

ESCAPE FROM EARTH

Every day the US throws out 88 tons of plastic

Either goes to Landfills or the Ocean

Plastic never goes away

17 million barrels of oil used to make plastic
water bottles every year



RESEARCH

Single-use plastics are more convenient.

It adds extra strain to our lives to not use plastic.

Composting and recycling is seen as more complex and confusing.



RESEARCH

PLASTIC = BAD

Most people already know about plastic pollution and the harm it is doing. How do we get them to act on their knowledge?

Present them with a problem and a solution.

Problem:

Earth is going to die no matter what.

Solution:

We leave.

ESCAPE FROM EARTH

Leveraging the recent Mars landing and the large amounts of press NASA and companies like SpaceX are receiving, we create a satirical game that will inform and take action.

THE IDEA

Find a more enticing way to
donate to plastic pollution.

BRAND GOAL

Since most already know of plastic pollution, people will not stop what they're doing to interact with the information. Therefore we insert ourselves at moments when people are already waiting/doing nothing – when they're waiting for the subway.



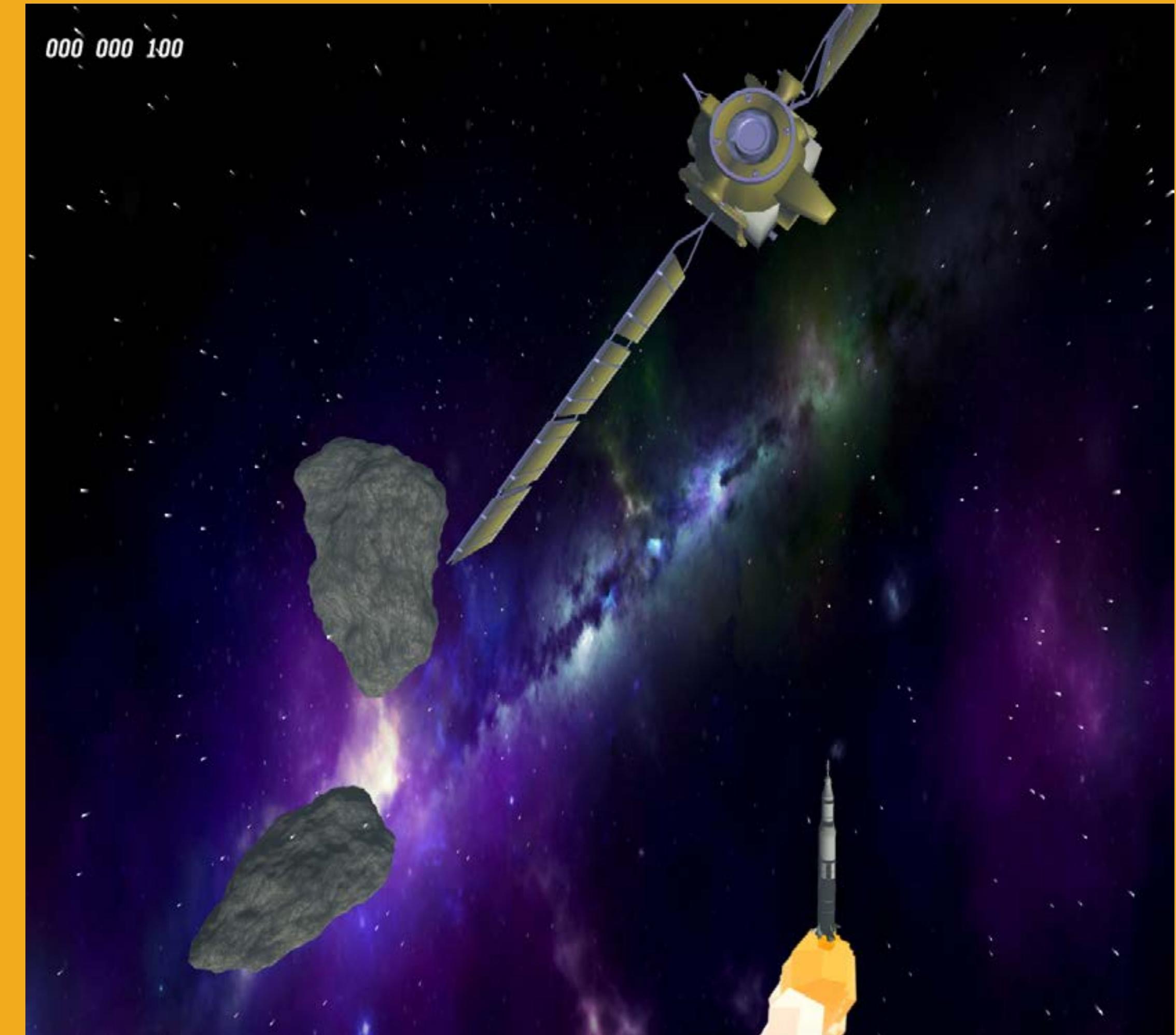
INFILTRATING THE MARKET

Escape from Earth is a pay to play arcade game. All the money goes to plastic pollution.

The game will be seen through a classic-style arcade machine. The machine will be placed around subway stations on platforms for people to play.



THE GAME



THE GAME

The game is set up in two levels:

Level One

Actually escaping Earth.

Dodge plastic pollution to reach your ship.

Level Two

Trying to escape Earth.

Dodge asteroids and satellites in space as you leave Earth.



THE GAME

The style will reference old arcade games like Gattaca while keeping a modern three dimensional look.

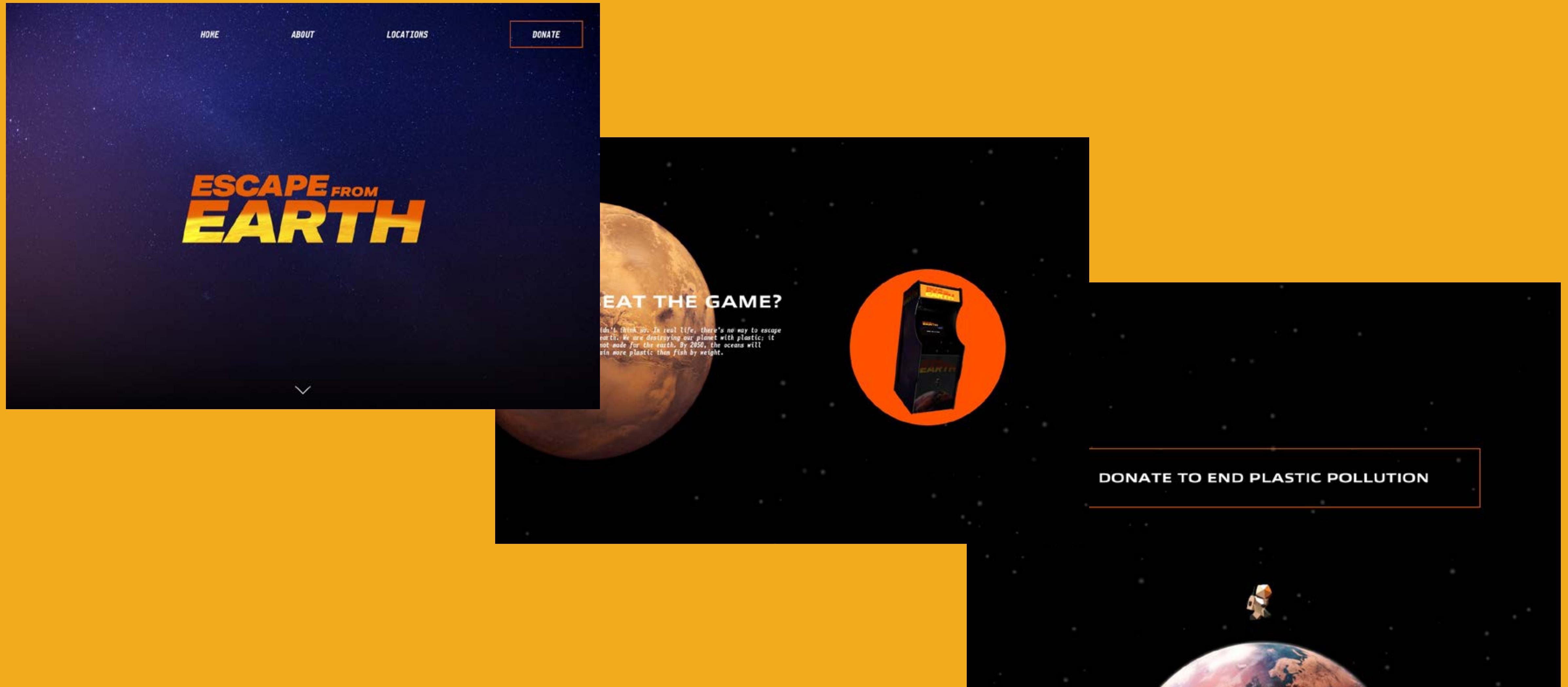


THE GAME

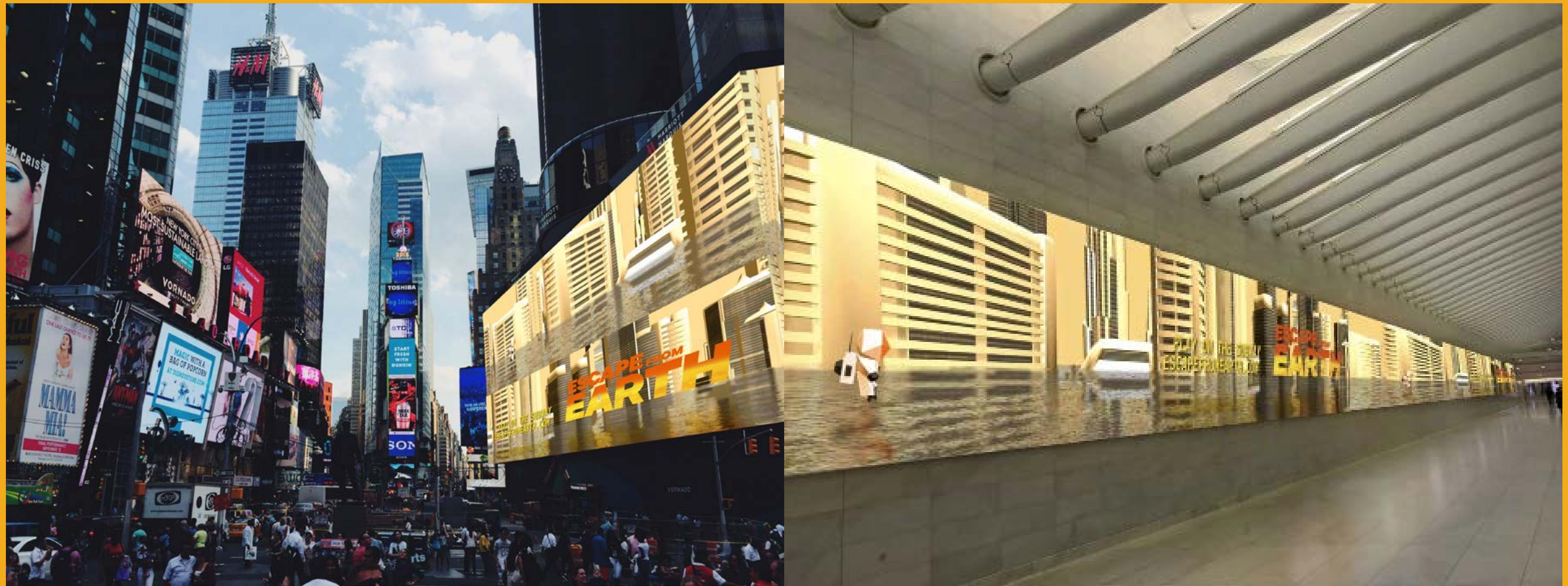
It is impossible to win Escape from Earth. Every time a user dies, they will be shown a message about plastic pollution and how by playing the game they donated to stop it.



THE END



THE WEBSITE



ADVERTISEMENTS

Playing Games on the Subway... X +

https://www.nytimes.com/2018/12/10/technology/playing-games-subway.html

The New York Times

SUBSCRIBE LOG IN

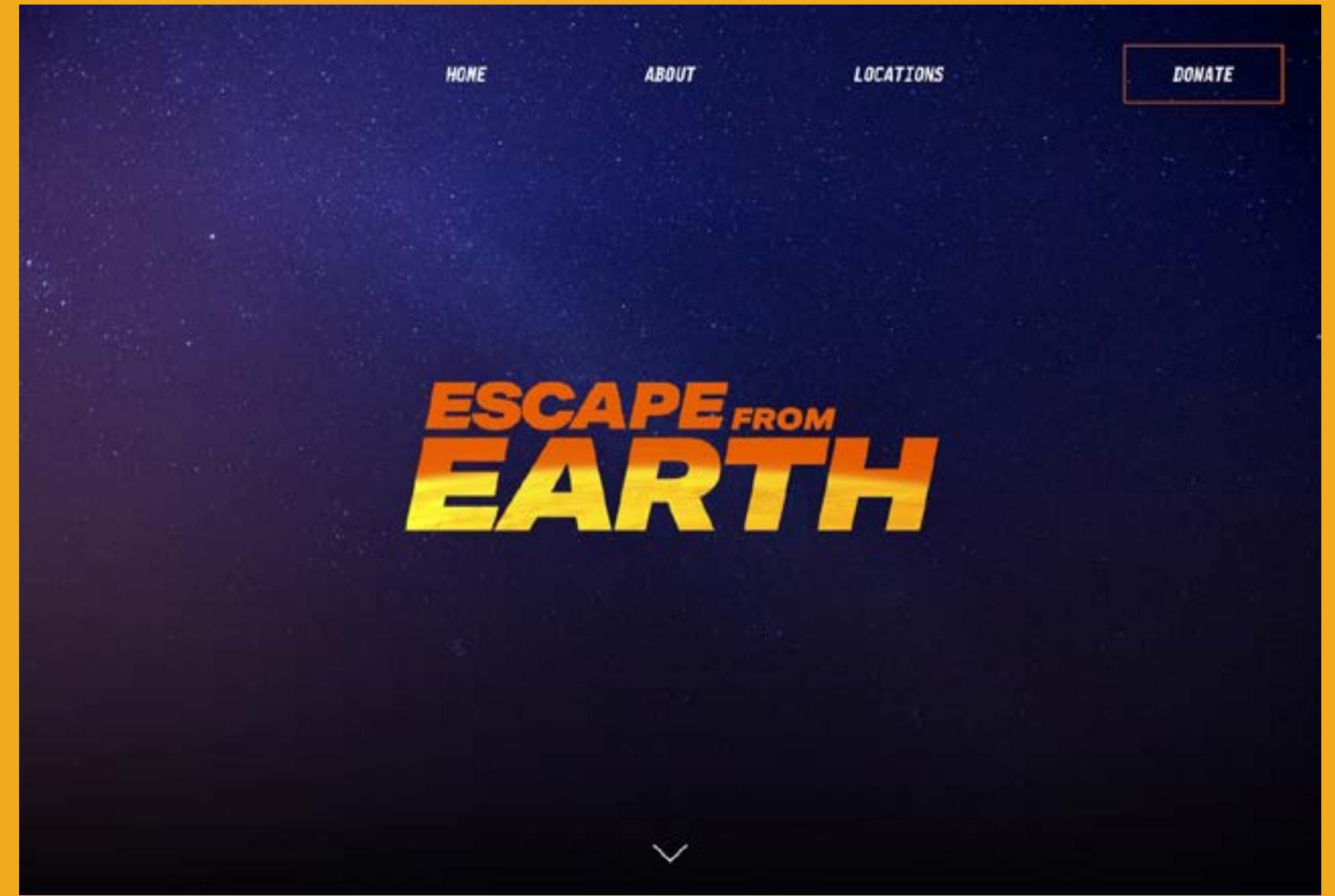
Playing Games on the Subway Might Just Save the Planet.

A photograph of a subway platform at 36th Street. On the right, there's a purple and black coin-operated arcade game titled "ESCAPE FROM EARTH". A person wearing a red hat and white shirt is walking away from the camera towards the game. In the background, there are other people sitting or standing on the platform. The ceiling has several fluorescent light fixtures. A sign above the platform reads "36 Street".

Subscribe to The New York Times.

SUBSCRIBE >

THANK YOU



Playing Games on the Subway
Might Just Save the Planet.

A screenshot of a New York Times article titled "Playing Games on the Subway Might Just Save the Planet.". The article is dated December 12, 2018, and is categorized under "TECHNOLOGY". The main headline is displayed in a large, bold, serif font. Below the headline is a photograph of a subway station platform. An arcade-style game machine for "Escape From Earth" is visible on the platform. A subway train is stopped at the platform. Several people are waiting or walking on the platform. The station appears to be 36th Street.