

TidalPROJECT

College for Creative Studies
AIGA Aspen Design Challenge 12.15.2008

ABOUT TIDAL PROJECT

Tidal is the growing collection of stories that otherwise would have been left untold. They are the families and communities in our own back yards that are being affected by the swelling fresh water crisis. This is no longer a matter of some family over there, it is here, it is now, it is effecting all of us.

These stories were gathered and then set out into the very communities they impact, to raise local awareness on issues affecting all of us. An awareness through a traveling Message, a Message with no intended recipient only the hope it will find an interested hand. A sort of modern Message in a bottle, released, left for someone to find.

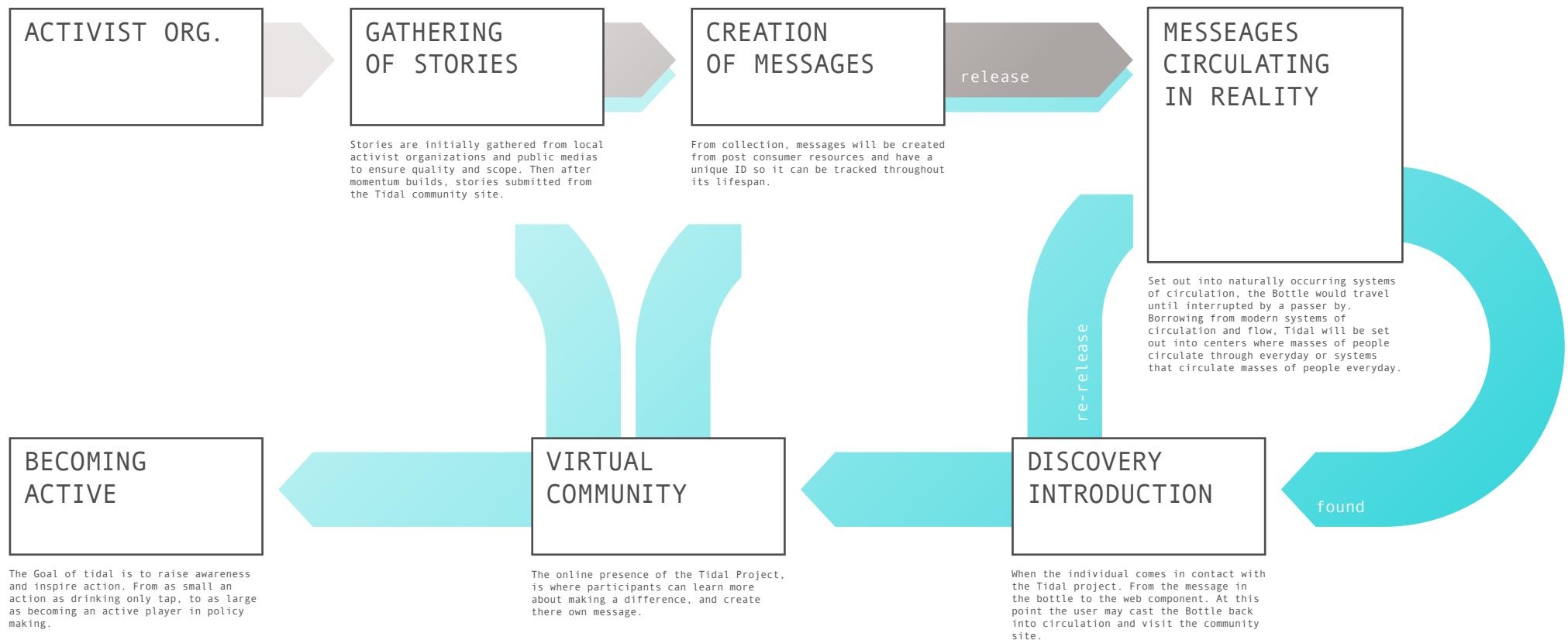
Project Description

Tidal is a growing collection of personal accounts concerning local access to fresh clean water. In an age where ecological cooperation is imperative to the development of a healthy lasting relationship with our planet, how we manage and think of water is vital. A general misconception of this idea is that issues of scarcity only affect developing and impoverished communities of the third world. And that anything we do here has little to no significance in changing it. The fact is that all life is connected, that the problem is here, and that there is something we all have to do. Even in Michigan, a state surrounded by 28 percent of the world's fresh water is on the tipping point, such as the long term effects of large scale irrigation and the families that go without fresh water for months. Or Detroit's 40,000 in Highland Park that have been disconnected from their water. It is in these local stories that have seemingly gone untold, the stories, the issues of our own communities that I address, gathered from the very families affected by our municipal neglect and complacency towards policy development.

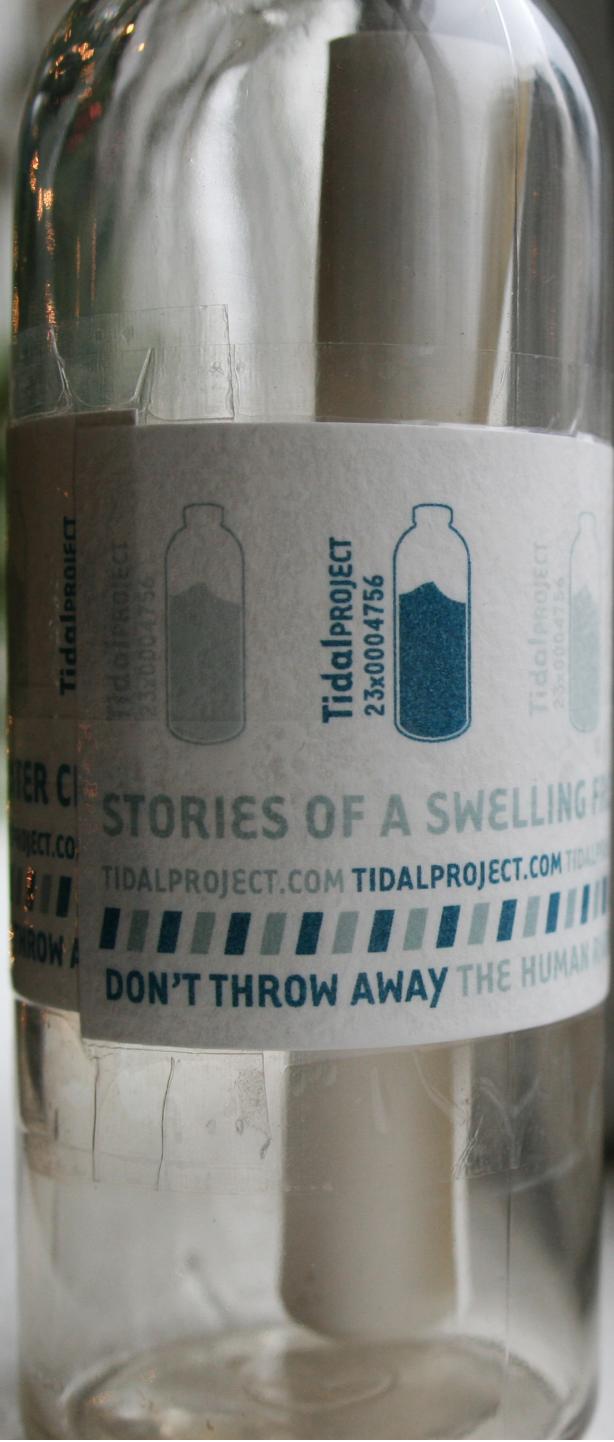
Tidal is the rising number of families and individuals not far from our own that go without access to clean fresh water. Tidal is the rising awareness in the very regions these issues affect. Directly addresses the communities in the developed parts of the world facing a water crisis. Stories that will inspire action and participation in lo-

cal organizations, and encouraging political involvement in policy making. Tidal is the strengthening of the disenfranchised, and the establishment of a community. Tidal offers a place where one can easily navigate and become involved in local organizations and politics. Offering an entry point for a concerned citizen to take action, and a place where people can come together to effect change. Tidal is, at its core, the slow rise of a community, it is the understanding that in order to impact the city you must first change the individual. Tidal is a story told over an age old method.

Inspired from the tiny and gratifying discovery of a message inside of something, left from someone else, set into the world, eventually landing in your path. Tidal is simply a message in a bottle. Set out into naturally occurring systems of circulation, the message would travel until interrupted by a passer by. Tidal will be set out into centers where masses of people circulate through everyday or systems that circulate masses of people everyday. For example a train, will travel great distances and can be used as a means to get the message over vast areas. The Message in a Bottle is accompanied by the community site where stories can be added and a community strengthened. First released in the communities these issues concern, then traveling outward to inspire and connect regions to the larger water crisis.



Tidal Project: How it works.





Goal

Establish equal access to clean fresh water
as a human right.

Objectives

Tell the stories of the disenfranchised
citizens facing the water crisis.

Raise Local Awareness.

Generate interest and active involvement.

Establish a sustainable relationship with
our surroundings.

Inspire active and sustainable participation
in policy making.

TidalPROJECT
23x0004756



TidalPROJECT
23x0004756



STORIES OF A SWELLING FLOOD
TIDALPROJECT.COM TIDALPROJECT.COM
DON'T THROW AWAY THE HUMANITY

Tidal PROJECT

Become a part of the Tidal Project and leave this Message in a Bottle where it might find a new passerby.

A STORY FROM A SWELLING CRISIS

"We make about two or three trips, just to get what we need to wash up for the next day, and we do this every-day. My husband has been diagnosed with Alzimers, he needs water for his treatment. Its kind of hard when you have to go around from one house to another to haul water."

- Betty.
- Highland Park, Detroit Michigan.

She first got behind in her water bills when her husband fell sick and she had to pay for his treatment. then two years ago her water was cut off. Her water bill is upward of 3,000 dollars, she has been disconnected for three years and she still receives water bills and the number is continuously going up.

In a one year period, 365 days the detroit water department disconnected service at 40,752 separate addresses, Betty is just one of those voices.

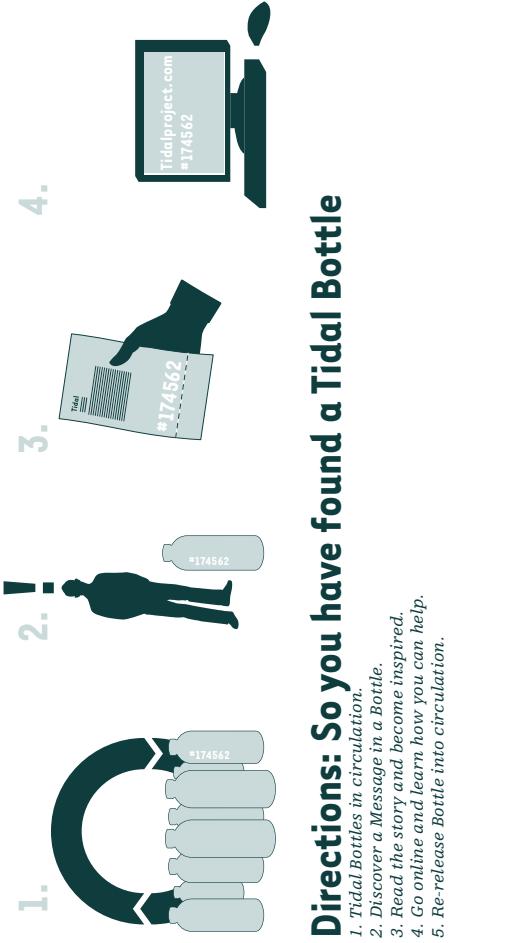
Bottle ID Number: 23x0004756

Find out where this story has been go to the tidalproject.com and see how many hands this has traveled.

Tidalproject.com

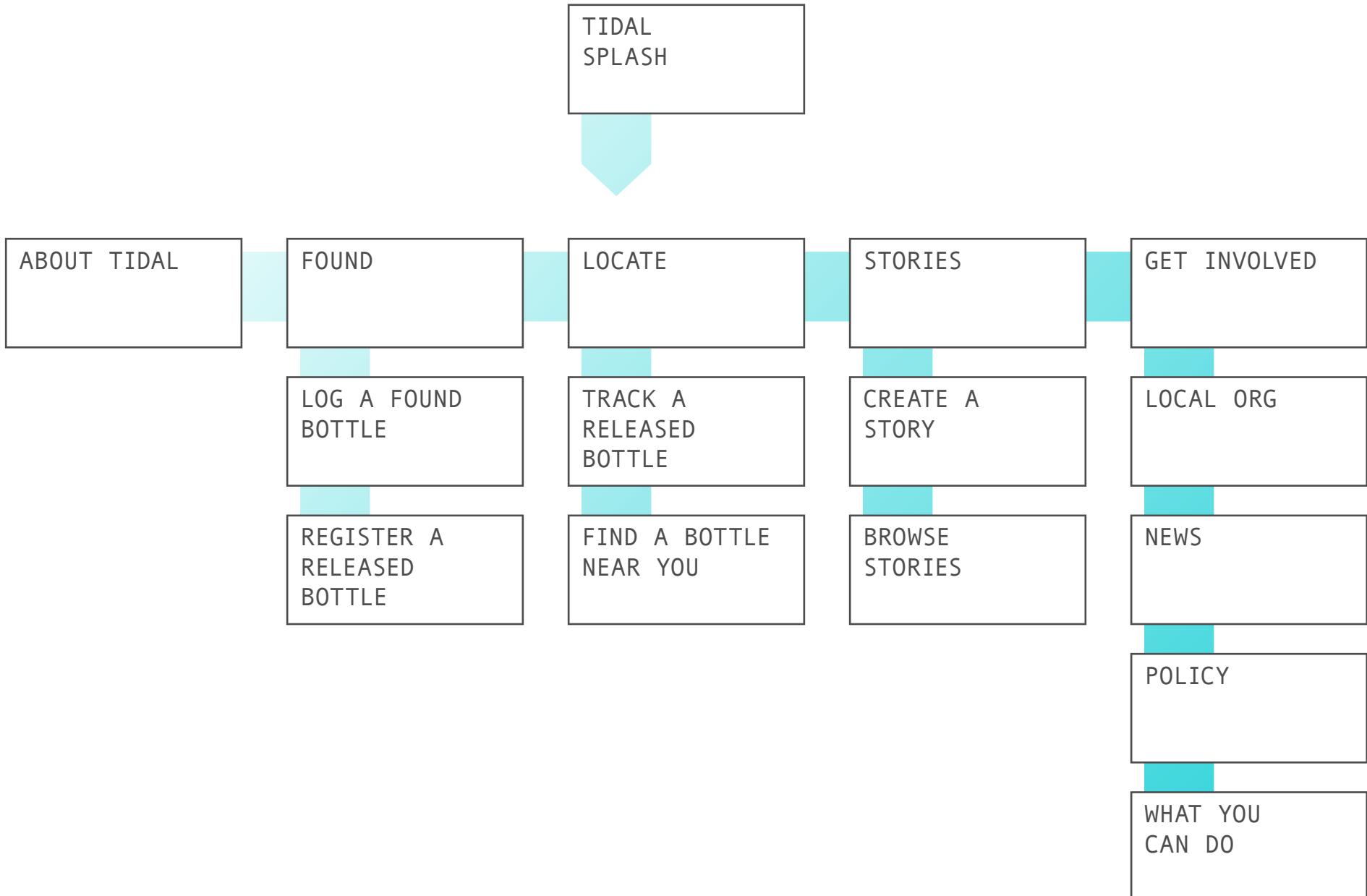
The Tidal Project is the growing collection of stories that otherwise would have been left untold. They are the stories of our families and our communities that are being affected by the swelling fresh water crisis. This is no longer a matter of some family over there, it is here, it is now, it is effecting all of us.

ID: 23x0004756



Directions: So you have found a Tidal Bottle

1. Tidal Bottles in circulation.
2. Discover a Message in a Bottle.
3. Read the story and become inspired.
4. Go online and learn how you can help.
5. Re-release Bottle into circulation.



Tidal Community: Site Map.

Google

http://www.google.com/ Google

Latest Headlines ACCOUNTS REFERENCE RESOURCE FRIENDS

Tidal PROJECT

About Found a Message Track a Bottle Create your Own Become Active

SET INTO CIRCULATION

A TIDAL MOVEMENT:
STORIES OF A SWELLING FRESH WATER CRISIS.

Have you found a Bottle?

Bottle ID Number

Introduction

Google

Latest Headlines ACCOUNTS REFERENCE RESOURCE FRIENDS

Location Submit

Tidal PROJECT

About Found a Message Track a Bottle Create your Own Become Active

About the Tidal Project?

The Tidal Project is the growing collection of stories that otherwise would have been left untold. They are the stories of our families and our communities that are being effected by the swelling fresh water crisis. This is no longer a matter of some family over there, it is here, it is now, it is effecting all of us.

These stories were gathered and then set out into the very communities they impact, to raise local awareness on issues effecting all of us. An awareness through a traveling Message, a Message with no intended recipient only the hope it will find an interested hand. A sort of modern Message in a bottle, released into cafes, restaurants, coffee houses, newspaper boxes, buses, hospitals, doctor's offices, on top of ATM's, the DMV, museums, park benches, gyms, and pretty much anywhere people have to wait. Messages left for someone to find.

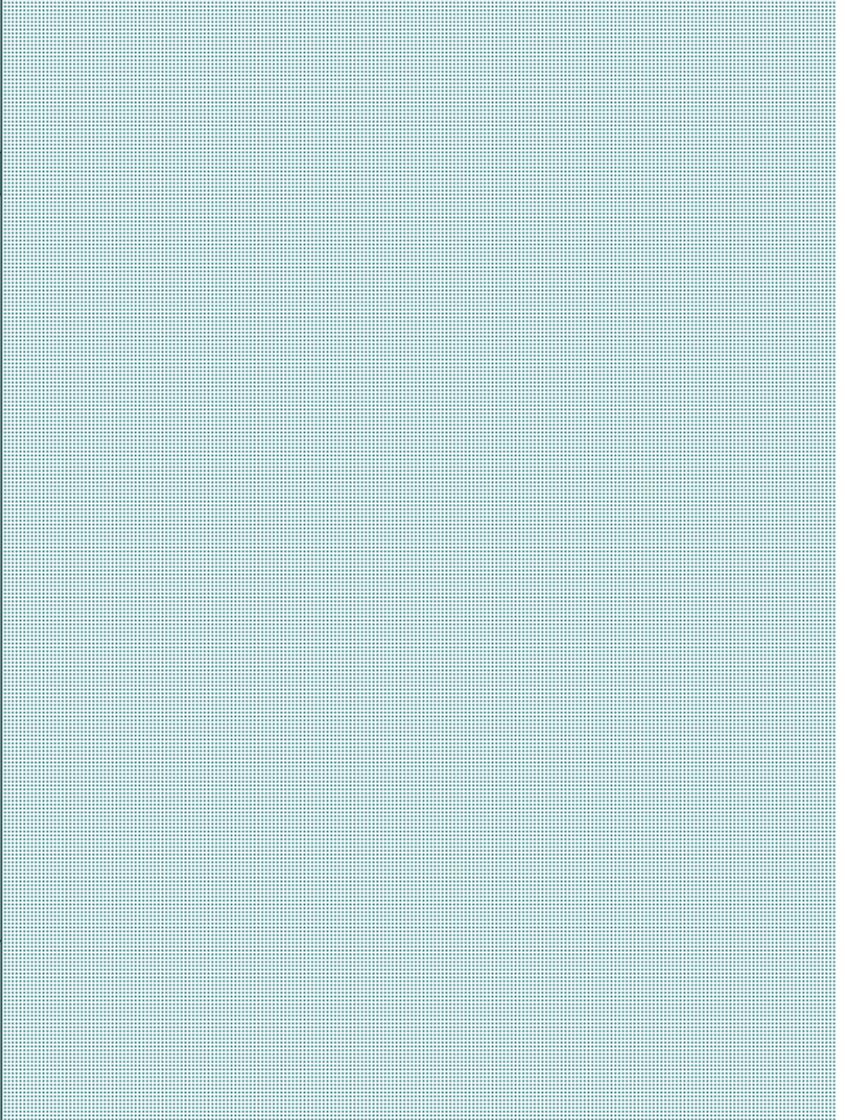
While some Messages may travel great distance, reaching farther than any one set out by conventional means such as the ocean or a stream these travel through man made currents.

Go and track a message.
Go and find one near you.
Go to log a bottle you have found.

How does the Tidal Project work?

1. Stories are gathered from activist and social rights organizations.
2. Stories are Bottled and released into the world.

Explanation and mission of the project.





About Page: Information Graphic.

1. Stories are gathered from activist and social rights organizations.
2. Stories are Bottled and released into the world.
3. You then discover a Bottle and are curious to investigate.
4. You become inspired and participate in the Tidal Project.
5. More information is readily available on the Tidal Project site.
6. Charged, you get involved with local non profits and make a difference.
7. You tell your story or release a few more, so the project grows.

Google

http://www.google.com/

Latest Headlines ACCOUNTS REFERENCE RESOURCE FRIENDS

Tidal PROJECT

Location Submit

Traffic More... Map Satellite Terrain

About Found a Message Track a Bottle Create your Own Become Active

Found a Message in a Bottle.

So you have found a Message, now what?

Each bottle set out into the world has an individual identification number so that it can be tracked along its path of existence. Messages may travel far while some may not, it is our goal to have as many Messages reach as many hands as possible, the farther out the Tide goes the better.

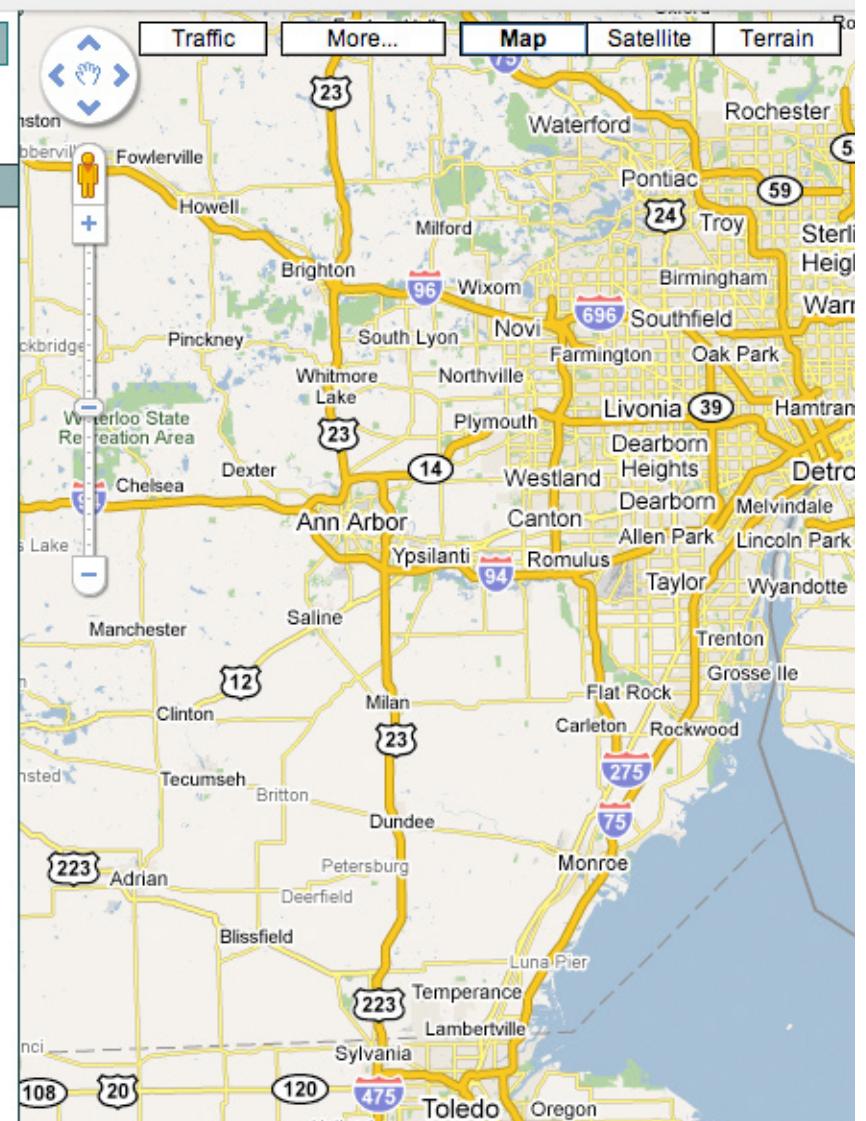
Its easy once you have a Message you can take its ID number and enter it into the log, with as close to the specific location of where you found it as possible. Once you have tagged a Message you can set it back into the world where it may find someone new.



Log your found Bottle.

Bottle ID Number:

Location Address:



The map displays a network of roads, including interstates (I-96, I-696, I-94, I-75, I-275, I-475) and state routes (e.g., 23, 14, 39, 12, 223, 108, 120). Labeled cities include Rochester, Waterford, Pontiac, Troy, Birmingham, Wixom, Southfield, Farmington, Oak Park, Livonia, Hamtramck, Dearborn Heights, Dearborn, Allen Park, Lincoln Park, Taylor, Wyandotte, Trenton, Grosse Ile, Flat Rock, Carleton, Rockwood, Monroe, Temperance, Lambertville, Sylvania, Toledo, Oregon, Holland, Blissfield, Deerfield, Petersburg, Dundee, Milan, Tecumseh, Clinton, Manchester, Saline, Canton, Romulus, Ypsilanti, Ann Arbor, Dexter, Chelsea, Pinckney, Howell, Brighton, Fowlerville, Novi, Northville, Plymouth, Westland, and Ann Arbor.

Log a found bottle or register a release location.

Google

http://www.google.com/

Latest Headlines ACCOUNTS REFERENCE RESOURCE FRIENDS

Tidal PROJECT

Location Submit

About Found a Message Track a Bottle Create your Own Become Active

Track A Bottle.

Track a Message you set out or came across in your travels, who knows how far it has gone since it crossed your path.

Bottle ID Number: Submit

Name	Location	Date
James Hovell	Livonia, MI	10.21.2008
Dave Dunken	Redford, MI	11.10.2008
Jeremy Cargil	Ypsilanti, MI	11.12.2008
Alyssa Cieslak	Ypsilanti, MI	11.23.2008
William McCord	Ann Arbor, MI	02.15.2009

Find A Bottle Near You.

Location Address
 City State Zip Submit

**Bottles in the area near,
Bottles in your area.**

Layers Map Satellite Terrain

Google

http://www.google.com/ Google

Latest Headlines ACCOUNTS REFERENCE RESOURCE FRIENDS

Location Submit

Tidal PROJECT

About Found a Message Track a Bottle Create your Own Become Active

Create a Story and Add to the project.

There is a swelling concern about the current state of fresh water in the world, and you can become a part of the voice fighting for ubiquitous and fair access to clean water as a human right. Tell us your story.

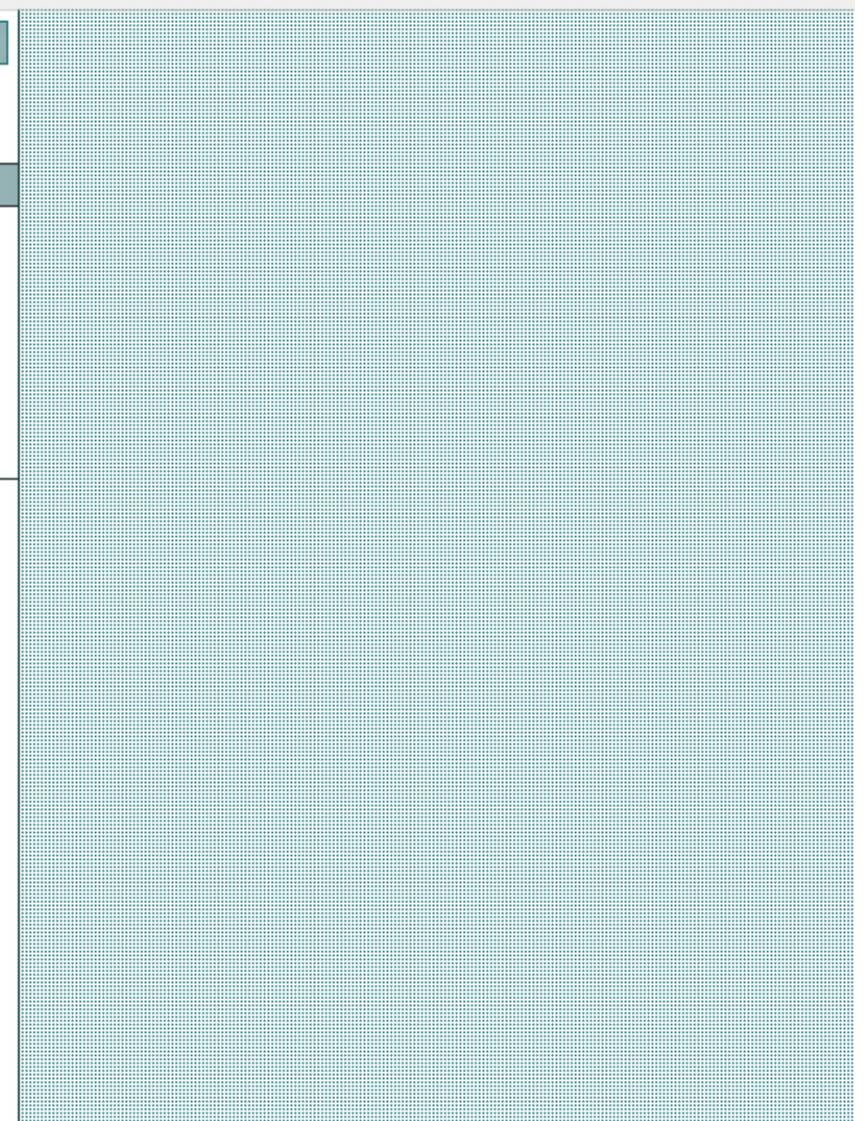
- Submit your story
- Suggest someone else's story.

Directions: Make your own.

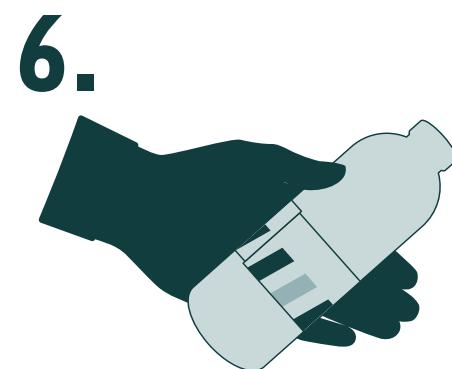
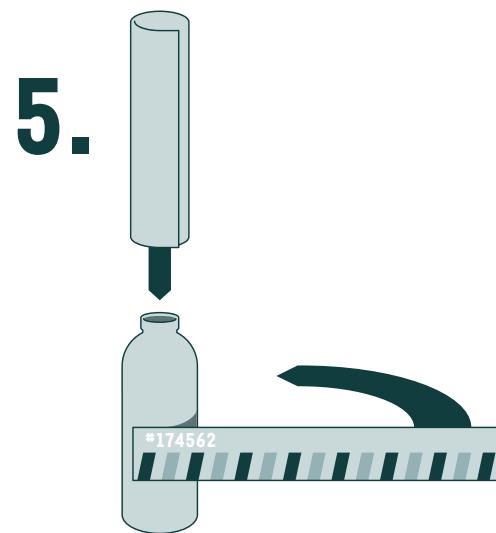
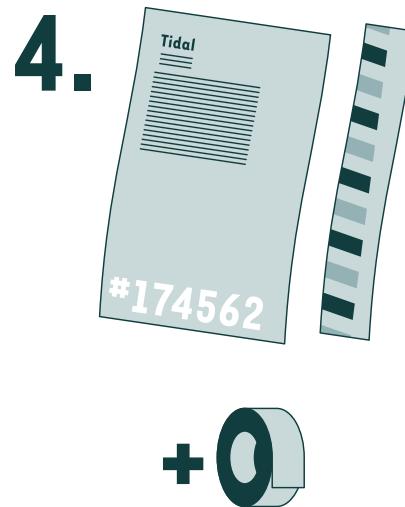
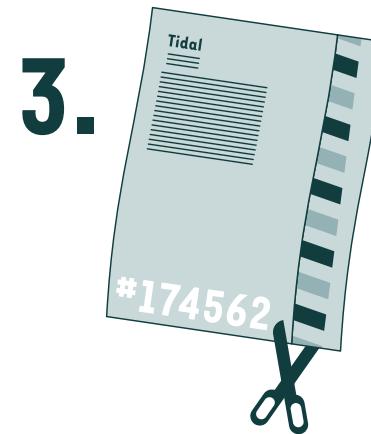
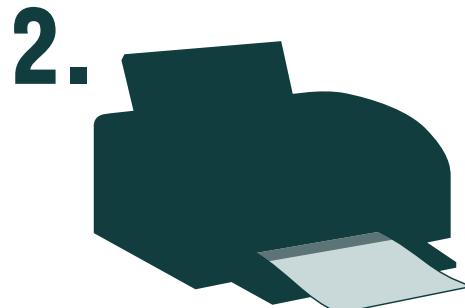
1. Download a Tidal label and message PDF.
2. Print out Tidal label try to make it.
 - a. Can be printed onto 8.5 x 11 paper.
 - b. Color.
 - c. Thick watercolor like paper.
3. Cut label from message.
4. Look at pieces, and get a roll of clear packing tape.
5. Roll Up message, and tape label onto Bottle.
Make sure a little piece of tape is places on message to ensure it doesn't get stuck in bottle.
6. Release into a place of waiting.

[Download the Label PDF Here.](#)

1. 2. 3.



Submit a story and create your own Bottle.



Create Your Own Page: Graphic Directions.

Google

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Tidal PROJECT

About Found a Message Track a Bottle Create your Own **Become Active**

Tidal Community in Detroit

Tidal is a collection of stories relating to the interconnected problems of water, society, the environment and economic vitality. Tidal is the voice of a flooding community of families and individuals with troubled access to fresh clean water, and a place for those many voices to take a stand. Become aware of the current state of water in the world, become active in your community and make responsible decisions.

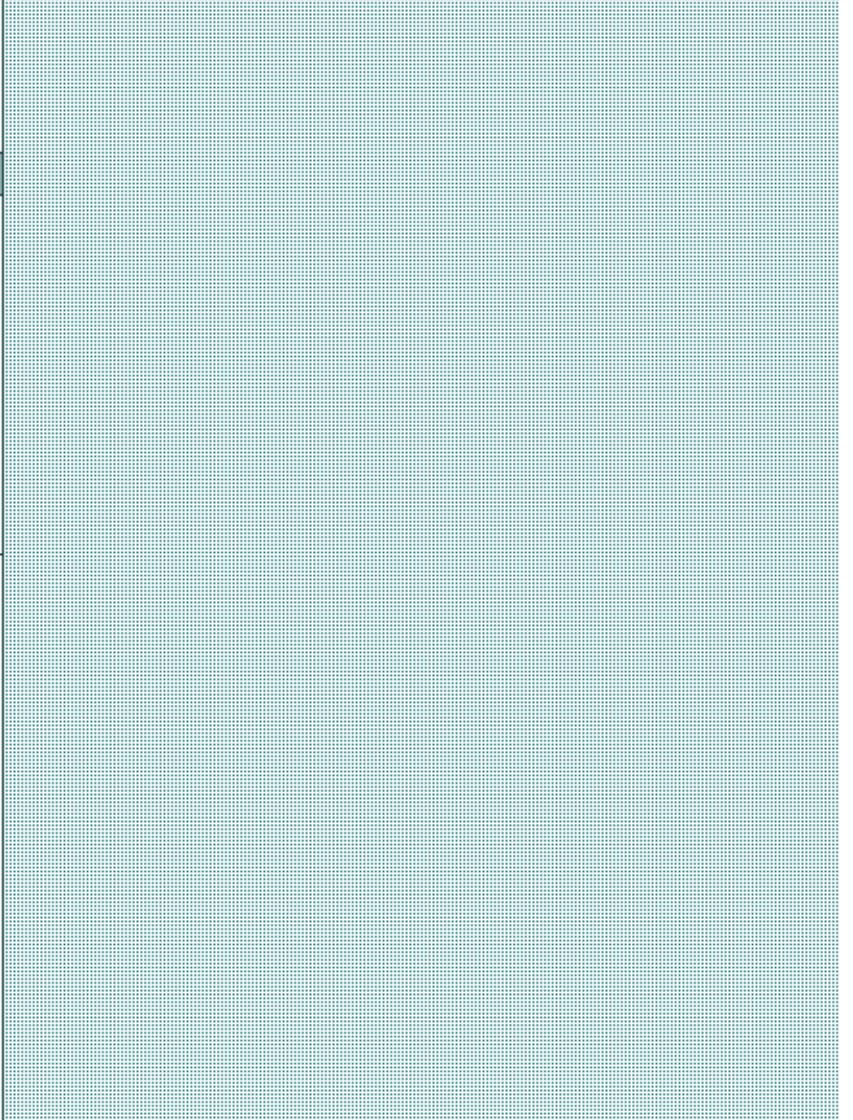
[More Stories In Your Area.](#)

Learn more about the Rising Fresh Water Crisis Through these links, reliable sources compiled by us here at the Tidal Project and you.

Local Media: Detroit
[WDET](#), public broadcasting from wayne state detroit.
[WKAR](#), public broadcasting from east lansing.
[The METROTIMES](#) Detroit.
[The Michigan Citizen](#).

Local Organizations: Detroit
[Michigan Water Science Center](#).
[Michigan Welfare Rights Organization](#).
[Highland Park Human Rights Organization](#).
[Michigan Land Use Institute](#).

Larger Organizations:
[UNESCO](#)



Learn more, and make a difference.

Google

http://www.google.com/ Google

Latest Headlines ACCOUNTS REFERENCE RESOURCE FRIENDS

Location Submit

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BP gets OK to dump mercury into Lake Michigan.

A BP (BP) refinery in Indiana will be allowed to continue to dump mercury into Lake Michigan under a permit issued by the Indiana Department of Environmental Management. The permit exempts the BP plant at Whiting, Ind., 3 miles southeast of Chicago, from a 1995 federal regulation limiting mercury discharges into the Great Lakes to 1.3 ounces per year.

Story Number: 094
May 21 2008 | [Read More](#).

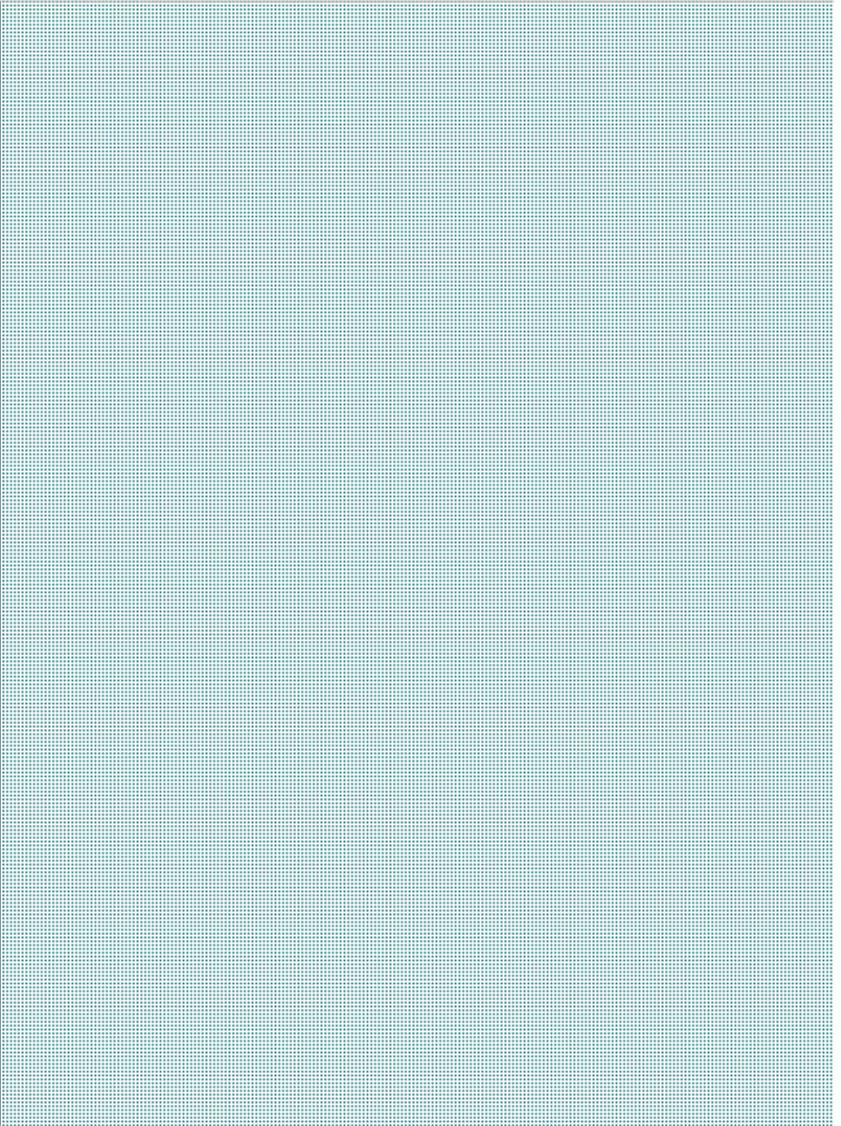
Great Lakes.

Michigan families headed to the state's Great Lakes coasts this weekend will likely find bigger beaches and shallower harbors, as water levels continue to drop from last year's already low levels. The drought affecting the Upper Midwest, including Michigan's Upper Peninsula, Wisconsin and Minnesota, has taken its toll on the lakes, and scientists say low levels are part of a long-term weather cycle that probably won't end soon.

Story Number: 095
May 28 2007 | [Read More](#).

Sulfide Mining and Sulfuric Acid Mine Drainage in Michigan's Upper Peninsula.

New mining ventures in Michigan's Upper Peninsula could drastically alter the character and environmental health of this area. A Vancouver, Canada, company has bought mineral rights in Michigan U.P. counties and is exploring for Nickel/Copper/Gold/Zinc and other minerals. These minerals are imbedded in sulfide ores, and so a significant byproduct of this mining technology is sulfur, which forms sulfuric acid when it comes in contact with water. This



Local news and additional information.