

# **envirochina: sustainability for a better tomorrow**

“可持续发展为了更好的未来”

指导老师：安德鲁 罗斯，佛罗里达大学访问学者  
项目内容和课程提纲

Andrew W. Ross  
Graduate Visiting Instructor  
Florida State University  
andrew@envirochina.net  
www.envirochina.net

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## **ENVIROCHINA: HISTORICAL BACKGROUND (course rationale)**

The Envirochina program originated in 2004 as an academic, cultural, and social exchange between art and design students from China and the United States. The result of this collaborative exchange is an artists' collective, one of the most powerful ways in which designers and artists can work focused on a common idea or project. There are many historical examples of artists' collectives: from Russian Constructivism, the Bauhaus movement, and more contemporary web collectives. The term "collective" means a group of artists working together (collaborating) to realize a common goal. In the case of the this Envirochina workshop, that goal is an ongoing web resource of images and ideas ([www.envirochina.net](http://www.envirochina.net)) and an exhibition in the gallery of Taiyuan Normal University (TYNU) of the combined efforts of the students at TYNU in the Envirochina workshop, the students of Florida State University (FSU), and selected TYNU and FSU faculty including myself and Scott Groeniger, graphic design professor at FSU.

“环境中国”历史背景

美国哈特威尔文化教育研究院为我们架桥和协调得以我们的项目和中国的大学合作。

“环境中国”计划始于2004年，作为一个中美学者和学生学术上、文化、社会和艺术设计领域的交流项目。

由于这是一个艺术家们集体交流合作的的活动，也同时是最有力的交流方法之一，该项目可以称之为是设计与艺术工作着的一个重点项目，或共同想法和追求。

例艺术家集体合作有许多历史的实例：比如说，

来自俄罗斯的建筑主义（Constructivism），包浩斯运动，也一样更加符合现代网络集体合作。“集体”是指一群艺术家携手合作（协作），实现其共同的目标。

对于本“环境中国”（Envirochina）项目，利用该网的图象资源和思路设想等等和太原师范大学师生共同努力，将佛州的学生作品，教师作品还有我本人的作品在网站间交流，设计和刊登。

## **COURSE OVERVIEW (Envirochina objectives)**

During the three weeks of this workshop, we will explore the city of Taiyuan and the

surrounding Shanxi province through imagery, most notably digital photography. What can be learned by pointing a camera at environmental and social subjects, capturing them for others to see? How can we help prevent or understand these issues by bringing them out in the open? Students in this program will be expected to create many photographs and other design artworks, which are to be shared through the envirochina.net website. Additionally, an exhibit of this work will be designed and prepared for display in the university gallery, and for future exhibition in America.

#### 课程概况

在为期3周讲座中,我们将通过照片(数码摄影)来探索山西和太原及本省的周边环境。通过相机镜头聚焦环境问题,

社会问题,捕捉它们展示给人们去看,这样得知我们可以所学习到的。

又如何防止这些问题发生?

学生们将创作更多的照片,上传到中国环境网站上,除此以外,我们还在师范大学艺术系的画室展出我们师生的作品。

For the Chinese students, the course is a three-week workshop scheduled to meet four days per week for 3 hours per day. At the same time as this workshop, graphic design students at Florida State University will be meeting daily in reviewing and contributing to the work produced in China. As a group of artists, we will be researching the vast array of environmental, social, cultural and economic issues facing both China and the United States as China emerges into a global superpower. The website [www.envirochina.net](http://www.envirochina.net) will serve as the common online container for this data. Both groups of students (Chinese and American) will contribute links to information online about these issues, as well as provide their own interpretations.

Envirochina.net will serve as the portal for our collected links, photographic images representing these issues, our designs, documentation of the physical exhibition in China, and as an archive of the project to aid in future exploration.

课程为期三周,每周四天,每天3个小时。

同时,美国佛罗里达州立大学的学生也将参与设计,并交换作品。

You will be asked to do research, sharing that research on the Envirochina website through links for others to access and investigate. Working in this way as a group from both the China and the United States, we will be able to amass an extremely unique and focused web collection of data. It is from this shared resource that we will pull the content for our artwork. We will be using data from the web to visualize the ideas we research. Our primary objective is to raise the global awareness of the tremendous environmental, social, and economical cost of the current relationship between China and the United States.

你们需要进行一些调查、和与大家分享所调查的结果。中国环境是我们共同的资源。我们基本的目的是提高我们对两国环境,社会的共识。

#### **CLASS WORK TIME**

This class requires active participation from the students. You will be asked to provide photographic images, research ideas, and web links on a daily basis. These resources will be shared and discussed with the entire class so that we all may enhance our own ideas from what others have brought to our attention. Expect to be out in the city and country taking digital photographs every day. Expect to be processing these images for the website as well as doing

internet research every night. The time frame for this class is short, so be prepared to do a lot of work!

班上学生要积极的参与。学生需要提供照片、调查结果和思路,以及相关的网络资料连接。这些资源在全班共享,使大家可以增强个人的思路。期望能天天在市区和乡村多收集照片。时间对我们来说很短暂。希望学生们日夜都能努力去做更多的一些工作。

During class periods, I will share the work of all students as well as my own research for each of us to view and comment on. All viewpoints are welcomed and encouraged. The ideas of everyone are necessary and are an important part of the content of the website and the exhibition, as well as the understanding you will develop from this course.

在上课期间,我将同全体学生的作品展示给大家,也包括我自己所做的一些收集资料。审阅这些作品并加以讨论和给予一些各自的评论。欢迎大家踊跃提出各自的观点。这些各自的观点对我们理解作品有积极的意义。

It is crucial that we have links to websites both in Mandarin and English to environmental groups, artists, political discourse, personal expression (blogs), or anyone that is discussing the issues and ideas we are interested in. We will use the data from these links as content for our exhibition. Students are encouraged to use all of their artistic skills photography, video, design, drawing, etc. in meeting the goals of this course. Furthermore students will be encouraged (and required) to post their links and artworks to the Envirochina website. Students at Florida State University in America will collaborate on these same design files as the students at Taiyuan Normal University. All shared files will be stored on the web server at the Department of Art at FSU. We will work within specific technical parameters for file types including both vector and bitmap data. We will share information, web links, digital files, sounds and video in an effort to visualize the current global environmental issues facing China and the United States.

至关重要的是,我们与中文和英文网站的链接,比如环保的、艺术家、政治讨论、个人博客(blogs),和其他我们感兴趣的任何人讨论的问题和意见,我们将利用这些数据和内容从这些环节为我们展示。

鼓励学生用自己全部的艺术功底,摄影、摄像、设计、绘画等,来达到这一课程的目标。

此外,学生需要将自己的链接和作品上在Envirochina网站上。

美国佛罗里达州立大学的学生将与设计和有关的文件上传至网站,这样一来我们双方可以交流和共享资源。

## PROJECTS

*Week 1:*

### **American Consumerism in Chinese Culture**

WalMart, McDonalds, over-packaging, proliferation of cell phones and electronics, influence of Western style, “non-essential” items becoming the “must haves”, why the exportation of American culture does not work in a sustainable world.

每周一:

中国文化中的美国消费主义

沃尔玛、麦当劳、过度包装,

手机、电子的泛滥、西方生活方式的影响,“非必要”的东西,成为“必须有”,为何美国输出的文化不能达到持续性的发展.

*Week 2:*

### **The Individual Problems in China and America**

Long work hours, physical job hazards, depression/anxiety, lack of family time (meals, play with children, family conversations), debt and the curse of credit cards, apathy

每周二:

具体的问题 - 两国所存在的问题

超常的工作时间、体力劳动的危险、精神抑郁/焦虑,缺少家庭聚会庭时间(减少了共同聚餐、还孩子们玩耍的机会、家里聊天谈心的时间)、债务、冷莫等。

*Week 3:*

### **Looking to the Future by Exploring the Present**

Water shortages, loss of natural environment, pollution/health, increased cars, increased pavement, city rainwater runoff, sewage/wastewater, overcrowding and societal tension, landfills/trash disposal

周三:

展望未来,

探讨缺水问题、丧失自然环境、污染/健康、汽车的增多、城市行人增加,城市雨水系统、污水/废水、人口拥挤和社会紧张,垃圾区/废物处理

## **THE ENVIROCHINA EXHIBITION (concept details)**

You will be participating along with the Graphic Design students at FSU in a collaborative exhibition of your work. Both students from the Taiyuan Normal University and Florida State University, as well as faculty from these institutions, will be included in this exhibition to take place in the gallery at TYNU. Details on this exhibition will be shared once the program begins in China.

该展览Envirochina(概念详细)

你们将同佛罗里达大学的师生们一起交流设计并合作展示作品。

我们还将和美国哈特威尔文化教育研究院一起将中国学生的作品在美国展出。