

**AID  
IS ART**

Breathing Together



Humans have spent a lot of time  
separating and dividing

We have parcelled land, labeled water,  
classified people, rated genders  
and venerated certain talents over others

One thing that can never be separated is

a i r

It forever unites us all

**Air Is Art** is the participatory movement that incorporates artists, designers, students, grandmothers, sisters, brothers, friends, techies and anyone else you can think of..



**ALL AGES  
ALL RACES  
ALL MENTAL SPACES**

# THE EVENT

**Air Is Art** is a worldwide events and media project that can be reproduced in all cultures and countries as a united effort to improve air quality.

www.airlite.com/events

POKI&AN

02-11 GIUGNO

**AIR IS ART**

www.airisart.com/events

Poki&AN dipingeranno il sottopassaggio tra il negozio Ikea e l'adiacente centro commerciale

**IKEA LOVES EARTH**

**TORINO**  
Viale Svezia, 1, 10093 Collegno

www.ikea.it/ikea-loves-earth

UNITI CONTRO L'INQUINAMENTO

**AIR IS ART** **IKEA** **airlite** **REGIONE PIEMONTE**

# MISSION

**Air is Art** believes Air is a metaphor for connection.

**Air is Art** aims at raising awareness about air quality.

# THE IMPACT

**Air**  
**IS ART**

Each 1m<sup>2</sup> wall painted with Airlite  
counts as 1m<sup>2</sup> forest.

We will do a wall-sum measurement that translates into a “forest count” at the end of each year.

This year we have planted 500.000m<sup>2</sup> of **Airlite Forest** which is the equivalent to taking 90,000 cars of the road every 12 hours. (65,700,000 cars per year)



# THE NETWORK



Each person who chooses to actively participate is considered an honorary artist for **Air Is Art**.

All participant “artists” will have the chance to paint their personal t-shirt with the **Air Is Art** stencil.



**Air Is Art** will partner with different designers each year to create a ‘uniform’ that will represent the happening.

Each time a wall is painted around the world we will take pictures of the location painters and contributors in an **Air Is Art** “uniform”.

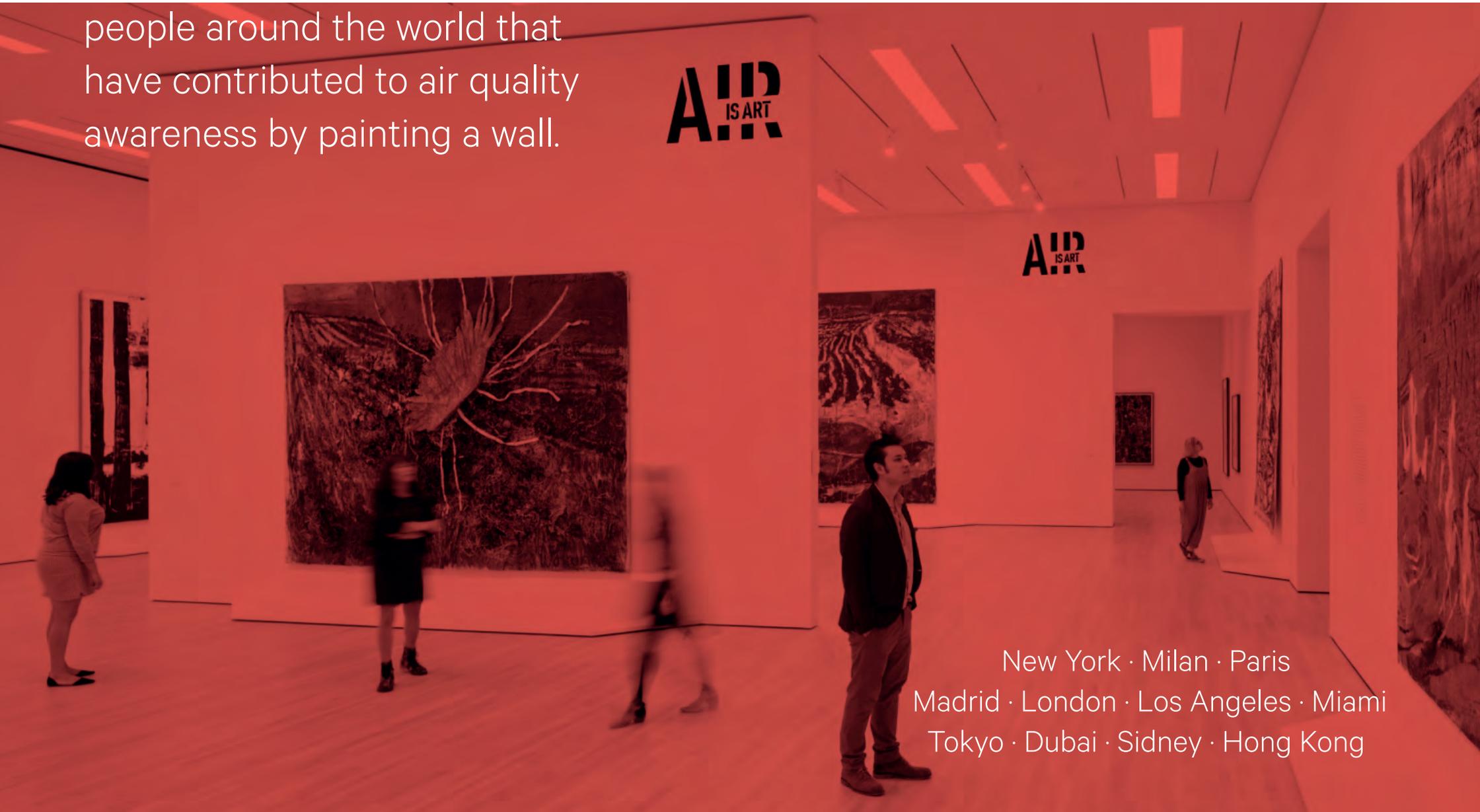
**“AIR IS ART SUPPORTS TEAMWORK AND TOGETHERNESS”**

At the end of the year we will have an **Air Is Art** exhibit showcasing all of the places and people around the world that have contributed to air quality awareness by painting a wall.

**AIR**  
IS ART

**AIR**  
IS ART

New York · Milan · Paris  
Madrid · London · Los Angeles · Miami  
Tokyo · Dubai · Sidney · Hong Kong



# THE ASSETS

The participants of each event will have their name added to the **Air Is Art** wall and be highlighted on the **Airlite Global Forest** webpage.

Each venue will have the opportunity to house a fixed artistic installation.

# AIID IS ART

Can be developed in partnership with different markets covering both social awareness and corporate CSR opportunities.



## AIR IS SMART

Projects that involve innovation technologies,  
energy companies, smart homes and domotics



## AIR IS HEART

Projects related to improving health and wellness for humanity:  
schools, hospitals, retirement homes, universities, public housing



AIR IS EARTH

Projects involving sustainability, social consciousness and green tech:  
infrastructure, government buildings, public spaces



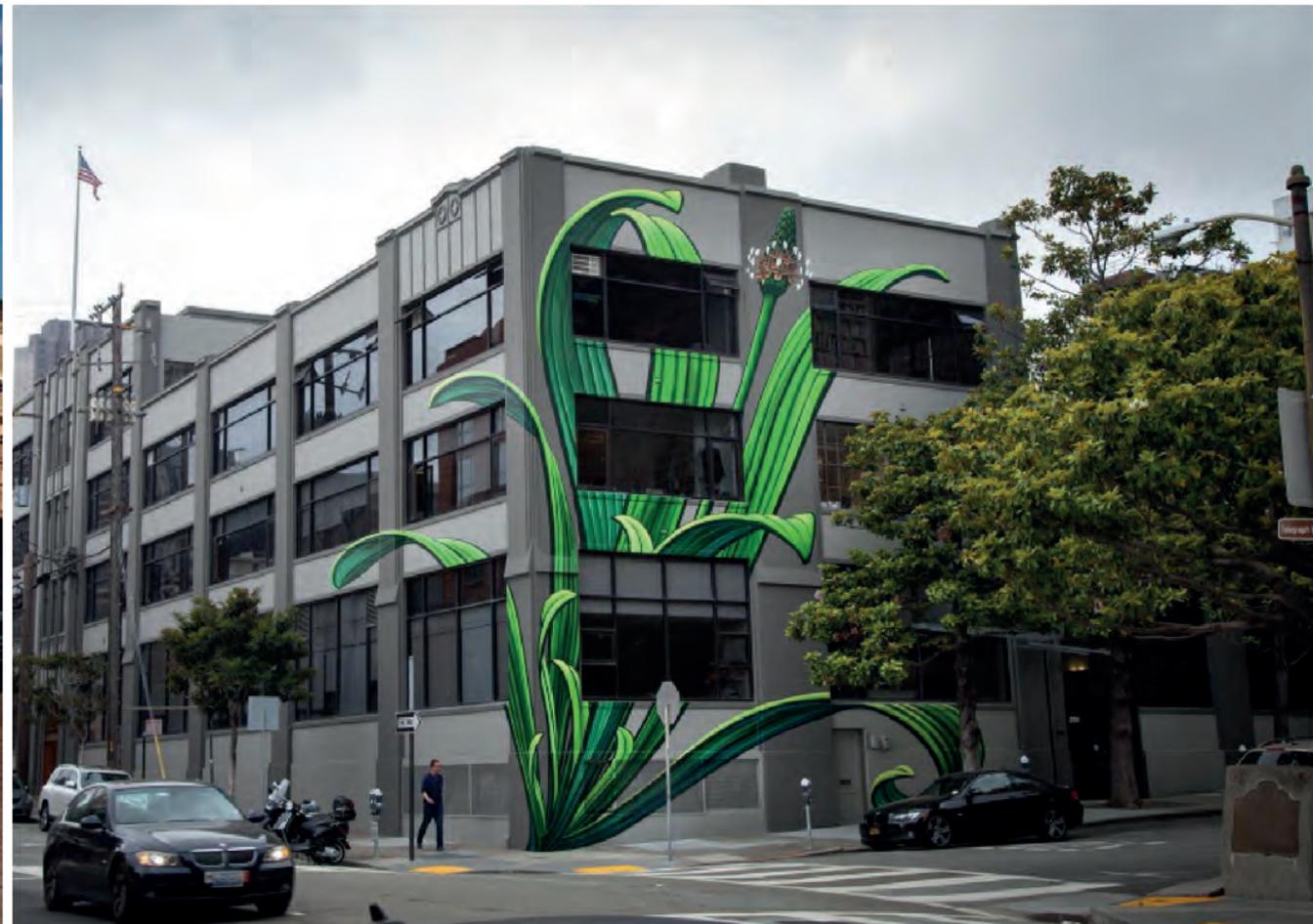
AIR IS **ART**

Activities and events in any sector including but not defined to museums, coworking spaces, schools, corporate events

# MURAL ARTISTS PROPOSAL

## SOCIAL AWARENESS

Blind walls, areas to be reclaimed and beautified: **Air Is Art** reaches the neighborhoods and its inhabitants bringing color and inclusion.

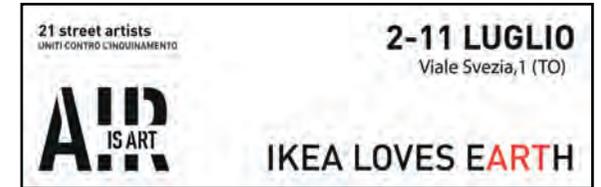
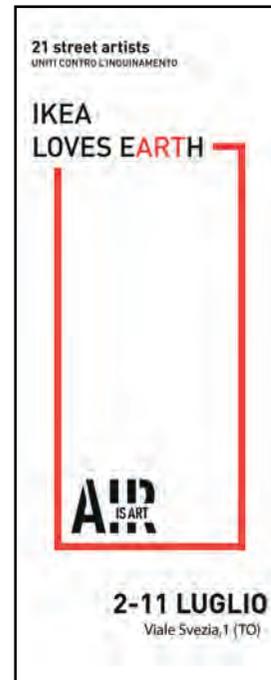
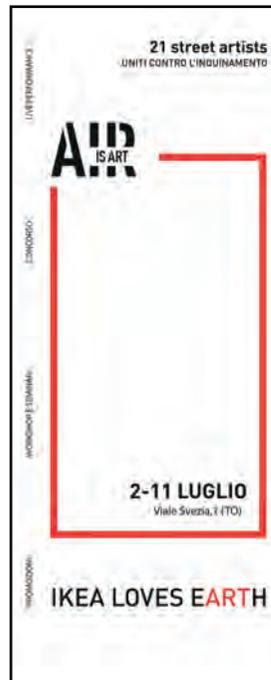
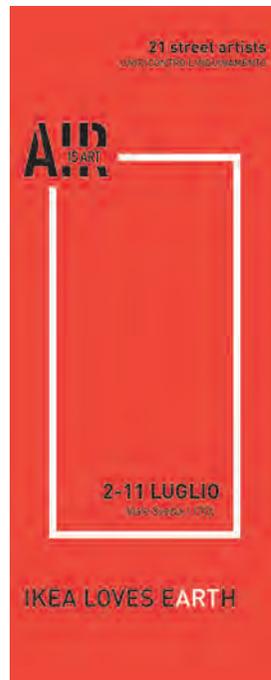


## CSR OPPORTUNITIES

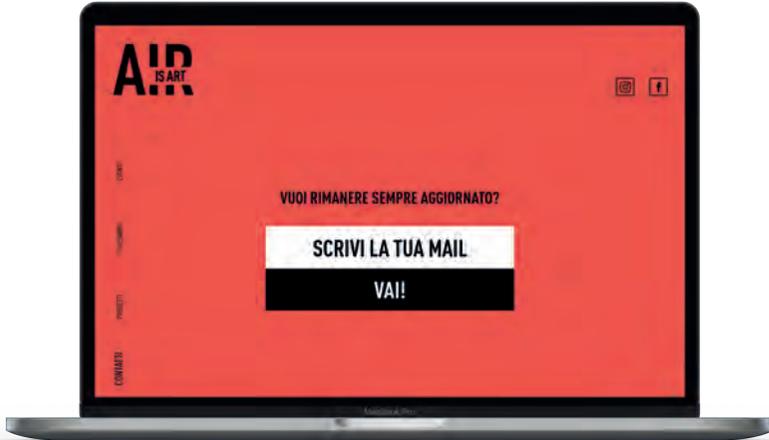
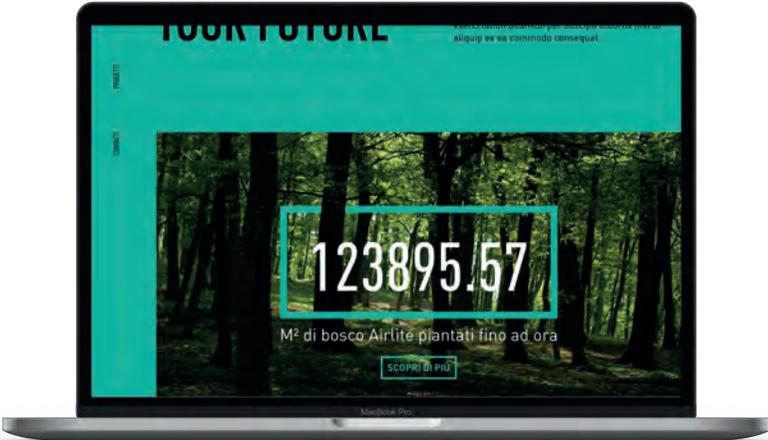
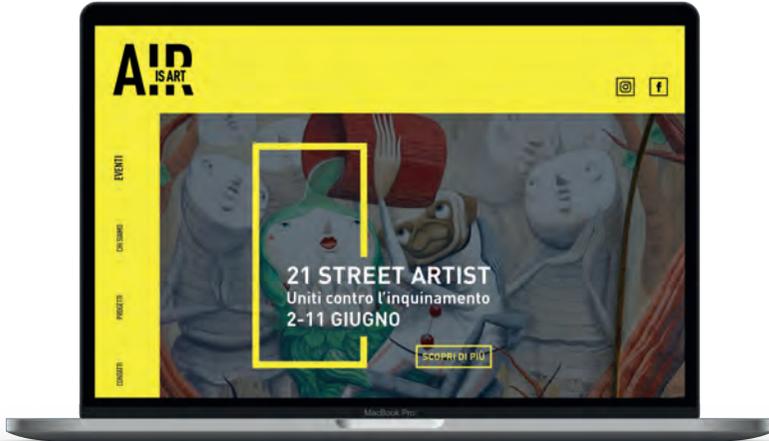
For companies that want to demonstrate their social awareness also through murals that take care of the air we breathe.



# BANNERS



# WEB



# BRAND IDENTITY



Thank you

