



# Project Activate

AVT 385 | George Mason University  
Term: Summer 2020. Session 1  
Class Days - MTW, 1:30 - 4:10

Professor: Mark Cooley  
Office hours: By online appointment  
Contact: [mcooley@gmu.edu](mailto:mcooley@gmu.edu)

*Project Activate* focuses on local environmental issues while exploring a variety of activist tactics and strategies employed by artists.

## Assignment | Research: Information & Issues

Identify a local environmental organization and summarize its mission (minimum 100 words).  
Identify and summarize one local environmental issue (minimum 200 words).  
- Submit summaries to your professor by email.

Examples of local environmental organizations

- [Friends of Buckingham](#)
- [Chesapeake Climate Action Network](#)
- [Extinction Rebellion DC](#)
- [Alliance for the Shenandoah Valley](#)
- [Appalachian Mountain Advocates](#)
- [Chesapeake Bay Foundation](#)
- [Environment Virginia](#)
- [Sierra Club, Virginia](#)
- [Virginia Conservation Network](#)
- [UnKoch My Campus](#), GMU
- [Extinction Rebellion](#), ([Extinction Rebellion DC](#))
- [350.org](#) (local everywhere)

## Assignment | Research: Artwork

Watch, take notes, and be ready to discuss the following:  
- Submit notes to your professor by email

- The Yes Men, [The Yes Men Fix the World](#) (2103)

Review, take notes, and be ready to discuss at least 1 of the following projects.

- Submit notes to your professor by email

- [The Yes Men](#) - various works - (2000-present)
- [The Yes Lab](#) - various works
- Reverend Billy – To Life, pgs. 295 - 300, [What Would Jesus Buy](#) (film, 2007), [Rev Billy short](#)
- Carissa Carman and Joanna Lake – [State of Progress](#) (2007)
- Carolyn Lambert – [The Ohio River Lifeboat Project](#) (2006)
- Billy X Curmano – [Swimmin' the River](#) (1987-97)
- Anne-Katrin Spiess – [Chopsticks](#) (2001), [CO2 Neutral Bicycle Journeys](#) (2007)
- Peter von Tiesenhausen – [Art vs Oil](#) (2013)
- [The Beehive Design Collective](#) – [Mesoamerica Resiste](#) (2013)
- [Julia Butterfly Hill & Luna](#)

\* Please keep in mind that links provided here are a starting place for research and that additional sources may be required for a fuller understanding of the works. Additional sources can be found online, library resources, or in the optional textbook *To Life: Eco Art in Pursuit of a Sustainable Planet* by Linda Weintraub. Please report broken links to [mcooley@gmueu](mailto:mcooley@gmu.edu).

### **Assignment | Design**

Create a proposal (including Theme, Issue, Approach, Genre, and Strategy). Include a visual.

- Submit to your professor by email.

### **Assignment | Make & Present**

Complete Artwork Documentation and Project Summary. Submit to your professor by email before class meeting. Please use file sharing service for files over 10 MB. In-class Presentation & Critique.