

'Klimatopia' atExperimentarium,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

What role do appeals to *pathos, ethos* and *logos* play in Klimatopia?



LOGOS

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

Durinnust har verdinget of unlegge howinstrimitieparties, bible / Nordszer og Baterseen, Det glaar leke forer elvikte inspecifiet pil det enneke el-oet. Hen meget er en

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Windmatterna bilver stærre og stærre, Mos blinfægger so mal 11-megnesets reader i hovindraftegorisena, og de trot at skopfenog på 20 meter. Å ensem skolmatter ar neisen på land iske ginste fos. Det er gedt nei skyrere at kysjop på hovet, reas prisheniseten blier med en priske.

Derryser Energiser U vicilitation sammanlignes list mell pashumes i Odorokustvan. Det at staden, sam samlar by identifications das anangi, der udvindes Vicilianser i di hum.

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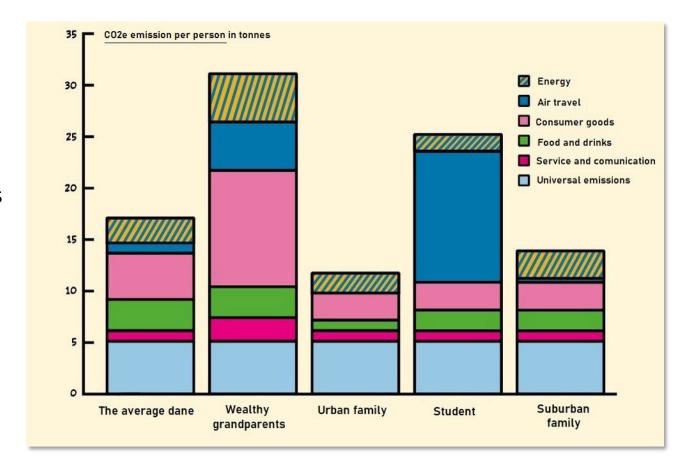
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ETHOS

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