



How to use the Planet Earth - with the "Planet Earth - directions for use"

Angie Rattay

c/o Martschin Partner, Vienna, Austria (info@angierattay.net)

The project consists of a sequence of 4 directions-on-use for our planet. Divided into 4 categories, each sheet is allocated to one section: atmosphere (air), biosphere (biomass), hydrosphere (water), litho- and pedosphere (earth).

Structure and form of every leaflet reminds of the design of an overdimensional direction for use, usually enclosed in packings of pharmaceutical products (as pharmaceuticals our planet is also a means of life). The familiar design and the charme of the project awakes the readers interest for this important information.

Unwelcome "side-effects" as well as "Special precautions for proper use" are dealt with. A possible "expiration date" of every sphere is also discussed.

Each sphere is presented on a small folded A2-sheet on the authentic light-weight-paper. Illustrations and infographics help to orientate and give information on several topics. The worldmaps on the backside of each sheet refer to specific topics and allow a highly detailed handling by using the maps. The Barcodes on the borders of the sheets help to put 2 sets (front and back-sides) together to form a big instruction-leaflet-poster.

The package inserts for the "correct use of planet earth" are available in several public institutions in Austria, like: museums, pharmacies, cafes ect. 120.000 sheets have been printed and distributed in 2007. The brandnew edition for 2008 is available since march 2008. An edition as 4-weeks-newspaper-supplement is also planned. An additional issue for children is in progress.

Find information and data in german and english language on:
<http://www.neongruen.net>