



Get involved with

# earth speakr

in museums

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.

Follow the QR code to download the app and take part in the artwork!

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

Museums are bringing Earth Speakr into their programming to amplify kids' voices. Share your experience with

**#earthspeakr**

**#earthspeakrinmuseums**



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## 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

Earth Speakr is a participatory artwork that focuses on the climate, yet it is open to any subject that kids find important. It is based on embodied encounters in real life and the reflections that these bring about, whether about local environments, self-other relations, or the climate. Like many of Eliasson's works, Earth Speakr addresses how we experience the world. It invites kids to reflect on what they see and how they see – what they feel and think – and opens for shared experiences across physical and cultural borders.



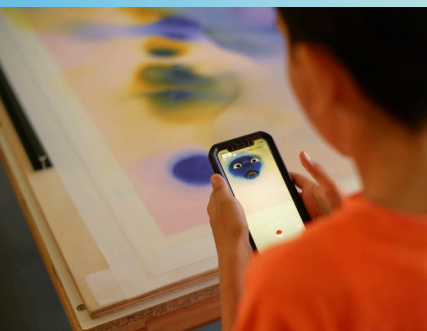
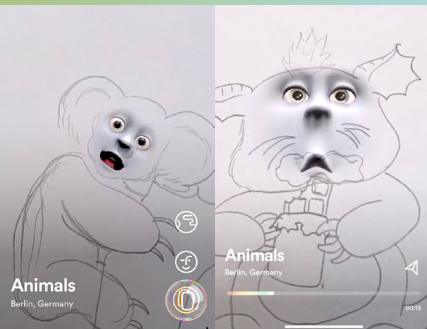
## How can museums get involved?

Bring Earth Speakr into your existing programming to amplify kids' voices and learn from their unique perspectives. Earth Speakr can be integrated as an exciting way to explore creating content and sharing ideas. It is also an opportunity to connect with the concerns of your local communities.

Cultural institutions bring a diversity of perspectives and voices together into a local context, feed curiosity, and inspire connection through shared ideas. These are all aspects that Earth Speakr values!

Example activities can be combined or adapted as inspiration to fit your needs. We welcome your creative interpretations!





# Bring Earth Speakr into your museum

## Bring handmade creations to life with Earth Speakr

**AGE 10-17 / GROUP**

Combine the fun of hands-on art-making with the excitement and magic of digital transformation by integrating Earth Speakr in a hands-on workshop for kids and/or families.

### Example Workshop 1:

- Step 1** Ask kids to draw, collage, or make a 2D or 3D model of an animal, abstract figure, or an environment in the world that is endangered or needs protection.
- Step 2** While the kids draw, prepare your museum's smartphone devices by making sure the Earth Speakr app is downloaded and ready for use. Alternatively, if your museum does not have its own devices, kids can be asked to bring their own smartphone to the workshop and can download this app on their own phones beforehand. Be sure that they create their own account and follow through with parental permissions.
- Step 3** When kids are finished with their creations, ask them to animate their work with the Earth Speakr app. In their recorded message, they can speak from the perspective of the animal or abstract figure and tell us what it sees, what it senses, what it thinks and feels. Tell us about its world and why it needs a safe habitat.

### Example Workshop 2:

- Step 1** Using simple craft materials, ask kids to create a Wonder Machine sculpture that can solve a world environmental problem.
- Step 2** Same as in Example 1
- Step 3** When they are finished with their sculpture, lead them in animating their creation with the Earth Speakr app. In their recorded message, kids can speak from the perspective of the Wonder Machine and share with everyone what its special capabilities are, and what problems it can solve in the world.

## Make artworks speak! Earth Speakr in educational tour

**AGE 7-17 / GROUP**

Earth Speakr can be an imaginative supplement to guided tours of your collections or exhibitions. During kid- and family-oriented tours (particularly tours that focus on environmentalism, technology, or activism in art and culture), you can use the Earth Speakr app as a fun way to expand upon the ideas and themes and encourage response to the art kids encounter. Kids can identify their favorite artwork/object and use it as the basis for an animated message in the Earth Speakr app. Ask questions to prompt message making.

- What do you love about this artwork?
- What do you think the artwork or the artist is trying to express?
- If you were the artwork, what would you say?
- What might this artwork have to say about the space that you both share, an issue in your local community, or about the world today?

## POTENTIAL ACTIVITIES FOR YOUR MUSEUM

### Experience artworks with an Earth Speakr message hunt

AGE 7-12

Add signage to help young visitors engage with the museum's collection or special exhibitions. First, encourage kids and families to download the app via a sign at the entrance. During their visit, kids and their families can look out for Earth Speakr labels next to artworks that could be animated with the Earth Speakr app. Conceive and display a series of questions next to each artwork to suggest reflection before message making. Ask them to record a message exploring the artwork and its environmental or activist themes! You may want to include questions about subject-environment relations, about our senses, and about experiencing artworks in a shared space. Do any of the artworks you see form a community? Do some feel like neighbors, living next to each other? What do you think they have to say to each other or to visitors? Do they agree or disagree? How do they make you feel? If you close your eyes, are they still present to you?

An example: if looking at one of Olafur Eliasson's watercolours, kids can be asked to imagine the lives of the materials: The water used in the artwork was actually once glacial ice. Melting the ice on top of the colours created the patterns. What do you think – did the ice do a good job? Is the ice the artist? Or is it Eliasson? Do you think it happened slowly or fast? In another work, the colours (or pigments) were once food waste! What colour do you think a cabbage creates? Or a red onion? Unexpectedly green! What about the paper – where did it come from and where is it going?

### Explore museum grounds with Earth Speakr

AGE 7-17 / GROUP

If the museum has a park, direct kids to specifically defined stations (a particular tree, a pond, a rock) and suggest that they take the perspective of these outside elements, and have them – the kids, via a natural element – reflect on the art they've seen inside or nearby on the museum grounds.

Pretend that you're a natural element and look at art from that perspective. How does a tree feel about a painting of a tree? Of the artworks you've seen in the museum, which would be the pond's favorite? Go back and look at that same artwork again. How has your own perspective changed through adopting the perspective of a tree?

### Create your own museum 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, you can create your own Loud Speakr to highlight Earth Speakr messages and encourage more people to listen too.

Look at the community tags– Animals, City, Recycle, Invent, Water, Plastic, Pollution, Plants – and make a selection. Why choose these? Can you make a connection between the topic you choose and the location you choose to place your Loud Speakr? What does the community you create feel like? Is it a strong group of voices? Does it give many perspectives on one topic? How can many perspectives co-exist within one group?

Kids and adults who have the app will be able to see the Loud Speakr on their map and in AR. The messages in the local Loud Speakr can serve as inspiration to kids participating in the artwork for the first time.

## POTENTIAL ACTIVITIES FOR YOUR MUSEUM

### Create your own Earth Speakr activity

EVERYONE

Be inventive! Feel free to incorporate Earth Speakr into your existing 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 '#earthsspeakrinmuseums' in the subject line.

### Include Earth Speakr in your museum broadcast

If your institution has its own regular arts and culture broadcasts such as a podcast or a YouTube channel, consider dedicating a special segment of each episode to showcase the latest Earth Speakr messages from the evolving collective artwork. This special segment can be framed either for a youth audience or for everyone to listen to the future. Choose messages created in your community to amplify local voices.

If your institution would like to include Earth Speakr in your specialised broadcast, get in touch. Email us at [getinvolved@earthsspeakr.art](mailto:getinvolved@earthsspeakr.art) with '#earthsspeakrinmuseums' in the subject line.

### Feature Earth Speakr on your website

Using key Earth Speakr visuals and graphics (available for download [here](#)) or via a simple re-direct to the artwork website ([earthsspeakr.art](http://earthsspeakr.art)), you can feature Earth Speakr on your homepage. You can feature the artwork within content directed at a youth audience, or alongside other content exploring themes of activism, environmentalism, and narrative in contemporary art

### How big is art's footprint?

To create awareness of the ecological impact of online activities, Earth Speakr will be independently audited on its CO2 output. See the current report [here](#).

Encourage visitors to take a look at the sustainability report and discuss what contributes to the carbon footprint of an artwork or an exhibition.

You will find reflections by Olafur Eliasson on the carbon footprint of artmaking [here](#).

### Join a growing network with #earthsspeakrinmuseums

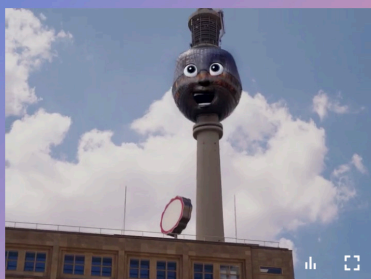
We would love to hear and see Earth Speakr in action. Post pictures on social media with #earthsspeakrinmuseums.

To feature your Earth Speakr activity on the website's event calendar, please fill out a short form on the webpage's ['Get involved'](#) section.



earth  
speakr

Olafur Eliasson



Share the teaser film







# Considerations for integrating Earth Speakr into your programming

## Let kids lead the participation in this artwork

Promote child-led participation and let kids identify issues of concern themselves. Adults can work to facilitate rather than lead discussion. Invite discussion and exploration. There are no right or wrong answers! This artwork lives from many different opinions.

## Age groups

Consider activities to match age. Activities can be formed for individual work/exploration or tailored to pairs or groups. For kids under 12, smaller groups (up to 10 children) work best.

## Technical set-up

Consider activities to match age. Activities can be formed for individual work/exploration or tailored to pairs or groups. For kids under 12, smaller groups (up to 10 children) work best.

## Using shared equipment

To collectively experience the digital elements of the artwork you will need:

A computer, an interactive board, or a projected screen with internet access to use the interactive website: [www.earthspeakr.art](http://www.earthspeakr.art)

At least one smartphone with the Earth Speakr app installed to experience the app features.

To determine which smartphones can be used, see compatibility specifications [here](#).

It is important to note that messages of children under age 16 cannot be published without parental or guardian consent, which is granted through the built-in features in the app the first time a message is finalised and published on the map.

Institutions using a single device for multiple children are liable for any content made on that device's account and therefore must receive parental consent from all parents in advance. For this reason, the Earth Speakr app is best used when kids have their own account on an individual device. Kids will need to have their user email and password handy to sign in on another device.

## Using individual smartphones

For kids that might have their own smartphone, it is possible to hold activities where all participants use individual devices.

Before the workshop, remind kids to bring their own device on the day with the Earth Speakr app already installed and parental consent given. Only kids who have received parental consent in advance will be able to publish their messages on the day.



## How do parent and guardian permissions work on the app?

Before placing messages in the world, kids are required to have permission from their parents or guardians. This can be done by creating an account on the app with an email and password and then confirming the permissions through an automatic email. When possible, it is best for kids to come prepared to activities with a preapproved account. Without an account, kids can still participate by listening to Speakrs on the app and creating Loud Speakrs on the website.

## 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?

Please observe appropriate COVID-19 precautions for your area. Most smartphone and tablet products can be cleaned with a bleach or 70% percent isopropyl wipe. Check compatibility with device manufacturers.

## How are kids protected when using the app?

Earth Speakr has been designed to welcome kids' unique creativity while concealing any identifying traits to protect their identity and privacy. When creating a message, the app collects an audio file and a video that is made up of animated eye and mouth movements; it does not record any information on a kid's physical appearance. A message is only made public on the website and app if it is confirmed as finished. Any kid who makes a message retains ownership of their artwork. They are co-creating the artwork.

The artwork is fully compliant with GDPR. Read the full legal policies in place [here](#).

The [Community Guidelines](#) also outline that no identifying information be shared. If a message does not follow the Community Guidelines it can be reported by anyone for removal.

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

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Earth Speakr, 2020

Earth Speakr is created by Olafur Eliasson with his studio, kids, creative partners, and a group of researchers and experts, and is funded by the Federal Foreign Office on the occasion of the German Presidency of the Council of the European Union 2020 and realised in cooperation with the Goethe-Institut.

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)