

CO2

CAUSE
AND **EFFECT**

**VISUALIZING
SUSTAINABILITY**





MANIFEST DENSITY!

by: Southern Exposure //
 Mark Reigelman, Jenny Chapman
 for: The Graue Family Foundation
 in: San Francisco, USA

MANIFEST DESTINY! was a temporary, site-specific installation. The rustic cabin occupied one of the last unclaimed spaces in downtown San Francisco. Using a 19th-century architectural style and vintage building materials, the structure is both an homage to the romantic spirit of the Western myth and a commentary on the arrogance of westward expansion.

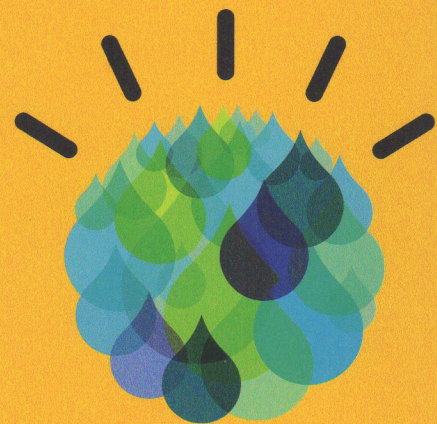


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Sustainability is one of the world's hottest topics, but the way it is visualized and communicated is often outdated. *Cause and Effect* now reveals a contemporary visual language for sustainability. The book showcases a wide range of original and relevant design approaches that raise awareness for a more environmentally conscious lifestyle.

The international examples of campaigns, posters, brochures, digital media, interventions, and guerilla marketing featured in *Cause and Effect* inspire us and challenge us. They clearly describe far-reaching correlations and complex technical processes. They explain and motivate. Together they serve as an unparalleled presentation of the most significant, intelligent, and entertaining communication measures and proposed solutions for sustainability today.



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