

**ECO PROJECT: WASTE TO WEALTH**



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#### 4. Enhanced Executive Summary

Nowadays, Global warming issue had started since mid -20th century and its projected continuation. The words of Eco, green house, organic revolution and others related scope has been practically increasing the interest of everybody in the world. There is a lot of information on the media regarding about environment issue such as the pollution of water, air and land, the impact of waste plastic, aluminum and paper, ecology and act. Besides that, the involvement of art into this issue also respond to the interest of most of the artist, designers, buyer or art collector, media and others by providing a lot of information and new creation such as art work from recycle materiel, recycles the old garment become new design, produce organic fabric, uses eco-friendly paper bag, writing the subject of green area and many issue related.

Material waste is also seen as having a great potential to be a work of art. This can be seen through the production of many objects of art from famous artist from the early 20<sup>th</sup> century such as Robert Roshenberg, Picasso, Marchal Ducham and others. Thereby it is possible if the objects of art from material waste to be used as a new medium in green eco campaign. In addition, the production of art objects from the material waste is seen as a way to assist in prolonging the life of waste that is used and this can contribute to supporting the eco-green campaign. It is also able to educate the public to become wiser in managing waste to be made as an object of interesting art and be used to generate extra income by selling the artworks produced from the waste.

**Keywords:** Eco-Green, Experimental Material, Green awareness campaigns.

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## 5.0. Introduction

### 5.1. Definition of Eco

According to Nik Ramli (2009), when say about eco, the environmental preservation comes to mind. Many terms describe the meaning of Eco: Eco-labeling and Green eco strategies. Macmillan (2002) said the words of Eco referring to the environment through human, animal and plants. The word eco derive from ecological which means the science of the relationship between the organisms and their environment It is the field where the human beings are being related to our environment.

When it comes to Eco, it refers to a slogan save the earth, green environment, 3R (Reduce, Reuse and Recycle) and others. Obvious reason is that to save the world and it's become one of the biggest challenges in this century. This issue has been discusses by the most of the nation which come out with different method to save the mother earth from the global warning. The scientist looks for the solution to increase the amount of the Carbon Di Oxide let out on atmosphere, overhaul the waste toxic that been thrown away inside water and always committed to continue the research embrace this issue. Apart from that, the public also played a role in rescuing mother earth by performing various campaigns related to same issues. *Minggu Sambut Bumi* 2011 as an example of campaign close one hour electricity in the evening on the day of celebration of "Earth Hour" is a symbolic to appreciate the environment and avoid the heat of the earth

Eco project also helping saving the nature of plant, animal, insects and all manners of leaving creature that become threatened because of world development and human habits. Between the cause is to chopping down trees in the forest for the purpose of development and killed wildlife to get source product to beauty and fashion assesorice product. Mother earth will become global heat if more forest are cut down and endangered animals can also be caused if there is no food and shelter wildlife. Apart from that, various incident of natural disasters also going to be occursuch such as landslide, flood, forest fires, asid rain and many more.