



# 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.

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

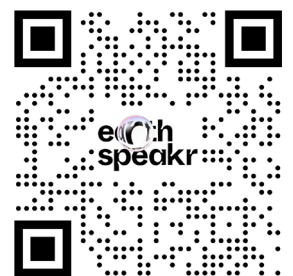
For more information, please visit: [www.earthspeakr.art/en](http://www.earthspeakr.art/en)

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.*

*Life on earth is a coexistence of people, animals, plants, and ecosystems. We must acknowledge this coexistence and then take the right actions to nurture it. In today's debates over climate policy, it is crucial that the voices of the next generation are heard loud and clear, since it is they who will live in the future that we are currently shaping. My artwork Earth Speakr invites kids to speak up for the climate, whether with concern or hope. With the Earth Speakr app, they can express themselves through anything of their choice in their local environments. The artwork brings together their voices and amplifies what they have to say. We – adults, decision-makers, and politicians – need to hear the kids' creative messages and take them seriously.*

– Olafur Eliasson, artist

Like many of Eliasson's artworks, 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 your museum get involved?

Integrate Earth Speakr into your existing programming!

Use the Earth Speakr toolkits as guides to bring the artwork into your programming in fun, adaptable ways – indoors and outdoors! With Earth Speakr you can engage your local community in a dialogue about the future of our planet in a unique way across borders. Adding Earth Speakr to your events can complement discussions on art, the climate, environment, social action, and the UN Sustainable Development Goals, by giving kids a platform to create new content and share their ideas. Amplify kids' voices and learn from their unique perspectives.

We welcome your creative interpretations! Example activities from all toolkits can be combined or adapted as inspiration to fit your needs. Families can use the toolkits too.

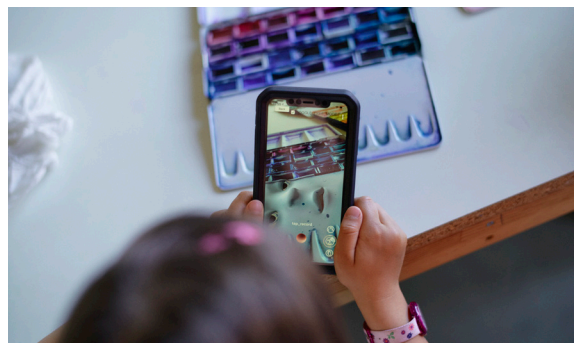
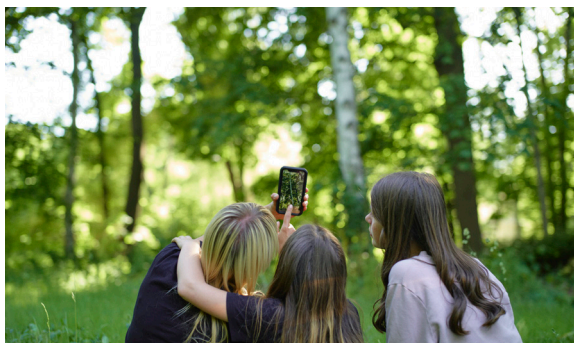


Photo: Lars Borges, 2020

Look out for the  symbol for activities well suited for online/at-home/distance learning.

Earth Speakr uses Augmented Reality (AR) and includes a free app – available on [App Store](#) and [Google Play](#) – and an interactive website in 25 languages. The toolkits – for classrooms, libraries, and museums – are free-for-download on the webpage's 'Get involved' section. Visit the webpage in your language for updates: [www.earthsspeakr.art/en/get-involved](http://www.earthsspeakr.art/en/get-involved)



# Bring Earth Speakr into your museum

## Animate your creations!

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.

### Example Workshop 1:

Ask kids to draw, collage, or make a 2D or 3D model of an animal, abstract figure, or an environment that is endangered or needs protection. Kids can animate their creations with the Earth Speakr app.

Pretend like you are your artwork and tell us what you see, what you sense, what you think and feel. Tell us about your world and why you need a safe habitat.

Over a multiple day workshop kids could be asked to make a series of observations as they create. Observe the changing colours of a natural body of water, for example. What is reflected? Do the winds blow rubbish into the water? Do rain clouds make it grey? How are waterways and oceans connected? Can you imagine all the things carried in water as it flows? Consider how what we see changes over time. What do you want to see change?

### Example Workshop 2:

Using simple craft materials, kids can create a Climate Wonder Machine sculpture that can solve a world environmental problem. When recording message with Earth Speakr, kids can speak from the perspective of the Climate Wonder Machine or ask it questions. Sculptures that have been designed to move can be filmed in action.

What are its special capabilities? What problems does it see in the world? How will it solve them?





## Make artworks speak! Earth Speakr in educational tours

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. If photography is allowed in the exhibition space, kids can identify their favorite artwork/object and use it as the basis for an animated message in the Earth Speakr app.

To prompt message making, you could ask or display a series of questions next to artworks to suggest reflection. Invite kids to record a Speakr exploring the artwork and its environmental or activist themes! Include questions about subject-environment relations, about our senses, about experiencing the artworks in this space in combination.

Do any of the artworks you see seem to form a community? Do some feel like neighbors? What do you think they have to say to each other or to visitors? If you close your eyes, what do you sense? 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 about your thoughts on the space that you both share, an issue in your local community, or about the world today?

For example: while looking at one of Olafur Eliasson's watercolours, kids could 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

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 outdoor 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?







## Feature Earth Speakr in your institution's 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. Highlight 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.

Inspire visitors to get involved by streaming a selection of Earth Speakr messages on your existing display screens or computers, using the Earth Speakr messages of the month film:

[www.earthsspeakr.art/en/streaming](http://www.earthsspeakr.art/en/streaming)

## Feature Earth Speakr on your website

Using key Earth Speakr visuals and graphics (available for download: [www.earthsspeakr.art/en/press-and-media/](http://www.earthsspeakr.art/en/press-and-media/)) or via a simple re-direct to the artwork website ([www.earthsspeakr.art/en](http://www.earthsspeakr.art/en)), you can feature Earth Speakr on your homepage. Include the artwork within content directed at a youth audience, or alongside other content exploring themes of activism, environmentalism, perception, 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 can find reflections by Olafur Eliasson on the carbon footprint of artmaking here:

[www.olafureliasson.net/sometimesthebridge/](http://www.olafureliasson.net/sometimesthebridge/)



Photo: Lars Borges, 2020

Plants. Water.

Lazio, Italy

Water.

Jelsa, Croatia

Pollution.

Thessaloniki, Greece

EVERYONE



## Create your own museum Loud Speakr


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 to highlight Earth Speakr messages and encourage more people to listen too.

Kids and adults who have the app can see Loud Speakrs on their map and in AR. Loud Speakrs can also be viewed on the website, without traveling to their physical location. A local Loud Speakr can serve as inspiration to kids participating in the artwork for the first time.

Explore messages by filtering for those on the webpage within specific Earth Speakr Communities – Animals, City, Recycle, Invent, Water, Plastic, Pollution, Plants. Make a selection to form a Loud Speakr. Why choose these? Can you make a connection between the topic you choose and the location you choose to place your Loud Speakr? Does it give many perspectives on one topic? How can many perspectives co-exist within one group?



## Host your event or workshop online

Look out for the  symbol for activities particularly well suited for online/at-home/distance learning.

Kids can tune in (also with their families), and a workshop leader can introduce Earth Speakrs' many sides online. Activity leaders can encourage kids to explore and engage with environmental topics in their immediate environments – indoors and outdoors – placing messages on objects relating to packaging and recycling, water usage, or food items and waste, for example. By sharing Earth Speakr messages across platforms it's easy to get the discussion going. If kids want, they can download their own Speakrs and send original video files to an activity leader to compile together.

At the end of a workshop, kids can post and tag their messages with a combination of Community tags inspired by your event. Messages can then be found on the interactive map using the filter function and turned into a Loud Speakr that visually demonstrates group participation. Share your Loud Speakr with participants, friends, family, or even with politicians and decision-makers in your area!

EVERYONE





## Create your own Earth Speakr activity

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!

Use the provided poster template to make a custom event poster to direct kids and families to your event and to download the app.

To share your further ideas, email [getinvolved@earthsspeakr.art](mailto:getinvolved@earthsspeakr.art) with '#earthsspeakrinmuseums' in the subject line.

## 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: [www.surveymonkey.de/r/EarthSpeakrEvent](https://www.surveymonkey.de/r/EarthSpeakrEvent)

## General guidelines for integrating Earth Speakr into your programming

### Keep Earth Speakr fun!

#### Let kids lead!

Promote kid-led participation and let kids identify issues of concern themselves. Adults can work to facilitate rather than lead the discussion. Fuel kids' curiosity about the environment, support discussions on sustainability, and encourage collaboration. There are no right or wrong answers!

#### 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

Earth Speakr can be introduced ahead of an activity inviting kids to download the app at home and try it out with their family. Knowledge of what Earth Speakr is ahead of the activity could help in the experience, but discovering the artwork together is also fun.



Photo: Lars Borges, 2020

## Using shared equipment

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

An interactive board, or a projected screen, or computer(s), tablet(s) *with internet access* to use the interactive website: [www.earthspeakr.art/en](http://www.earthspeakr.art/en)

To experience the app features, you will need:

At least one smartphone with the Earth Speakr app pre-installed. To determine which smartphones can be used, see compatibility specifications here: [www.earthspeakr.art/en/download-app/](http://www.earthspeakr.art/en/download-app/)

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. Those using a single device for multiple children are liable for any content made on that device's account and therefore must receive parental consent for all users 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. Without an account, kids can still participate by listening to Speakrs on the app and website and creating Loud Speakrs on the website.

Please observe appropriate COVID-19 precautions for your area. For shared equipment, please note that most smartphone and tablet products can be cleaned with a bleach or 70% percent isopropyl wipe. Check compatibility with device manufacturers.

## Using individual equipment

For students that might have their own smartphone, it is possible to hold activities where all participants use individual devices. Remind students to bring their own device 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 messages.

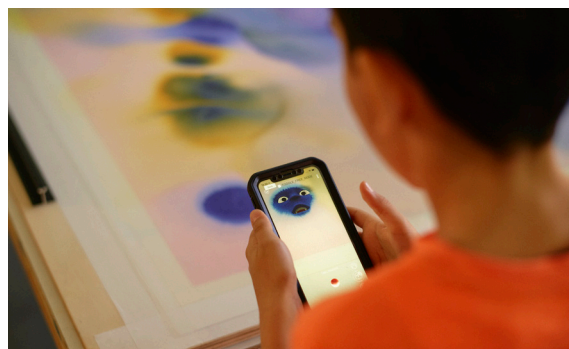
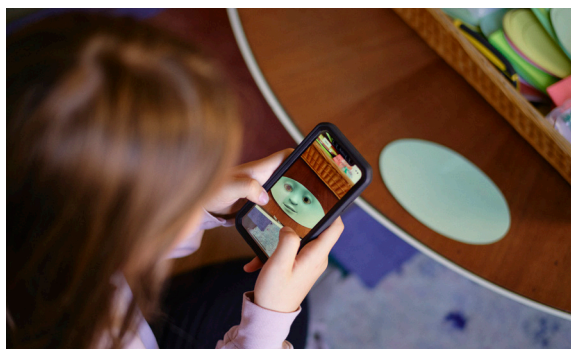


Photo: Lars Borges, 2020

## Is the Earth Speakr app/website accessible for people with disabilities?

Earth Speakr is at its heart participatory. If you have a disability, teaming up with someone can be a way 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](https://www.w3.org/WAI/standards-guidance/).

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 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 and How-to guides about the artwork, please see: [www.earthspeakr.art/en/faqs](http://www.earthspeakr.art/en/faqs)



Photo: Lars Borges, 2020



© Olafur Eliasson,  
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)

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