

KLIMATOPIA

De rejsende fra Fremtiden!

MØD

Midori, Kiiro og Aka



Midori!
Dit klimaaftryk påvirker vores fremtid!
How carbon footprint affects our future!

Mød Midori, Kiiro og Aka
Tre tidrejsepende piger fra tre helt forskellige fremtider. De er strandet her på Experimentarium, og du skal hjælpe dem hjem til 2121. Men hvilken fremtid kan de ende i? Det afgør du med dit klimaaftryk. Ender dit forbrug med at skabe Midoris grønne verden, Kiiros gule verden eller Akas røde verden?

Meet Midori, Kiiro and Aka
Three time-traveling girls from three completely different futures.
They're stranded here on Experimentarium, and you have to help them home to 2121. But which future will they end up in? It's up to you with your carbon footprint. Will your consumption of resources create Midori's green world, Kiiro's yellow world or Aka's red world?



Aka!
Hvilken fremtid sender du os tilbage til?
Which future will you send us back to?



Kiiro!
Er du rød, gul eller grøn?
Are you red, yellow or green?

'Klimatopia' at Experimentarium, Denmark (Oct 21-Aug 22)

Meet the three time travelers, Midori, Kiiro and Aka



The three time travelers, have traveled back in time from their three futures with different increases in global temperature:

- 1.5 - 2°C (Midori)
- 3 - 3.5°C (Kiiro)
- 4.5°C (Aka)

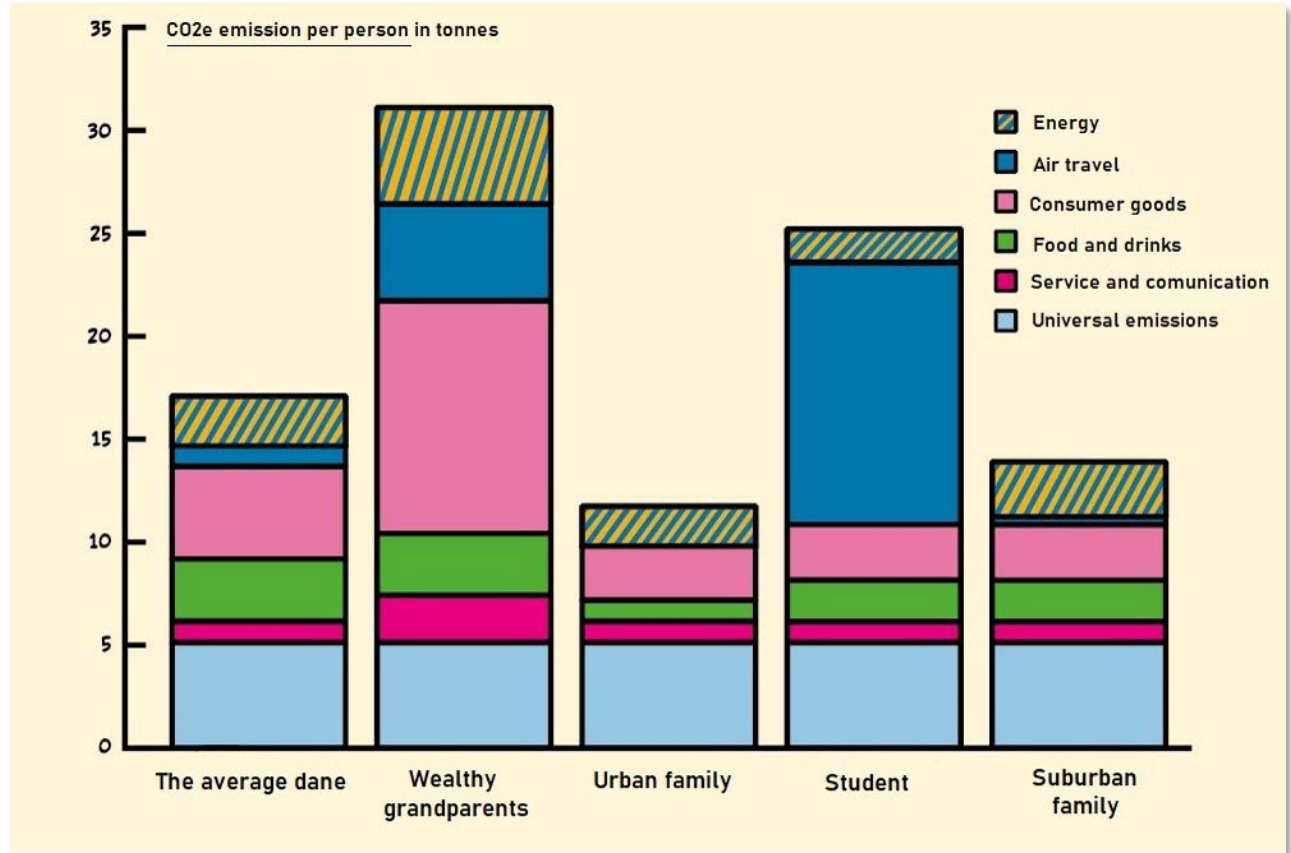
Time capsules include audio narratives, images and scents



Emma Vestergaard
MSc Climate Change

LOGOS

Logos-appealing exhibits relied more heavily on text and scientific language as well as quantitative data and statistics presented through graphs and tables



ETHOS

Ethos appeals were more difficult to observe. We considered exhibits to appeal to ethos when they incorporated references to and alignment with authoritative sources.

We considered how the choice of climate change as a subject in the exhibition could in itself be interpreted as ethos

Finally, the institution of a science centre is in itself an ethos appeal due to its alliance with the scientific endeavour and public education



PATHOS

Pathos-appeals were intended to put the listener into a certain frame of mind and relied on sensory devices, immersive experiences or narrative elements



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Visitors' reactions

Balancing the three rhetorical appeals is important for effective climate communication

- Novice visitors accepted Klimatopia's logos-based claims but were prompted by its pathos appeals to engage and discuss nuances
- Expert visitors did not always accept the logos-based claims as they were not always convinced of the exhibit's ethos
- Even so, experts became engaged through Klimatopia's pathos appeals