



## FOR IMMEDIATE RELEASE

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## ArtZero Guides Artists, Museums, Galleries, and Community Towards Our Carbon Neutral Future

***ArtZero's carbon neutral transformation process, programs, and resources will directly help reduce overall carbon footprint in the art world***

**April 2021—Portland, OR**—New venture [ArtZero](http://ArtZero) is launching this month to help us achieve a carbon neutral world by 2050. Eric Dayton, ArtZero's founder, wants to encourage all artists to change how they work—from materials choices to processes—to help us achieve a carbon neutral world by 2050.

Aligned with the [United Nations Climate Now](https://www.un.org/en/climatechange/2019-09-23/un-climate-chief-calls-for-artists-to-lead) initiative, ArtZero offers simple, practical ways to measure, reduce, and offset carbon emissions used to create most artwork, and to design and run most art spaces. Most artwork can be created to adopt carbon neutral practices when artists choose sustainable materials and practices that reduce their overall footprint. Part of ArtZero's mission is to catalog and provide access to these carbon-reducing materials and resources.

***I wanted to find a way, as an artist, to get involved with addressing the climate crisis. The art world, collectively, has amazing potential to really make a difference.***

The certification process starts with artists accessing their artwork's carbon footprint via calculators on the [ArtZero website](http://ArtZero website). Here, they'll measure the materials, energy, transportation, and processes used to create original works. Once a carbon footprint has been established for an individual piece, recommendations and resources will direct artists towards making different choices in materials and processes. Once carbon neutrality is achieved then creatives can certify their work to include offsets—offsets that support the UN's validated and verified renewable energy, energy efficiency, and reforestation projects globally to reduce carbon

dioxide emissions and help ease the threat of climate change. Trees are our pathway to that better future! Serving as the official certification organization, ArtZero will keep a public catalog of carbon neutral verification which lasts the lifetime of the piece.

***Artists, museums, galleries, collectors, and auctioneers can all participate to insure a carbon neutral future and contribute to the global reforestation movement at the same time.***

Starting with [ZeroWeek](#) and an opening event at [Oranj Studio](#) in Portland, OR, ArtZero encourages artists, museums, galleries, and public art spaces to go carbon neutral. Naturally paired with Earth Day celebrations on April 22, ZeroWeek offers new, awareness-raising events around the importance of carbon neutral artistic practices. With expansion planned for the coming years, ArtZero is focused on offering educational programming, workshops, and exhibits hosted by local museums, galleries, studios, and community spaces to engage everyone in this important conversation.

***The Neu Artist's Handbook offers new inspiration***

ArtZero also plans to go beyond offsets with *The Neu Artist's Handbook* of green materials and processes—an encyclopedia of environmentally friendly ways that artists reduce our carbon output from the beginning of the creative process. The handbook will be offered as a stand-alone website and mobile app.

***Carbon neutrality for the art world needs your support!***

ArtZero hopes to play a leading role in activating artists, arts organizations, and manufacturers to work together towards a common goal: Carbon neutrality by 2050. All players in the art world at large can start by addressing their monthly carbon budget and work to reduce or offset their direct carbon footprint. Arts organizations can push to formalize their climate commitments at the board level and certify exhibits as carbon neutral with ArtZero. Art supplies stores and product manufacturers can complete the loop by bringing more sustainable products to market, and then reward companies who offer more environmentally friendly products and manufacturing processes with completed environmental impact statements.

This is just the beginning of a long journey that will leave behind a legacy for artists and organizations to follow. ArtZero is on its way to B-Corp certification and are excited about engaging people along this bigger journey. We are now focused on raising funds for our research and educational programs: For every dollar raised, \$.50 directly funds reforestation efforts and \$.50 funds our ongoing education and community outreach programs. Anyone can support our GoFundMe campaign to help with these efforts.

We are documenting the process as we go. Using film, social, and the web, the ArtZero story will be told to inspire others as they begin their climate neutral journey. Follow us on YouTube, Instagram, Facebook, and on our website.

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### **About ArtZero**

ArtZero guides artists, museums, and gallery spaces in understanding and educating their communities with tools that change artistic practices to reach the common goal of a carbon neutral future. This goal specifically aligns with the UN's Paris Accord 2050, and aligns with ArtZero's belief that art is one innovative solution to saving our environment.

For artists, ArtZero offers guidance to adopt specific carbon neutral practices to continue creating in an environmentally-aware way. Artists sign-up to become carbon neutral, use ArtZero's carbon calculator to measure their works, and then choose materials and processes to avoid adding to the climate crisis.

For more information about ArtZero, ZeroWeek, The Neu Artist's Handbook, and all related programs and certifications, please visit: [www.artzeronow.com](http://www.artzeronow.com) and follow (IG & twitter) @ArtZeroNow