

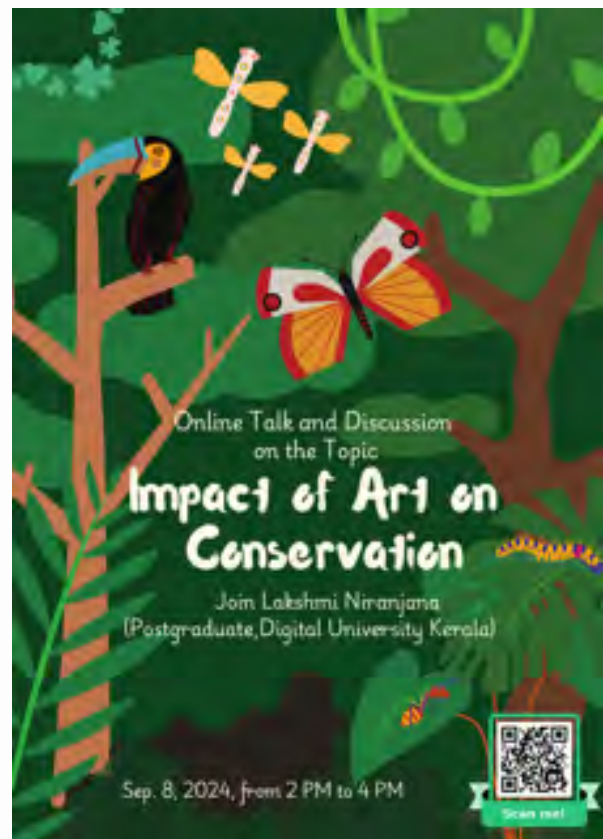
Impact of art on conservation

On 8 September 2024, I hosted an online talk and discussion titled "Impact of Art on Conservation," which was attended by 26 participants from my university and peer group. The session focused on the transformative role art can play in driving conservation efforts. We explored how art can reshape perceptions and enhance awareness of biodiversity and ecosystems.

The talk covered various ways in which art can mitigate undesired fear towards certain species, emphasizing how positive portrayals can alter misconceptions. Additionally, we discussed the use of animated videos as an effective medium to engage audiences and communicate the relevance of biodiversity conservation.

Through my artworks and other illustrative examples, we examined how art can challenge traditional notions of beauty in nature, leading to a more profound appreciation of its diversity. The session demonstrated the significant potential of art to inspire and influence effective conservation practices, highlighting its role in fostering a deeper connection between people and the natural world.

One participant said, "I have never considered art as a way of rethinking beauty in nature – how can we make more people like us, with no art background, to encourage artists to work in this manner?". This comment ended the discussion on a hopeful note, opening up the support for upcoming artists to pay more attention to the use of their talents for conservation.



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