

IT'S NOT WARMING, IT'S DYING: A NEW CAMPAIGN TO RAISE AWARENESS OF CLIMATE CHANGE

Milton Glaser, one of the most celebrated graphic designers in the United States, has launched an environmental campaign to raise awareness of climate change. He is known for the ubiquitous I heart NY logo, his Bob Dylan poster, the Brooklyn Brewery logo, and a lot more. You can view a collection of his work [here](#).

The campaign — **It's Not Warming, It's Dying** — is based on a strong message that is meant to create a sense of urgency around **climate change**, a well-established major global threat.

**IT'S NOT WARMING
IT'S DYING.**



For his campaign, which defines climate change as “**The most important fact on Earth**“, Glaser designed a visual for buttons and posters — our planet seen as a

green disk covered by black smoke, with only a narrow band of life (in still visible green) remaining at its bottom. The green section is printed in glow-in-the-dark ink for maximum impact.

“There is no more significant issue on earth than its survival,” Glaser told Dezeen, one of the world’s most popular and influential architecture and design magazines. “The question is, ‘how can anyone not be involved?’” And he added: “If half the people on earth wear the button even the ‘masters of the universe’ will be moved to action,” referring to the large corporations he says have prevented significant action to protect the planet against the changing climate.

“Global warming” does not convey the seriousness of the problem. Glaser wants to point out what global warming really is — a death sentence — and make people more receptive to truly understand what it’s at stake here. He told Brian Lehrer (listen to the interview here): “Global warming in its own way sounds sort of reassuring and comforting ... that’s terrible. You begin by attacking the phrase itself — the word and what the word means — **because the truth of the matter is that the earth is dying**. And wouldn’t it be nice if today was the beginning of the most important date in human history which is the date we decided not to let the earth die?”

A Twitter account provides a stream of news reports and updates about the campaign. Follow this link to buy buttons (\$5 for five). All proceeds will be used to produce and distribute more buttons.

Source: <http://theglobalfool.com/its-not-warming-its-dying-a-new-campaign-to-raise-awareness-of-climate-change/>