value bringing art and culture to kids and learning from their unique perspectives. Earth Speakr can be an exciting way for a library's younger visitors and families to explore creating content and sharing ideas. It is also an opportunity for libraries to connect with the concerns of their communities. Libraries bring together voices from all over the world and localise them, feed curiosity, and inspire connection through ideas. These are all aspects that Earth Speakr values!

Here's how creative librarians have amplified the voices of local kids (and you can do it too.) Examples can be combined or adapted as inspiration to fit your needs. We welcome your creative interpretations!



## Who created this toolkit?

This toolkit was created by Studio Olafur Eliasson in partnership with Dokk1, Aarhus Public Libraries, Denmark to guide other libraries on ways to integrate the artwork Earth Speakr in their existing programming. Throughout the course of Earth Speakr, this library toolkit will be updated with new ideas and activities.



# Bring Earth Speakr into your library

## Create a pop-up station

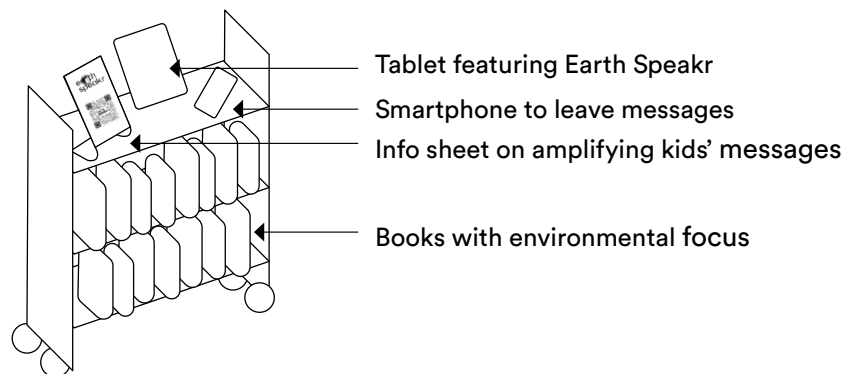
### FAMILIES AND ALL AGES

Use a library cart or desk area to introduce kids and families to Earth Speakr. Choose a prominent location, popular with kids and families, where sound is permissible. Showcase the website on a tablet or computer and let visitors explore. Simply open it to [www.earthspeakr.art](http://www.earthspeakr.art).

Enable location so the map feature goes straight to your library and the messages of your community. Print the cover page of this toolkit and display it, ideally in a plastic stand or frame to direct kids and families straight to the app. If a smartphone device is available, add it as part of the pop-up station.

Libraries can create their own account and let kids make messages through it in the kids' area or another part of the library. If your library prefers to have the smartphone secured to the pop-up station, it can still be used to allow kids and families to explore the functions of the app then download on a family device.

See COVID-19 guidelines in FAQ.



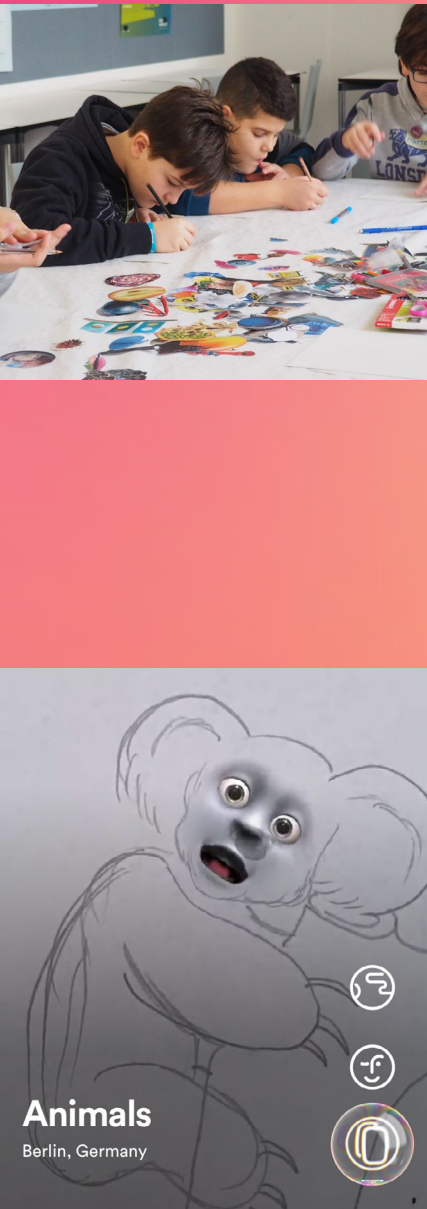
## Animate creations in family craft activities

### AGE 7-12 / GROUP

Earth Speakr invites kids to animate the world around them and use everyday objects or their own creations to amplify their messages. Your library can introduce Earth Speakr within an activity about the environment already in your programming. You can also highlight one of the themes on the Earth Speakr calendar, such as World Cleanup Day.

Pair Earth Speakr with a family activity such as creating 'reuse-and recycle-characters' from everyday objects. Kids and their parents can create a 3D object, collage, or a drawing. Then kids can make their object speak via the app, sharing their own ideas and concerns with the world.

Your library can collect all of the objects into a display and create and share a Loud Speakr of all the messages made from that day (see directions below). Visitors to the library can view the display and then experience your Loud Speakr in augmented reality with the app.



## WAYS TO SHARE EARTH SPEAKR IN YOUR LIBRARY

### Make books speak with an Earth Speakr message hunt

AGE 7-17

Challenge kids to find a picture book in the library on a theme in the natural world or other topic! With a book of their choice, they can make an Earth Speakr message with a picture, photo, illustration, or graph in the book. Gather kids together after to share what they made with each other and their families.

Alternatively, kids can look for messages made by others involved in the library and respond with a new message to create a conversation on the same topic. For theme ideas, explore the communities the on Earth Speakr website.

### Highlight local issues with Earth Speakr reporters:

AGE 10-17 / GROUP

Encourage kids to use Earth Speakr to advocate for an issue in their local community that they want to change. First lead kids in a discussion on how their community environment can be better, such as having less trash, a cleaner nearby river, or imagining how a parking lot could become a park.

After finding an issue that is important to them, the kids can go to the location where they want to see change and make messages highlighting the issue and advocating for improvement. Libraries can share these messages with the local mayor and those directly responsible for these issues to call on kids' ideas being taken seriously.

### Create your own library Loud Speakr

EVERYONE

Loud Speakrs are collections of messages that are shared with the world on the Earth Speakr map. They are positioned at a specific geographical location to be experienced in augmented reality (AR) in real life. A Loud Speakr can be easily created on the Earth Speakr website. Using this simple web tool, your library can create its own Loud Speakrs to highlight Earth Speakr messages and encourage more people to listen too.

Locals who have the app will be able to see the Loud Speakr on their map and in AR. Meanwhile, your library can also use their Loud Speakr as a way to introduce Earth Speakr to visitors. Your library can guide kids and families to explore and listen to Loud Speakrs by offering to loan devices from the its media desk or encouraging the use of a personal device. The messages in the local Loud Speakr can serve as inspiration to kids participating in the artwork for the first time.

### Create your own Earth Speakr activity

EVERYONE

Be inventive! Feel free to incorporate Earth Speakr into your library's programming to highlight how kids can speak up for the planet. If you have a new idea, we'd love to hear about it! To share your further ideas, email [getinvolved@earthsspeakr.art](mailto:getinvolved@earthsspeakr.art) with '#earthsspeakrinlibraries' in the subject line.



## Share Earth Speakr at your library!

### Make Earth Speakr your library's temporary home-page

If your library has desktop computers for visitors, set [www.earthspeakr.art](http://www.earthspeakr.art) as a homepage or bookmark. Enable location so the map feature goes straight to your library and the messages of your community. Direct visitors to the pop-up station to try out Earth Speakr.

### Share Earth Speakr on your library's screens & media

Your library can play one of the Earth Speakr teaser or instructional videos on displays in your local branch. Find these in the about section of the website.

### Join a growing network with #earthspeakrlibraries

We would love to hear and see Earth Speakr in action. Post pictures on Instagram or Twitter with the #earthspeakrlibraries and join the Earth Speakr facebook group. Connect with other libraries on social media through #earthspeakrlibraries'.

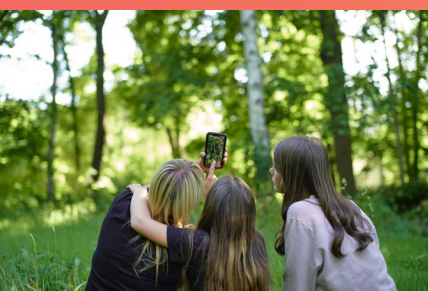
To feature your Earth Speakr activity on the website's event calendar, email [getinvolved@earthspeakr.art](mailto:getinvolved@earthspeakr.art) with 'Events calendar' in the subject line. Be sure to include, in this order:

- Name of institution
- Title of event
- Date and time of event
- Location
- Link to your institution's event
- Link to your website

### Signage

Your library can place in-situ signage to help young visitors engage with the library collection through the Earth Speakr App. First, children and families are encouraged to download the app via a sign at the entry area of the library. Second, during their visit, kids and their parents are encouraged to look out for Earth Speakr labels placed next to book collection that the library has curated for this activity. Third, they are asked to record a message exploring the library and its environmental/activist themes!

Our pre-made signage pack is coming soon!





# Considerations for integrating Earth Speakr into your programming

## How to accommodate different accessibilities?

Earth Speakr is at its heart participatory. Teaming up with someone can be a way for everyone to participate in all aspects of the artwork – recording and capturing messages, experiencing existing messages, and sharing these with others. The app is compatible with both iOS and android built-in accessibility features, and the website was developed according to the [W3C Web Accessibility Standards](#).

Please share any activities with us that you feel are particularly well-suited to increase accessibility. We'd love to feature them in updates of this toolkit.

## How to keep activities safe with COVID-19?

Your local branch should observe appropriate COVID-19 precautions for your area. Most smartphone and tablet products can be cleaned with a clorox or 70% percent isopropyl wipe, which could be provided at the pop-up station. Check compatibility with your device manufacturers.

For other FAQs about the artwork, please see: <https://earthspeakr.art/en/faqs>

Olafur Eliasson (b. 1967) is a visual artist working with sculpture, painting, photography, film, installation, and digital media. His studio is based in Berlin. [www.olafureliasson.net](http://www.olafureliasson.net)  
[soe.tv](http://soe.tv)

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Earth Speakr, 2020

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