



Media Release

Wednesday 30 June 2010

The Climate ReDesign workshops will generate ideas for action on climate change.

Launch and first workshop will be held on the **6th July** at The Order of Melbourne, 401 Swanston St.

Main event will be held on the **17th of July** at Donkey Wheel House, 673 Bourke St.

Official State of Design Festival Event.

Climate redesign 2010 is an experimental collaborative project involving climate communicators and creatives to generate ideas on how to increase measurable mainstream support for action on climate change. The event brings climate change campaigners and mainstream media designers into the same work space, with results shared in a public exhibition.

“We want to abandon the stereotypes of past communications and actions to embrace the new, the clever, the dynamic and agile, the unexpected,” said Project Convenor Glenn Todd, “The message to change must be clear, smart and desirable.”

Australian groups have created the technical and economic solutions and now we need big creative ideas to inspire the Australian community and our leaders to implement these solutions.

We are calling for Australia’s creatives to step up to this challenge and provide the ideas, skills and leadership that will transform the movement and catalyse real change.

“We will be inspiring each other, having fun, sharing skills and forming working relationships with the people who will energise our ideas and implement them in the real world” said Glenn Todd

Everyone is welcome to participate, learn, watch, share, discuss, think. We will bring together people working within the creative industries such as advertising, marketing and the various design fields to work with climate communicators and campaigners.

~ ENDS ~

For further enquiries contact Glenn Todd on 0402 502 330, gt@bindarri.com.au

Climate Redesign 2010 Website: www.bindarri.com.au/redesign

Climate Redesign 2010 Media Resources: www.bindarri.com.au/redesign/media

Climate Redesign has been developed by Bindarri. Bindarri is a website that includes a regular blog, links directory, events and features on inspirational Australian creatives working for positive change. Bindarri is independent and not-for-profit. www.bindarri.com.au

