

Big Idea Summary

team wingdings

Process

We initially assumed that Hong Kong residents actively suffer ill health and desire a positive change in air quality. Yet, after surveying residents, our findings were to the contrary - some even indicated that they are "used to the smog." This shifted the scope of our focus: rather than aiming to "fix" bad air in Hong Kong, we understand that first, its people must be empowered by education. We hope to create consumer demand that triggers large-scale change.

Problem

Poor air quality in Hong Kong is proven to cause irreversible damage to both the environment and to human health. Since residents are climatized to such conditions, these effects go mostly unnoticed. This has created a lack of awareness regarding just how harmful poor air quality can be.

We will create an immersive public art exhibit that contains existing small-scale air purification technology. Any person will be able to interact and feel an immediate improvement in air quality within the exhibit, thus educating themselves on the benefits of better air quality.

Proposal

