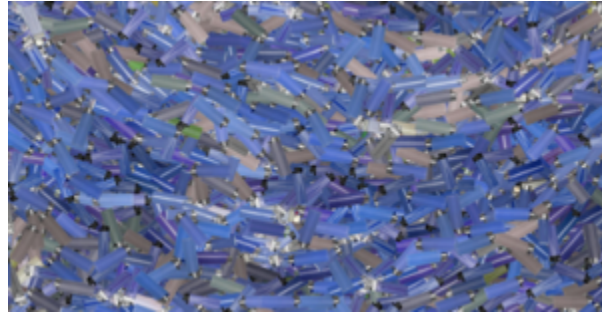


**Preface:** My name is Christian Giovannetti. The title of this work is “Chris Jordan: Visualizing Consumption”. I will be using a CC BY-NC license for this project.



Zoomed-in image of Jordan's recreation of “The Starry Night”



Jordan used 50,000 lighters to recreate the famous painting

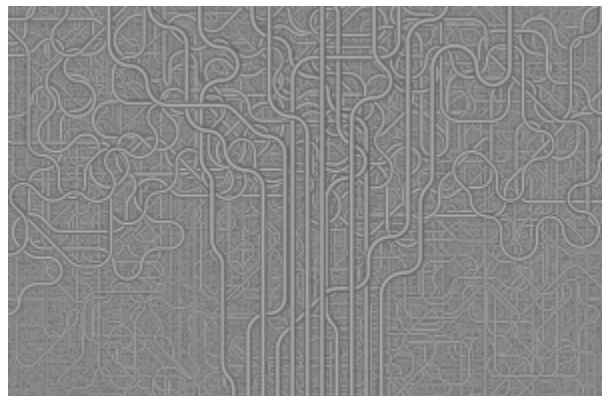
**Introduction:** Chris Jordan is an American environmental artist and photographer. He is mostly known for his astonishing visuals that depict the degradation of the environment as well as how mass consumption contributes to this degradation. What he does is he picks a statistic about mass consumption, and then recreates a piece of well-known art. The catch is that he only uses materials that are mentioned in the statistic, and he does this in order to really put some of these incredible facts into perspective. For example, he took the fact that the same amount of plastic in

50,000 cigarette lighters can be found (on average) in every square mile of the Pacific Ocean. He then proceeded to make Van Gogh's "The Starry Night" out of 50,000 cigarette lighters alone.

**Theme:** The themes I will be exploring from Jordan's art are environmental responsibility and the consequences of unchecked consumerism. Jordan's work shines a light on the massive amount of waste that society makes on a daily basis and its devastating impact on the world as a whole. His goal is to send a fairly memorable message to people: acknowledge your role in this cycle of waste and consumption and be inspired to do something about it. When Jordan recreates these works of art, he highlights the need for more sustainable practices and urges people to take action on the individual level.



Zoomed-in image of one million cups



Jordan puts the number of cups used on US flights every six hours into perspective.

**Analysis:** Jordan is most known for two of his projects, those being “Running the Numbers” and “Midway”. He created these projects in order to raise concern over environmental degradation and mass consumption. As you have seen from the images shown, “Running the Numbers” uses well known art in order to visualize astonishing statistics, such as the million of plastic cups used on US flights every six hours. “Midway” on the other hand, was more influenced by the growing awareness of plastic pollution that was happening in the late 2000’s. In “Midway”, Jordan documents the impact of ingested plastic pollution on albatrosses in the Midway Atoll, hence the name of the project. The project, although focused on wildlife fatalities, reflects the broader issue of oceanic plastic pollution. In general, Jordan’s work is shaped by ongoing environmental movements, and his work is understood today as an effective call to action against the degradation of nature.



As part of his “Midway” project, Jordan shows the effect of plastic pollution on wildlife.

**Application:** The purpose of Chris Jordan's art is to raise awareness about the need for sustainable practices as well as about environmental issues. His work is sort of able to bridge the gap between environmental statistics and personal impact. This makes the consequences of uncontrolled consumerism more urgent and even relatable. When Jordan makes one of these pieces, he illustrates the sheer scale of waste created by society, which hopefully inspires action towards a more sustainable future.