

# The Universal Sea

It's a project aiming to strengthen creative civil participation against plastic waste in the oceans.



The amount of plastic in our waterways grows dramatically, and micro-plastic has already found its way into our food chain. No matter if it is bottled water or tap water, plastic is everywhere – not just far away in the ocean. Even as these facts are spread more and more by mass media, comprehensive (re-)actions are still missing.

Can art catalyze change? We explore new collaborations between art, science, technology, and business. For us, art is at the core of this collaboration, as it can reach people emotionally, spark creativity and motivate people to be involved. “The Universal Sea: Pure or Plastic?” experiments with exploring new business models for artists and cultural actors. It is about rediscovering the role of the artist in our society and revealing the opportunities that arise when art meets science and entrepreneurship. With the collaboration of experts and the public, we identify and co-create solutions that address the burning issue of water pollution. We believe that art can trigger: action, open new perspectives and support the development of creative solutions.

Our aim is to generate solutions that stop the plastic epidemic! This summer, we bring a vibrant series of events to 8 different places in Europe. Each station consists of: an exhibition, artistic interventions, inspirational insights and success stories from thought-leaders and innovation drivers. A co-creation workshop unites the diverse perspectives. By bringing together artists, scientists, entrepreneurs and other experts, we aim to create an inspiring network of innovators and change-makers.

We know the facts, now it’s time to act! We view artists as catalysts for change with their ability to think critically and creatively. Thus, we began this project with a worldwide Open Call. Out of more than 250 applications, from 38 countries, the international jury chose five artists to join our intensive collaboration journey. These artists are running participatory actions with the public and working closely together with experts.

In June we enthusiastically launched our second international Open Call for artist submissions. From the top public voted artworks in each category, REACT, REDUCE, REPLACE, The Universal Sea jury chose three talented winners. This time with a focus on film, we also recently launched our third international Open Call for short films. Submissions close on September 15 so we encourage all filmmakers and artists to get their works in!

Stay tuned for more info on our book project that features artists and innovators fighting the plastic epidemic, as well as programme details for the Art Moments – The Universal Sea Budapest Festival.

So, what are you doing to fight the plastic epidemic? Our dynamic online platform serves our community by spreading ideas, actions, and solutions. It works as a hub to visualize our network and its diverse activities. Additionally, we have been building a Facebook base of 40k like-minded followers.

Let us know about your ideas and actions. Join our movement – participate in our events and become part of our network. Together we can make change happen!

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