

**Try to guess what
the following images are.**



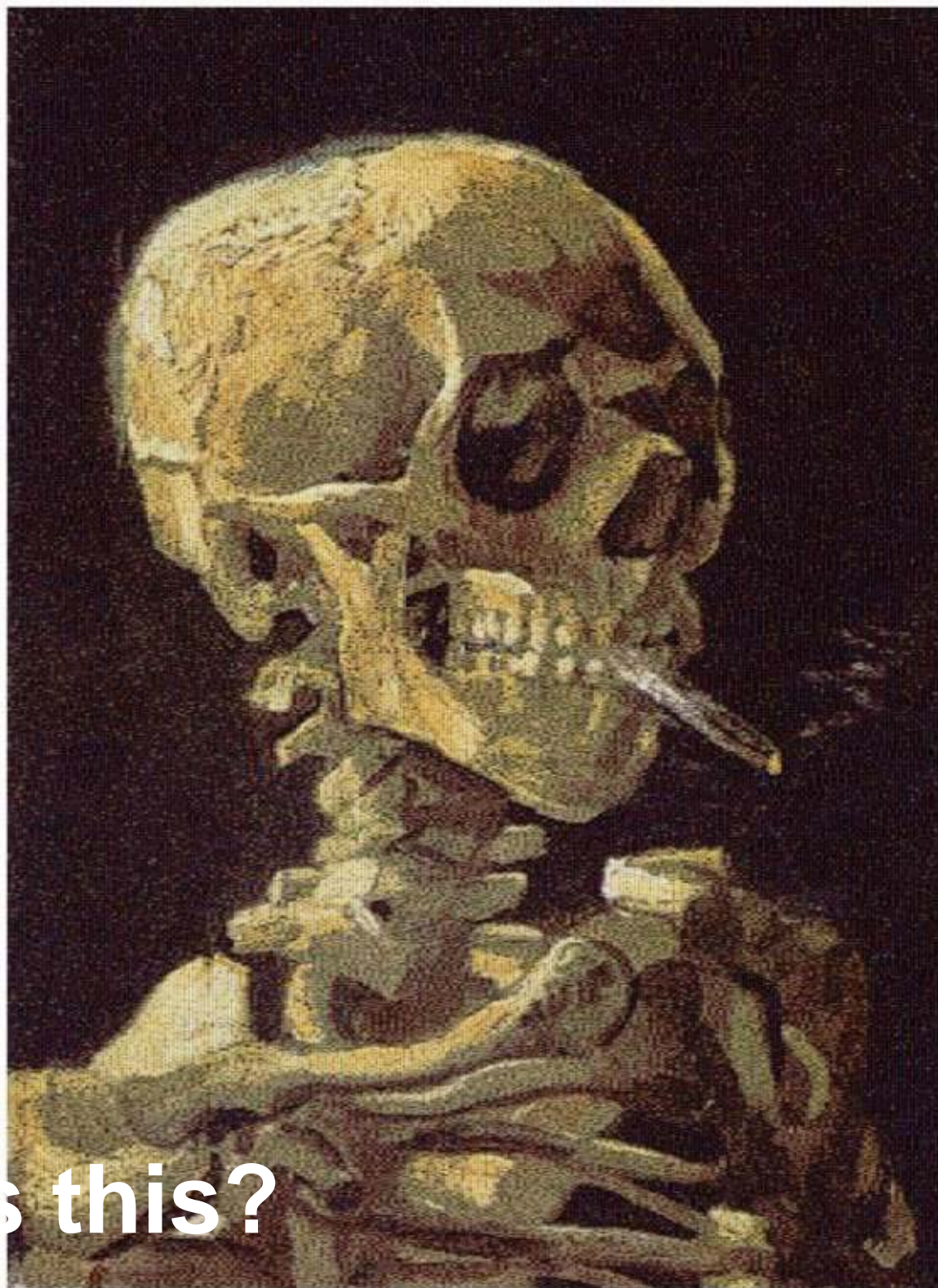
What is this?





426,000 cell phones discarded daily.

What is this?



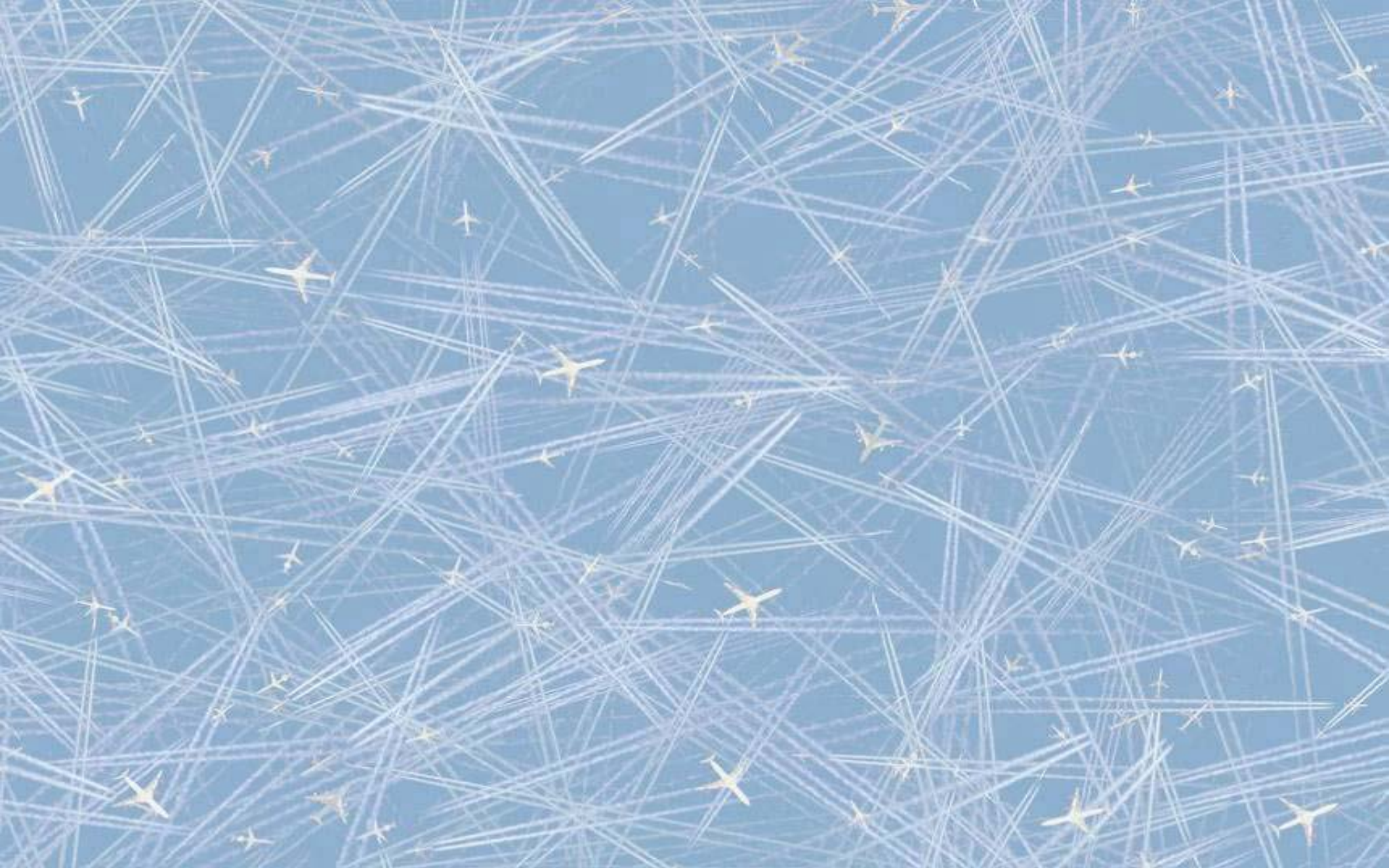






200,000 cigarette packs, the same number of Americans who die every six months due to smoking.

What is this?

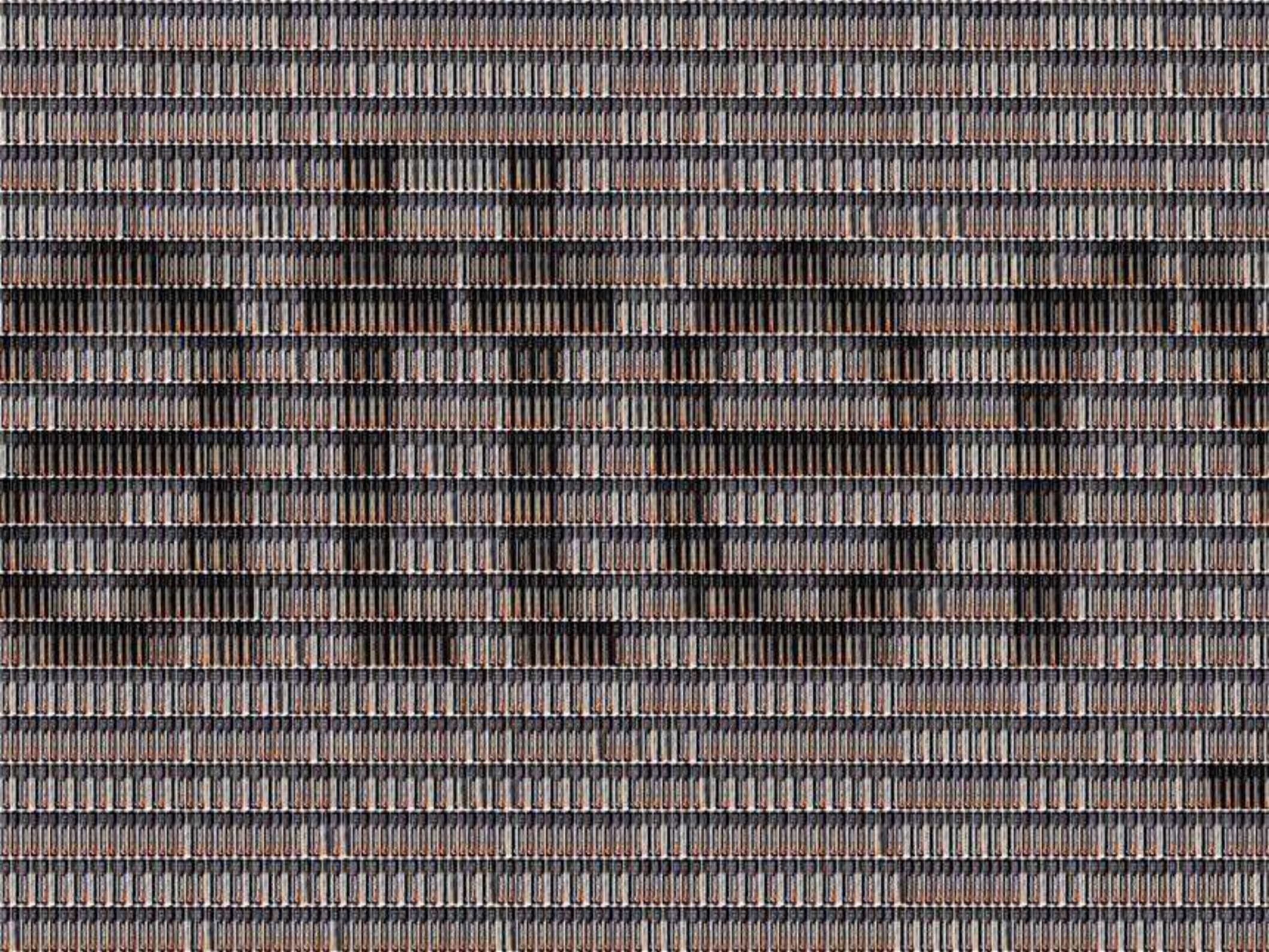


Set-up of thousands of small pictures, showing the traces of 11,000 planes, the number of commercial flights taking place in the U.S. every 8 hours.

"Because Energizer batteries are now made with no added mercury, we do not believe that a disposable battery recycling program is necessary."

-Energizer Consumer Relations,
October 2007

What is this?



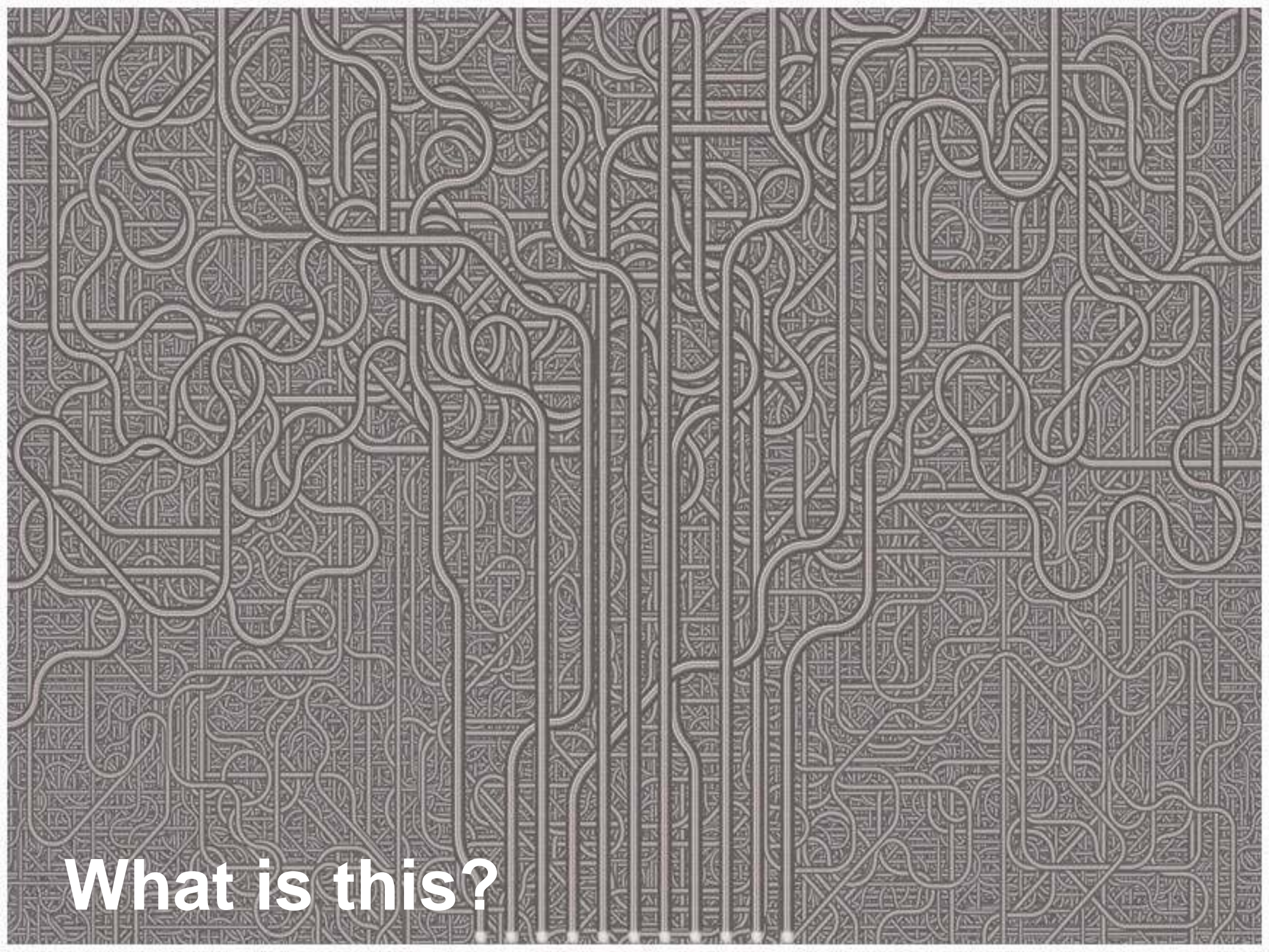


170,000 batteries are produced every 15 minutes.

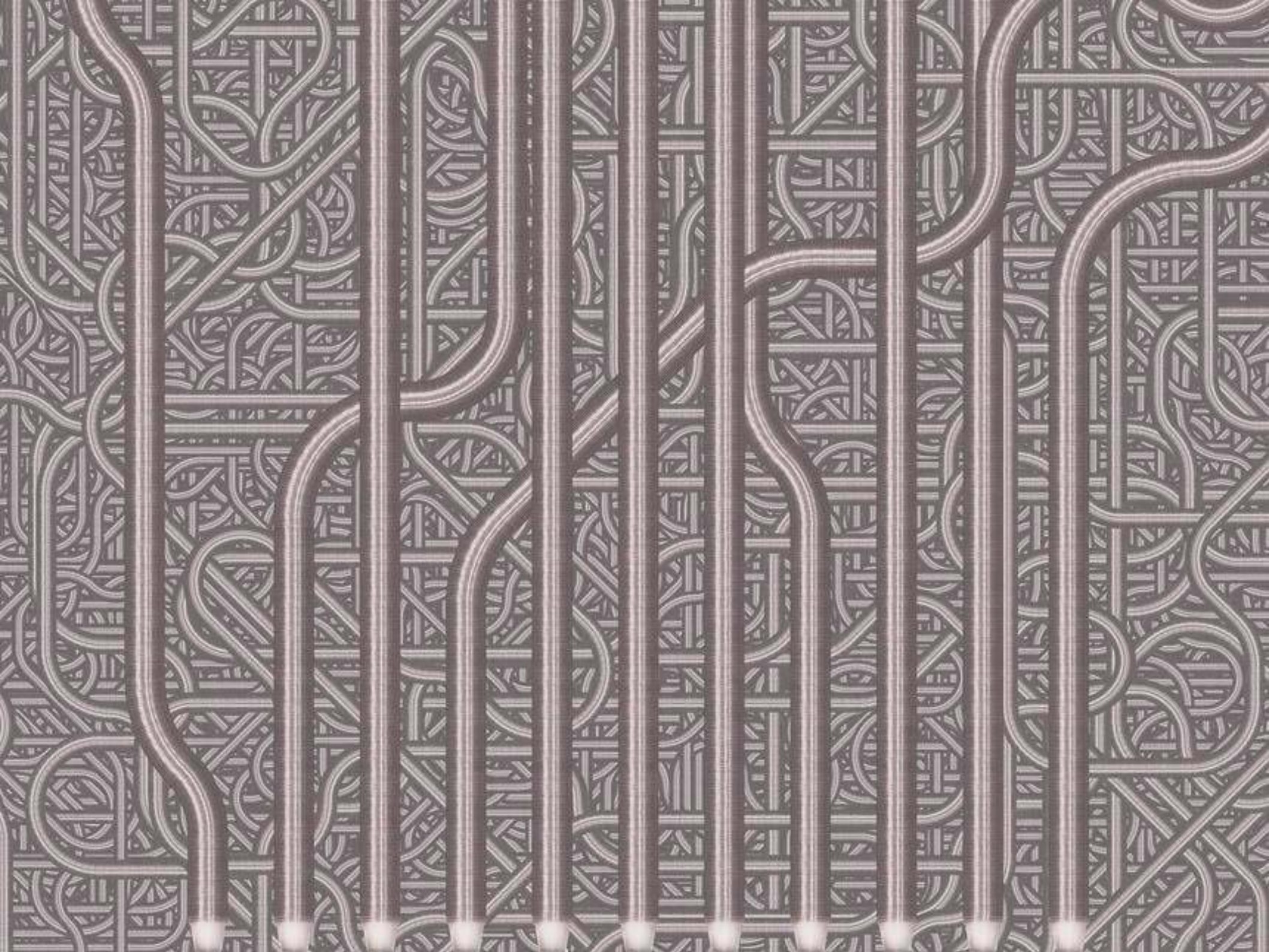
What is this?

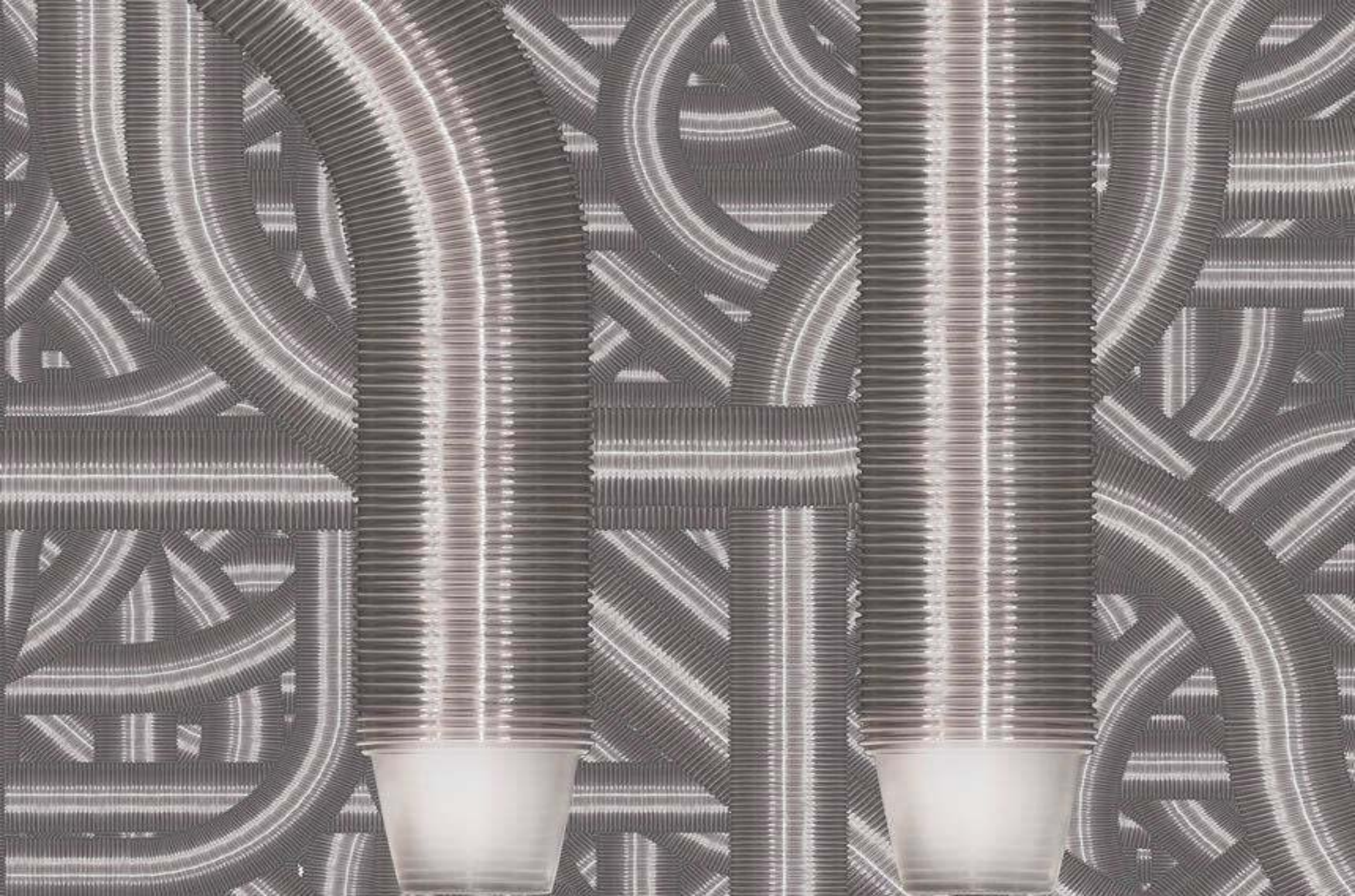


65,000 cigarettes. The number of Americans under 18 that start smoking every month.



What is this?





1 million of plastic cups trashed every six hours in commercial flights.



What is this?





**60,000 plastic bags,
discarded every 5 seconds.**

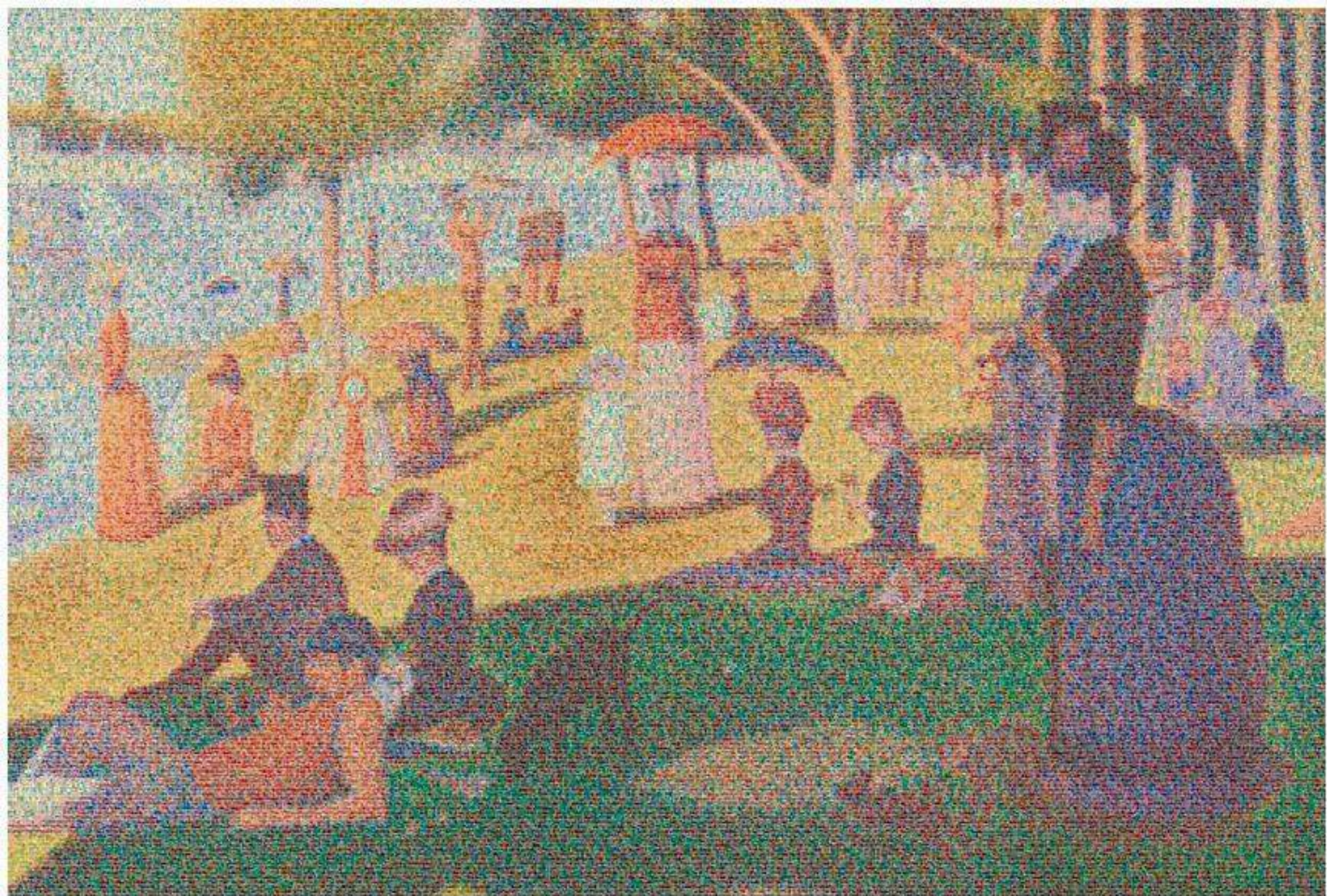
The background of the image is a dense, colorful, and noisy pattern. It consists of a multitude of small, irregular shapes and colors, including shades of blue, green, red, and grey, creating a complex, textured appearance that resembles a large crowd of people or a complex data visualization.

What is this?





**2 million plastic bottles,
dumped every 5 minutes.**



This is not a picture.





**It's 106,000 aluminium cans,
thrown into the garbage every 30 seconds.**

This is WASTE ART.

These pictures are part of the exhibit "Running the Numbers, an American Self Portait", of photographer Chris Jordan, highlighting the millions of objects that accumulate in the planet, well beyond our sight.

The numbers mentioned were obtained from the quantities of waste discarded only in the United States.

Imagine what world figures are!

**Environmental degradation is a
cumulative effect of the actions
each one of us takes...**

**Therefore, the solution also lies
within each one of us.**

**Help our planet!
Think before you use!**

Reduce, reuse, recycle...

GIA – Grupo de Impacto Ambiental

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Fotos: www.chrisjordan.com**

