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COOL GLOBES - HOT IDEAS FOR A COOLER PLANET

www.coolglobes.org

Cool Globes Jerusalem, featuring 18 oversized globes, will create a beautiful and educational public art pathway, located on the Alrov-Mamilla Esplanade near the Jaffa Gate, officially launching on the eve of Earth Day, April 21, 2013 at the First International Jerusalem Symposium on Green and Accessible Pilgrimage. Each globe artistically showcases a solution to climate change – from solar power to rooftop gardens, green buildings to fuel efficiency. Cool Globes Jerusalem, which will be on public display through the summer, will present a transformative art experience for both tourists and Israelis alike, conveying a positive message and an inspiring call to action.

Cool Globes Jerusalem is designed to raise awareness of climate change and inspire individuals, corporations and community leaders to embrace solutions. Cool Globes Jerusalem has been made possible through the support of Cool Globes and its sponsors, as well as the partnership and assistance of the City of Jerusalem, Green Pilgrim Jerusalem, Energiya -Global and Alrov Mamilla. All 18 globes will be donated post-exhibit for sponsorship and permanent installation in Israel, with proceeds from the sponsorships going to support local educational programming on climate change and the environment.

Cool Globes: Hot Ideas for a Cooler Planet is a public art exhibition designed to raise awareness of solutions to climate change. It is public art with a purpose. Cool Globes grew out of a commitment at the Clinton Global Initiative in 2005, and was incorporated as a non-profit organization in 2006. Since that time, Cool Globes premiered in Chicago and went on tour across the U.S. from Washington DC to San Francisco, San Diego, Sundance, Los Angeles, Houston and Cleveland. In 2007, when Cool Globes premiered in Chicago, it received rave reviews and over 3 million visitors. In the fall of 2009, Cool Globes opened the first international exhibit in Copenhagen. From there the globes have been in Geneva, Marseille, Vancouver, Amsterdam, with an upcoming Cool Globes exhibit to open in Boston in August. During the Cool Globes exhibit in Washington D.C, a record 1.3 million visitors viewed the exhibition, far in excess of the 400,000 projected sightseers. It is the hope of Cool Globes that the millions of people who have experienced the exhibit, leave with a vast array of solutions to climate change, and with one clear message....we can solve this.

Message from Wendy Abrams, Cool Globes Founder regarding the Jerusalem exhibition

I am delighted to bring the globes to Jerusalem! This exhibition is all about Tikkun Olam (a Hebrew expression meaning to heal and repair the world) - and there is no city that embodies

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this spirit more than Jerusalem. Climate change is an issue that will affect all of Earth's creatures, regardless of religion, ethnicity or borders. And again, Jerusalem speaks to everyone.

I hope Cool Globes will empower people to see we have all the solutions we need stop climate change. The symbolism of the globe, like the problem of climate change, is that it is so big, and it is right in front of us. We must stop and confront it. But as each globe showcases a solution, the message being the solutions are right there in front of us too. Embrace the solutions.

Message from Wendy Abrams taken from the website: www.coolglobes.org

I never considered myself an environmentalist. To me, an environmentalist was a guy in a raft protesting to save the whales as he drifted in the Pacific. But in 2001, that changed when I casually stumbled upon a Time magazine article about global warming, depicting potentially catastrophic consequences within the century. As a mother of four, this hit a nerve – the next century is my children's lifetime. I was suddenly motivated to act and spent the next five years educating myself by joining environmental groups, attending conferences, meeting with scientists and becoming engaged in the political debate.

The more I learned, the more I was bewildered by the discrepancy between the scientific community's alarm and general public's silence. The public seemed relatively unconcerned by the scientists' daunting predictions, if they were even aware of the predictions at all. The American press showed disproportionately little interest in covering global warming, given the magnitude of the problem. When the press did cover the issue, studies showed that many people tuned out because they felt overwhelmed by the problem and helpless as to the solutions.

I was intrigued by the question of how to capture the public's attention on a subject as complex as global warming. One night, in a casual discussion with friends, we came up with an idea – "public art with a purpose." The idea was to put sculptures on the sidewalk, each depicting a solution to global warming, forcing people to confront the issue, but in a non-threatening manner.

As a participant at the 2006 Clinton Global Initiative, I was asked to make a commitment to take action. With the incentive to return to the next annual conference, I put my pledge in writing. I committed to raise awareness of global warming using the medium of public art, and established the non-profit organization, Cool Globes, Inc.



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Over the next year, what I discovered was that this was an issue that people were eager to address, particularly when we mentioned the emphasis on solutions. People whom I had never met prior to this project devoted themselves entirely to Cool Globes.

The Chicago exhibit, which featured more than 120 globes, was hugely successful. Millions of people experienced the globes and the exhibit inspired more than 5,000 online pledges by individuals to adopt solutions to global warming. The popularity of Cool Globes in Chicago has inspired other cities across the country and around the world to inquire about the possibility of replicating the project. Cool Globes has gone on the road during across the United States from Washington DC to California to inspire more individuals to implement simple solutions in their lives to fight global warming.

This has been an exciting project from day one. I'm proud of all the hard work by so many who have made this possible. I do believe Cool Globes is inspiring people to make a change and fight global warming.