



Emma Talbot, pictured on a kelp harvesting boat in Skye. Photo by Christian Sinibaldi..

Continuing the important legacy of *Art For Your World* (2020) and *Tomorrow's Tigers* (2018- 2022), **WWF** and **Artwise** curators are excited to announce **Art For Your Oceans** (AFYO), a major new project focussed on ocean health which aims to raise funds and awareness for pioneering ocean conservation initiatives in the UK and further afield.

With AFYO ambassador artists, **Emma Talbot** and **Harland Miller**, this globally important project will shine a light on the potential of seaweed as an invaluable tool in the fight against climate change and as a new artistic medium in the hands of our critically acclaimed AFYO artists.

Artist, Emma Talbot said, *“The prospect of learning more about Seaweed - it’s properties and potential uses, really intrigued me. My research has previously been bound to earthly terrain - to extend it to ocean health and conservation was literally opening another realm. It’s interesting to consider the ways artistic practices can adapt to the urgencies and emergencies of their times, as well as raising awareness of the efforts that are being made to forge a viable future.*

AFYO will include a sale of donated works during October ‘Frieze Week’ 2024 in collaboration with Sotheby’s, London and a further selling exhibition of new works created in response to themes of ocean conservation by a host of internationally renowned artists (TBA Summer 2024).

Artwise Director Laura Culpan said, *“On a recent trip to Scotland with Harland Miller and Emma Talbot, we were able to see what is happening with the seaweed industry there, from harvesting to production of a spectrum of environmentally friendly products. This even included a seaweed-based ink which will be the starting point for new artworks created especially for this project. We are excited to see how artists and collectors will respond to Art For Your Oceans.”*

Our oceans are vital for the future of our planet, providing us with at least 50% of Earth’s oxygen, absorbing around 30% of carbon dioxide produced by human activity and serving as a livelihood for an estimated 40 million people by 2030. Art For Your Oceans will support WWF’s mission to give oceans a healthier future by focusing on specific projects to reverse ocean decline, including groundbreaking work around seaweed farming and product development in the highlands of Scotland.



Seaweed farming provides an opportunity to revolutionise how we think about ocean health, climate mitigation, coastal livelihoods, and food security. Seaweed can help tackle what WWF calls the ‘triple challenge’ of keeping global temperature rise to below 1.5C, restoring nature, and meeting the needs of a global human population. Seaweed acts as an underwater forest that absorbs carbon, nitrogen, and phosphorous, making it a valuable tool to fight climate change and a water purifier, while also creating a new habitat for a diversity of marine life. Seaweed as a food is full of nutrients and excitingly it has the potential to be used as an alternative to animal feed to reduce methane gases and as a bioplastic to replace plastic packaging.

AFYO will support WWF by contributing to the funding of several projects within the UK that aim to scale-up and accelerate the seaweed industry – from Kelp crofters in the Isle of Skye, to the innovative products made from local seaweed by Oceanium, Oban, from bio-plastics and food supplements - to the artists’ pigments and ink used by many of our AFYO artists for his project.

Mollie Gupta, Seaweed Solutions Project Manager, WWF UK, *“Our oceans are not only the home to some of the world’s most amazing wildlife, but also are vital for human livelihoods and fighting climate change. At WWF we are really excited about the potential that regenerative ocean farming offers in supporting the UK to rise to the challenge of meeting our food and wellbeing needs whilst also helping to restore nature and avoid catastrophic climate change. The artworks created for Art for Your Oceans will shine a light on the amazing leadership and work being done in regenerative seaweed farming, and the funds raised will help considerably in our fight to bring our world back to life.”*

THE OCEANS: A SOLUTION TO CLIMATE CHANGE:

- Our oceans cover 70% of the Earth’s surface.
- Provide over half of the global oxygen supply.
- Absorb over a quarter of the carbon dioxide we produce and regulate the climate.
- Despite the vastness of the oceans, human activity is devastating ocean ecosystems.
- At a time when humankind is faced with the triple challenge of feeding a growing population, keeping global warming below 1.5 °C, and reversing the decline of biodiversity, **our oceans are our most powerful ally.**



Harland Miller pictured at Oceanium, Oban. Photo by Christian Sinibaldi.

[Art For Your World \(www.wwf.org.uk\)](http://www.wwf.org.uk)

LINKS TO IMAGES [HERE](#)

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NOTES TO EDITORS



WWF (World Wide Fund for Nature) is a global environmental charity, and we're bringing our world back to life. With nature in freefall, we're urgently tackling the underlying causes that are driving the decline – especially the food system and climate change. And we're finding solutions so future generations have a world with thriving habitats and wildlife.

It's a huge challenge, but there is hope. We're working globally with governments, companies, communities and others who have the will to act and the power to transform our world. We're using our ground-breaking scientific research, our global influence, and the backing of our many supporters to make sure the natural world's vital signs are recovering by 2030.

WWF. Bringing our world back to life.

Find out more about our work, past and present at wwf.org.uk

ARTWISE

Founded in 1996, Artwise is a curatorial collective based in London, run by Susie Allen and Laura Culpan, that specialises in curating and producing public art commissions, museum and gallery exhibitions, and innovative art projects for charities such as CP (Cure Parkinson's), WWF and the IUCN (International Union for the Conservation of Nature). Artwise projects have been exhibited in many inspiring spaces, such as: Tate Modern, London; Royal Academy of Arts, London; Kunstmuseum, Wolfsburg; Groninger Museum; Centraal Museum, Utrecht; Centre Georges Pompidou, Paris; The Whitechapel Gallery, and Design Museum in London. In 2015, for the 56th Venice Biennale, Artwise was commissioned to curate the official international Pavilion of Azerbaijan. Most recently, Artwise curated and produced a specially commissioned Jenny Holzer light performance displayed on Tate Modern's iconic chimney to coincide with COP26 (United Nations Climate Change Conference). www.artwisecurators.com