

# Unrealised Potential

ARTIST: Garth Bowden & James Gilbert

TITLE: Save a Bag, Save the Planet with Plastic Bags and Sellotape

## Outline of Unrealised Potential

How many plastic bags are made each year? Well over a billion are given out every day, which equals over 365 billion ever year. Production of plastic bags requires petroleum and often natural gas, both are non-renewable resources. Prospecting and drilling for these resources contributes to the destruction of fragile habitats and ecosystems around the world.

With oil prices rising, wars over the product and environmental issues mounting due to oil spills, causing environmental activists to bubble bath seagulls and seals, we are forced to resolve what is good about oil? We would like to provide an idea how plastic bags combined with Sellotape as a secondary agent can be used to save the world versus cause further damage to the environment.

Sellotape is a European brand of transparent, cellulose-based, pressure sensitive adhesive tape, and is the leading brand of clear, pressure sensitive tape in the United Kingdom. Sellotape is generally used for joining, sealing, attaching and mending. It is also referred to as cellophane tape. Just as in the USA people will ask for Scotch tape in the UK Sellotape is used as a generic name for all brands of clear sticky tapes.

Keeping in mind the utilitarian use of plastic bags and their environmental destructive properties, we would like to encourage an alternative discourse that will save the planet while promoting a healthy environment, efficiency, common sense and sense of humor (because we all need a dose of laughter in our lives) while incorporating Sellotape, incorporating it's common uses while promoting "save a bag save a planet," or the Chaos theory – a.k.a. the butterfly effect - something as small as flutter of a butterfly wing can ultimately cause a typhoon on the other side of the world.

Scale of the completed project is not an ultimate factor but final project should incorporate quantity, reflecting the amount of plastic bags that are used every day in the completed presentation.

30 April 2010.

## Suggested Artists

See above

Signed on behalf of Garth Bowden & James Gilbert by Unrealised Potential, (Chavez-Dawson, Ely & Harris).

Date

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