We were asked by Human Impact Institute to collaborate on a program that featured “Human Impact Stories” on the topic of environmental innovation and progress. By sharing these stories, Human Impact Institute sought to inspire people to take action in ways that improves our planet and we worked on all...
three series in this program: *sHeros* (in New York City), *Climate Connections* (Marseille, France), and *Bridging the Divide* (Berlin, Germany).

In support of this program, we designed the visual identity, the layout for the New York exhibition, collateral for the exhibition, print and digital promotional materials, and 34 oversized banners.

Using sustainable materials to produce the designs always factors into our process and we found a replacement for traditional vinyl, which take a very long time to decompose. **BIOflex** is a material that attracts microbes and breaks down the PVC within 3–5 years.
Visual Identity

We adapted the shape of a polaroid photo frame to hold the identity, highlighted the photographic nature of the exhibitions, and came in handy throughout the program.
We adapted the shape of the logo for each of the banner images. This series featured amazing women who are leading the way in their community to combat global climate change. The polaroid frame not only added focus to the people, but also provided a space to add supporting text.
Majora Carter

"I didn’t think talking about hugging trees was going to help anybody, but when we build real projects and policies that promote a sense of dignity, that’s something important to do."

Build your eco-knowledge to make decisions that improve your health, the health of your family, and the health of your community.

Mary McLeod Bethune

Kazi Ateea

"I'm from an island called Sandwip in Bangladesh. And Sandwip is going under water. If it's gone, what am I supposed to do?"

Build community resiliency by standing in an organization that provides assistance to neighbors in need.

Mary Desouza-Fennelly

"It makes [science] relevant to their lives. It’s not this thing in a lab...it’s happening in their neighborhood. And then they feel empowered to go out and make a difference."

Inspire a young person to set a goal, to explore science by creating a community that can walk together.

Mary McLeod Bethune

Mary Miss

"If I could put up a project to inspire communities to grow from the top of Manhattan to the top of the Fence, it would be so happy. Maybe it’s not achievable, but we’re planting seeds."

Plant a seed by making a difference in your life to take action and share with a personal narrative today. Share the conversation with the StormDrainApp and Mary McLeod Bethune.

Mary McLeod Bethune
The 19 women who shared their stories included: Kazi Ateea, Wendy Brawer, Majora Carter, Aria Doe, Jeanne DuPont, Gioya DeSouza-Fennelly, Kim Fraczek, Jean Gardner, Sarah Levine, Sabine Marx, Helen Matsos, Mary Miss, Eve Mosher, Cynthia Rosenzweig, Anasa Scott, Courtney St. John, Shino Tanikawa, Annie Willis, and Bethany Yarrow.
Installed at the French Consulate
Promotion

Print and Social Media promotion for the New York event, which took place at the Consulate General of France. The event was co-sponsored by the Consulate General of Germany.
Audio Installation

In addition to the banners, audio podcasts featuring some of the 19 women who were part of the “sHeros” exhibition were also available. We mounted iPod shuffles to foamcore placards the provided instructions for visitors. Collaborators for the audio included Storycorps, Winters Past, and Broke for Free.

Climate Connections

Marseille, France

We adapted the format for an exhibition in Marseille, leading up to the 2015 United Nations Climate Change Conference in Paris. This series featured extraordinary people who are making the link between climate change and the things we think
about every day. For each banners, two climate experts from France were paired up and shown in dialogue.
Installed in Marseille

Photos by Human Impacts Institute

Bridging the Divide

Berlin, Germany

We also adapted the format for an exhibition in Berlin. Banners in this series features two inspiring individuals who are world’s apart on the map, but are neighbors in action on how they take on climate change. Two climate experts were paired up on each banner, one from Germany and one from the United States.
Banners

The 16 featured experts included: Christiane Averbeck, Camilla Bausch, Antje von Broock, Robert Bullard, Alexis Chase, Katherine Darnstadt, Daniel Dendra, Hugh Gladwin, Ursula Fuentes Hutfilter, Brigitte Knopf, Sabine Marx, Carel Carlowitz Mohn, Jason Rissman, Malte Schneider, David Wang, and Patrice Simms.
Installed in Berlin

Photos by Human Impacts Institute

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