

2024

THE WATER BELOW US

Public Awareness Campaign



create awareness.
inspire *action*.

world water
day 2024

about ———

BLUE MISSIONS

Founded in 2010, BLUE Missions is a 501c3 nonprofit organization that is dedicated to **ensuring clean water access through international sustainable development projects and local educational outreach.**

In rural Latin America, we have **connected over 30,000 people with running water** through our gravity-driven aqueduct systems. Since 2020, our mission to inspire global citizenship and water stewardship through local action has expanded to include educational programming, curriculum, and public awareness campaigns.



BLUE
MISSIONS GROUP

ART FOR PUBLIC AWARENESS

BLUE Missions aims to partner with the City of Coral Gables to create an art installation on Giralda Plaza that **draws attention towards the protection of our local water sources.**

Along with the City of Coral Gables Office of Sustainability, we will craft strategic public calls to action that invite residents to conserve water and avoid polluting activities. We aim to unveil on World Water Day, March 22nd, 2024, and continue the activation until Earth Day, April 22nd.

*Misuse
Pollution
Salt-Water Intrusion
Drought
Habitat Loss
Population Growth*

THE WELL

10ft



vacostudio.

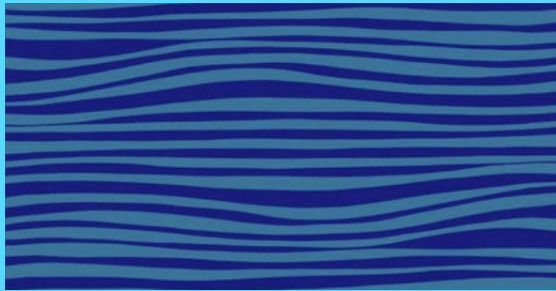
Not to scale

Designed by local artist collective, Vaco Studios and The Sunken Blimp, the installation will feature a hanging blue cylinder, or “well”, that illustrates the interconnectivity of water and all that lives.

The experience takes on another dimension as visitors explore the journey of a drop of water through different stages of the water cycle in augmented reality through their mobile devices. We will bring attention to the source of all life that flows below our feet, by bringing it, metaphorically, above our heads.

THE WELL

Illustration by Nicolas Vasquez



Initial design treatments that are inspiring the final exterior design of the "well."

AUGMENTED REALITY

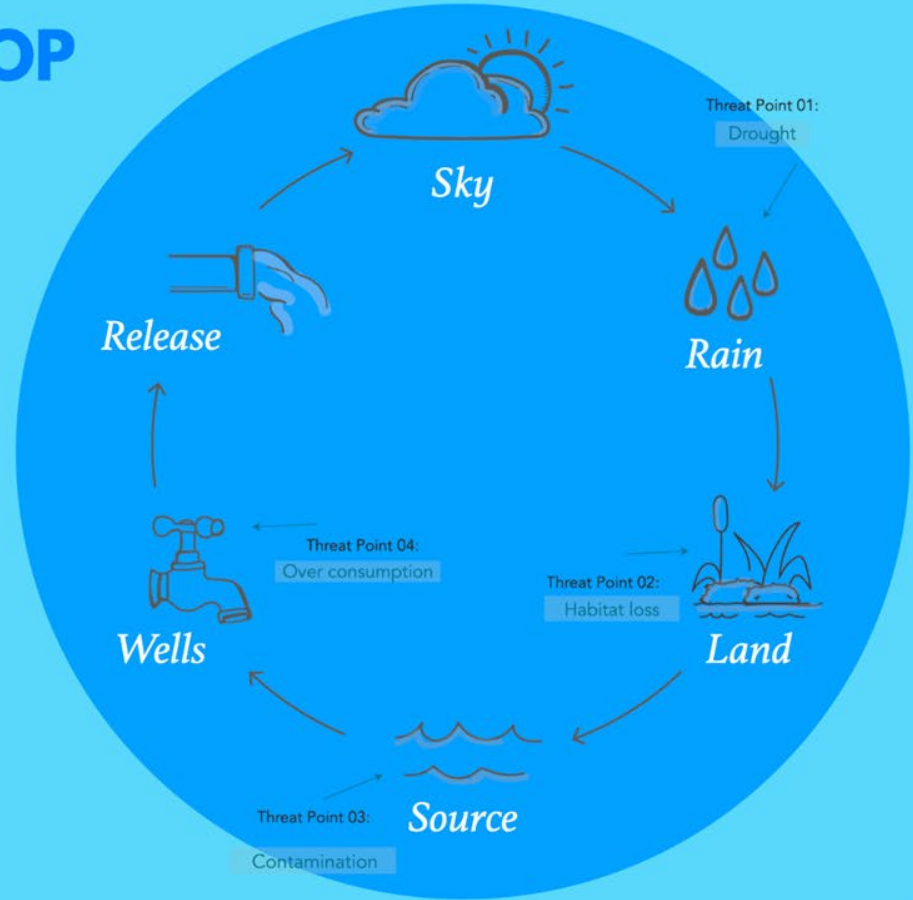


Concept imagery for the AR experience accessed through phone, iPad, or other tablet.

THE JOURNEY OF A DROP

The AR experience will illustrate the journey of a drop and current threats to water at every phase of the water cycle.

This same information will be presented on a web-based landing page for off-site access.



COLLABORATORS

Design

vacostudio

Augmented Reality

Sunkenblimp

Production

Miami Design Lab

Sigma Events

Research

Florida Int'l University*

The Everglades Foundation

MDC-WAS

Engagement

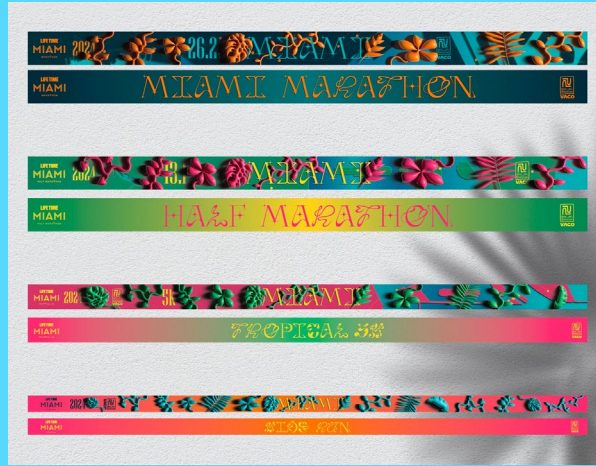
Office of Sustainability

Business Development

MDCPS*

Nicolas Vásquez

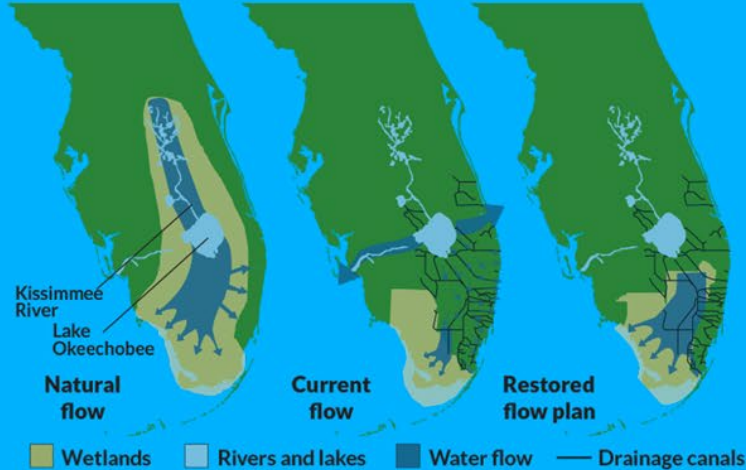
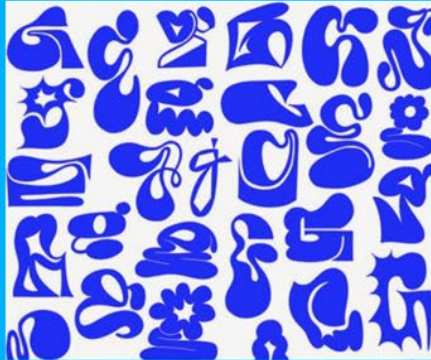
Nicolas Vásquez is a Miami resident with Colombian roots, infusing his art with the vibrant energy of both worlds. As a multidisciplinary artist and designer, his creative journey is enriched by his background in architecture. Nicolas draws inspiration from nature, architecture, and the human experience. Vásquez navigates between the digital realm of 3D art and the tactile world of traditional painting. This duality of mediums allows him to explore and represent his diverse influences in unique and captivating ways.



EDUCATE

Through clean and trendy illustrated signage on site and a digital journey available through displayed QR codes, residents will learn about where the water behind the faucet comes from, and how we must act in order to protect it.

Style Reference:



Freshwater Stewardship

We're working to achieve healthy and sustainable waters across the Sunshine State.



Support water recycling: Encourage "potable reuse" to reduce the 830 million gallons per day of precious water that are currently wasted.

Reduce impacts of development: Inspire low-impact development, including use of nature and green stormwater infrastructure, use of best management practices for water, and irrigation-free landscaping.



Encourage transition from septic to sewer: Reduce discharges from septic tanks into our groundwater.

Guide integrated water planning for cities, using nature based solutions: Influence stormwater solutions, public water supply, comprehensive municipal water planning.



Partner with farmers: Share best management practices for fertilizer and water use to increase crop yields and benefit water conservation. Implement the 4Rs: Right fertilizer, right rate, right time, right place.

Implement wetland conservation: Reinvigorate natural systems and water flow.



Safeguard the Everglades and Lake Okeechobee: Support efforts that protect the liquid heart of the state—which needs healthy waters in just the right amounts—to benefit this iconic natural system.



Strengthen the health of springs: Financially support impactful projects.



Advocate for federal and state legislation: Support funding of water initiatives.



Keep freshwater habitats healthy: Protect our watersheds, estuaries, rivers, lakes, and wetlands.



POTENTIAL CALLS TO ACTION

Conserve

- Water Conservation Challenge
- Engage business owners in water efficiency certification
- Information on water efficient home systems

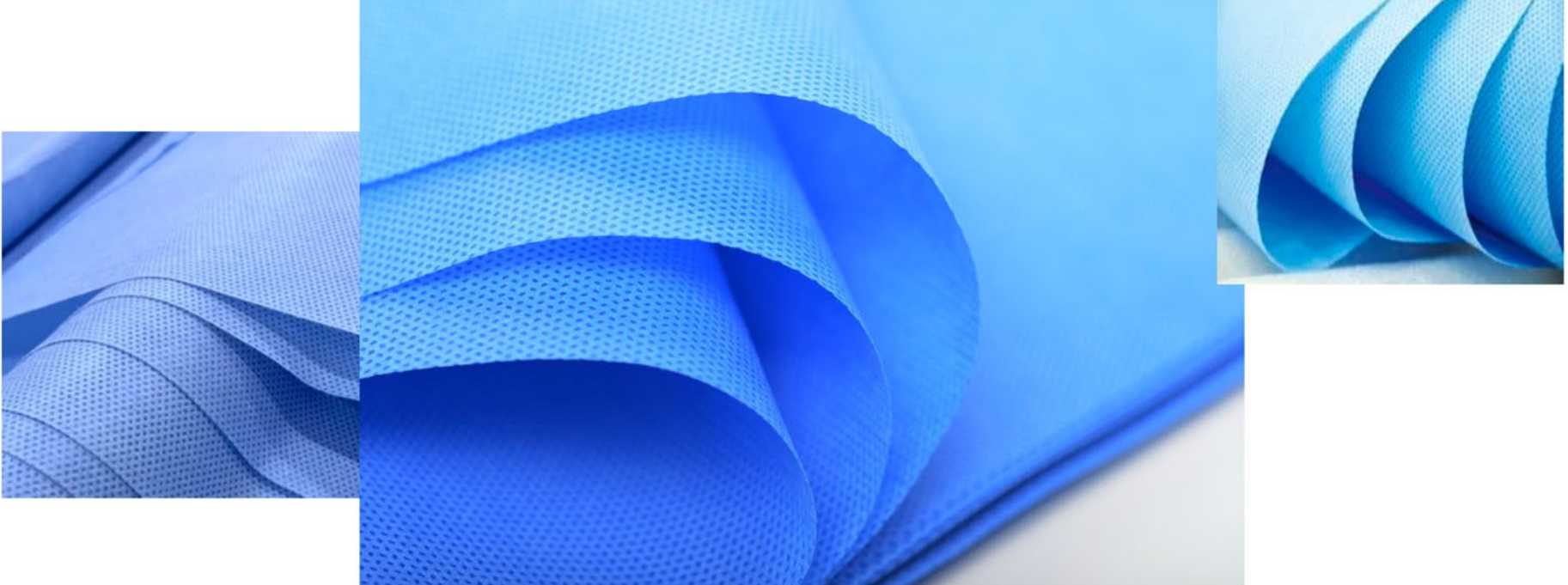
Advocate

- Align with Miami Waterkeepers and The Everglades Foundation on legislative advocacy
- Public petition

Protect

- Pledge to avoid polluting activities
- Advocate for protection of wetland ecosystems

**Upcycled Mesh Fabric and
Environmentally Friendly Ink**



Budget

Creative Direction + Project Management: VACO STUDIO

Scope Includes:

- Creative Lead for The Water below Us project commissioned by Blue Missions Group
- Project Management from ideation to completion
 - Working with trusted partners(Miami Design Shop / Sunken Blimp) to complete project.
 - All Meetings required between teams, client, and city.
- Rendering Services / Creative Assets
- 3D Modeling

~~\$30K~~ \$12K

Fabrication + Build: MIAMI DESIGN SHOP

Scope Includes:

- Project materials
 - Aluminum Square and round tubing, UV Resistant Lycra Windscreen Rolls, Aluminum and stainless steel hardware for rigging, aircraft cable and locking clamps
- Custom Fabrication
 - 1 month build of frames, finishing, powder coating, mock-ups in shop
- Installation Fee
 - 4-6 man team
- MDS Activation & Project Fee
 - MDS Project overhead
- Logistics, Machinery Rentals, Truck Rental
- Printing Costs
- Programming Fee - Various Design files for printing and cutting

~~\$60K~~ \$27K

Augmented Reality Services : SUNKEN BLIMP

Scope Includes:

- Design and development aspects of the augmented reality segment
- Software

~~\$34K~~

\$6K

Truss and Wiring: SIGMA EVENT PRODUCTION

Scope Includes:

- Materials for one-month rental
- Set-up and strike

~~\$50K~~

\$39K

TOTAL

\$84K

BLUE Missions Funds: \$69,000

Requested Funds: \$15,000

three —

UNITED ACTION

By involving all stakeholders, from the City of Gables decision-makers, to it's residents and business owners, we hope to build a united front in tackling the threats facing our local water sources, and inspire action that will relieve future water scarcity and stress.

With QR codes linked to the digital journey on signs around the city, we hope to involve more of the community in this awareness effort and expand the reach of the campaign, educating as many residents as possible.

To launch the public awareness campaign, we aim to host a press conference on World Water Day, March 22nd, where stakeholders will be invited to unveil the installation and speak about the importance of united action to promote the sustainable use of water resources, furthering the reach of our message.

03.22.24

Thank you.

create awareness.
inspire *action*.

BLUE
MISSIONS GROUP



world water
day 2023