

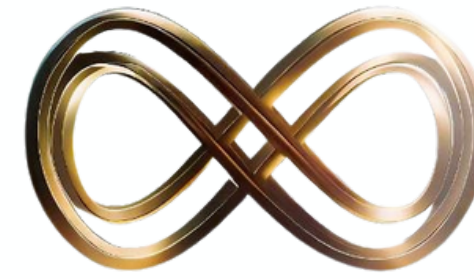


InfinArt's
GPGP
Environmental
Art Project

Presents

‘The Blue Tile’ Art Initiative

*A Global Movement for
Creativity, Technological
Innovation, Sustainability and
Environmental Awareness*



InfinArt's Blue Tile Art Initiative - an engaging global movement that unites artistic innovation, environmental advocacy, inclusivity, and technology - raises awareness and tackles the critical challenges of marine plastic pollution. This collective, led by internationally acclaimed, award-winning environmental artist and academic Dr. John Dahlsen, invites diverse participants from around the world to create impactful art inspired by - or made from - marine litter, detritus, and plastic waste. It celebrates unity, creative expression, and action while empowering individuals and communities globally.



Self Portrait with Unintentionally Ingested Microplastics

Materials: Ink, charcoal, found micro-plastics and plant-based resin on Belgian linen.
Size: 183 cm x 198 cm

Through its innovative eight-tier 'Open-Call' structure (G1-G8), the initiative democratises creativity, fosters collaboration, and promotes sustainability. By integrating carbon-negative blockchain technology, it amplifies awareness, drives economic empowerment, and establishes a lasting legacy of environmental advocacy. From Japan's Osaka, Kansai Expo 2025 to World Environment Day and beyond, this movement stands as a powerful testament to humanity's shared responsibility for our Blue Planet, oceans, and environment. It offers everyone the opportunity to make their artistic statement and embrace the 'Positivity of Creativity and Inclusivity'.

Vision and Objectives



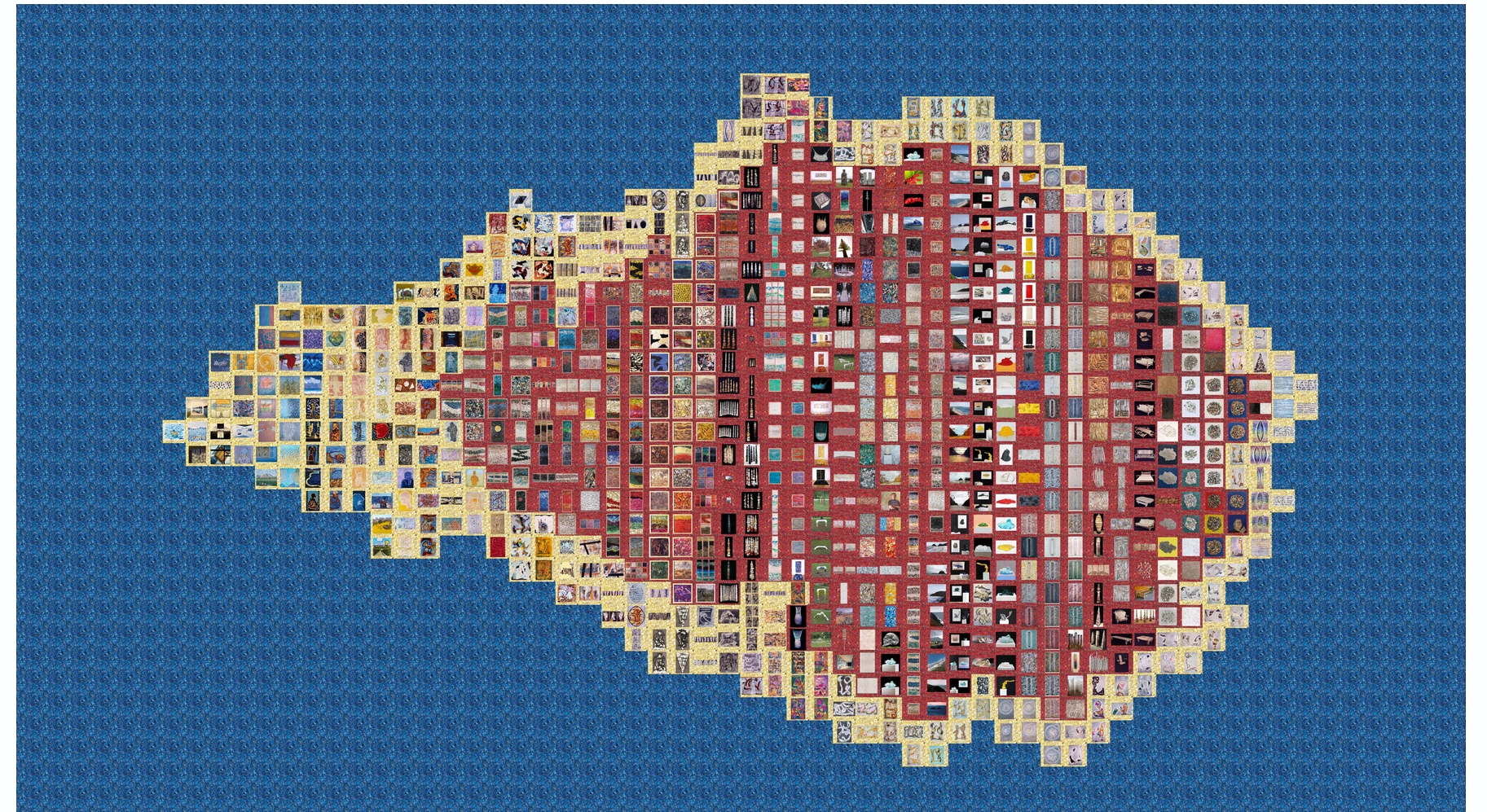
- **Raise Awareness:**
Highlight, inform and educate re the devastating impact of marine plastic pollution on ecosystems.
- **Foster Global Collaboration**
Unite individuals, communities, and organisations worldwide in a shared mission.
- **Empower Communities:**
Provide access to technology, resources and economic opportunities.
- **Promote Sustainable Innovation:**
Showcase how art and technologies can inspire and drive meaningful change.
- **Create a Legacy:**
Build a permanent platform for environmental advocacy through diverse forms of art.

Core Structure of the Initiatives

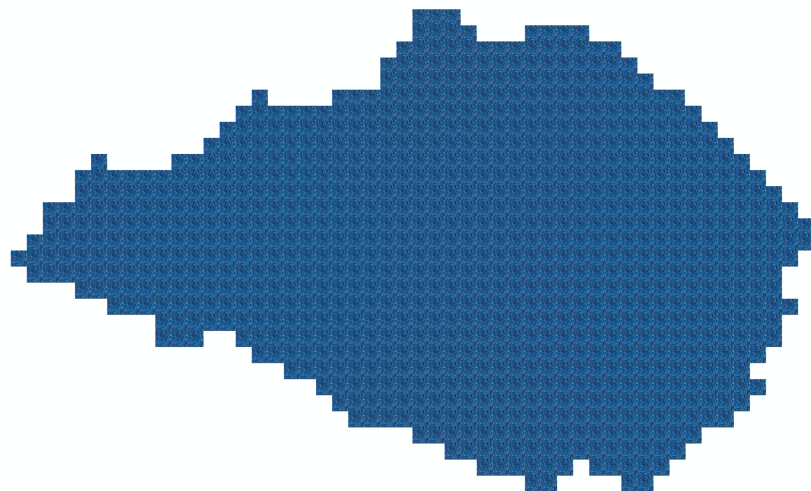
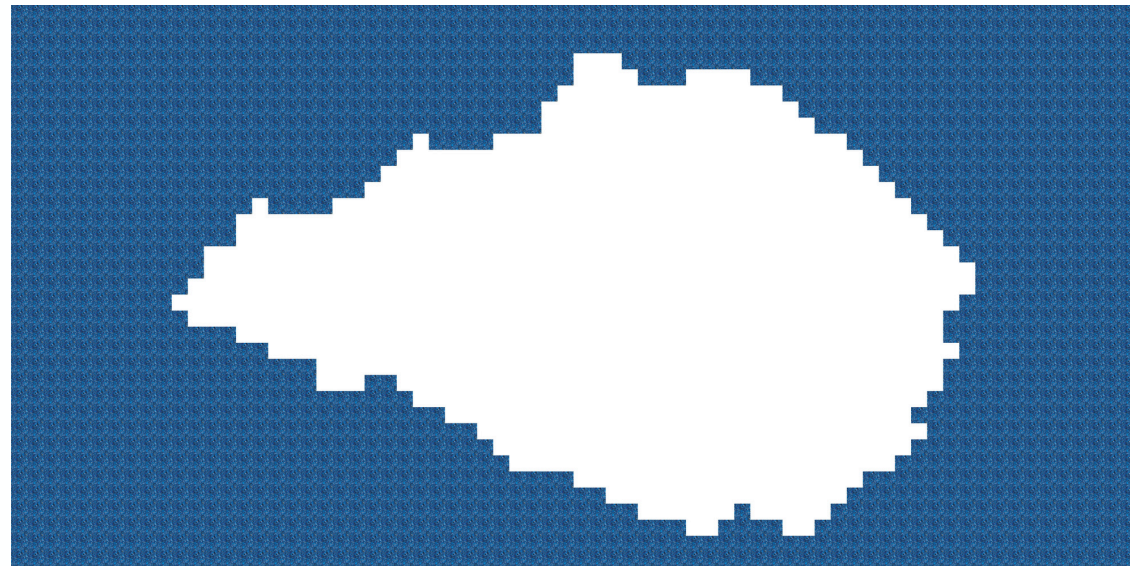
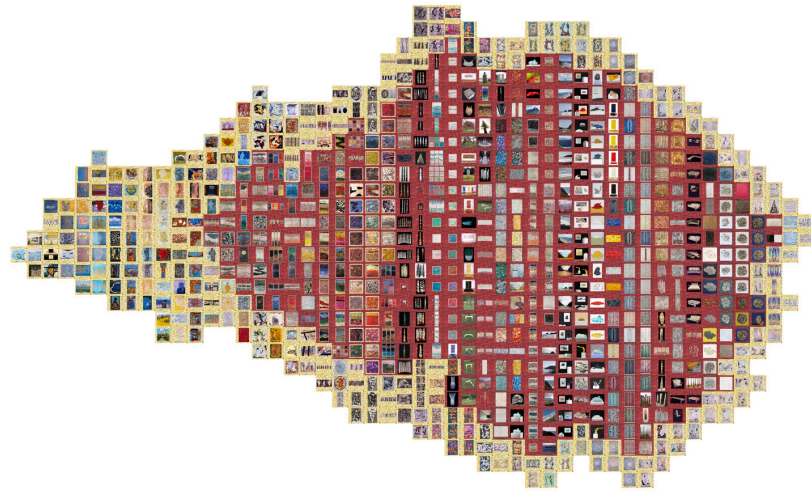
8 x Open Call Categories

G1 - The Masterpiece Mosaic

- A monumental mosaic consisting of 2.450 tiles, artistically representing the Great Pacific Garbage Patch.
- Features 888 signature artworks by Dr. John Dahlsen (red and yellow tiles) alongside 1.562 curated blue tiles, inviting submissions from professional artists, art school graduates, and multidisciplinary creators capable of producing top-tier works.
- Judged by a distinguished panel of luminaries from the arts, education, and creative industries.
- Offers extensive visibility, publicity, critical commentary, advocacy opportunities, etc.



G2 - G8 Community Mosaics



- **G2: Schools & Colleges** – Empower students to transform marine litter and plastic waste into art while fostering creativity, critical thinking, and environmental awareness. This tier inspires young minds to imagine solutions for ocean health through hands-on artistic expression.
- **G3: Corporate Sector** – Engage businesses in turning waste into impactful art as a testament to corporate social responsibility (CSR). Unite teams, inspire innovation, and amplify its sustainability leadership values, commitment to ESG practices and the SDG's.
- **G4: Kids & Families** – Invite families to bond through playful and educational art projects using discarded materials. This tier nurtures creativity, environmental stewardship, and family connections while inspiring future eco-conscious generations.
- **G5: Pacific Rim Communities, Indigenous Peoples & SIDS** – Celebrate cultural narratives and traditional practices by transforming marine waste into storytelling art. This tier amplifies the voices of Indigenous communities and Small Island Developing States (SIDS) who are most affected by the world's polluters.
- **G6: Waste Pickers** – Recognise waste pickers as environmental champions by empowering them to turn collected materials into valuable artworks. Blockchain-enabled Smart Contracts opening up opportunities for new sources of income, commerce, status and advocacy.
- **G7: Para Artists** – Provide an inclusive platform for disabled individuals, seniors, neurodiverse persons, and carers to express their unique perspectives through art. This tier champions accessibility and empowerment in environmental advocacy.
- **G8: AI & Generative Artists** – Explore the intersection of technology and creativity by inviting digital artists to craft innovative works inspired by marine waste. This tier leverages tech-driven solutions to raise awareness about ocean pollution in groundbreaking ways.

The Transformative Role of Blockchain and NFTs

InfinArt's Blue Tile Initiative harnesses cutting-edge, carbon-neutral blockchain technology to revolutionise how art intersects with environmental advocacy. By integrating secure smart contracts and decentralised systems, this initiative creates a sustainable, equitable, and transparent platform for participants across all categories (G1–G8). Here's how this transformative approach benefits everyone:

Verified Digital Badge

Each NFT acts as an immutable digital certificate, permanently recording the artist's contribution to this global movement. These NFTs are linked to specific tiles in the mosaic, ensuring every participant's creative voice is preserved both on-chain & the Inter Planetary File System (IFPS).

Economic Inclusion for All

Smart contracts provide perpetual royalties for both primary and perpetual secondary sales, ensuring compensation for all participants, in perpetuity. While this technology is particularly impactful for underserved communities - such as waste pickers (G6) or Indigenous artists (G5) - it equally benefits professional artists, corporate contributors (G3), and AI creators (G8). This system democratises economic opportunities, empowering participants from every tier to monetise their work sustainably.

Transparent Governance

The decentralised nature of blockchain ensures that every submission is securely recorded and selection processes are conducted equitably. Immutable record-keeping fosters trust among global participants, from schools (G2) to para artists (G7), further ensuring each contribution is valued, fairly represented and more.

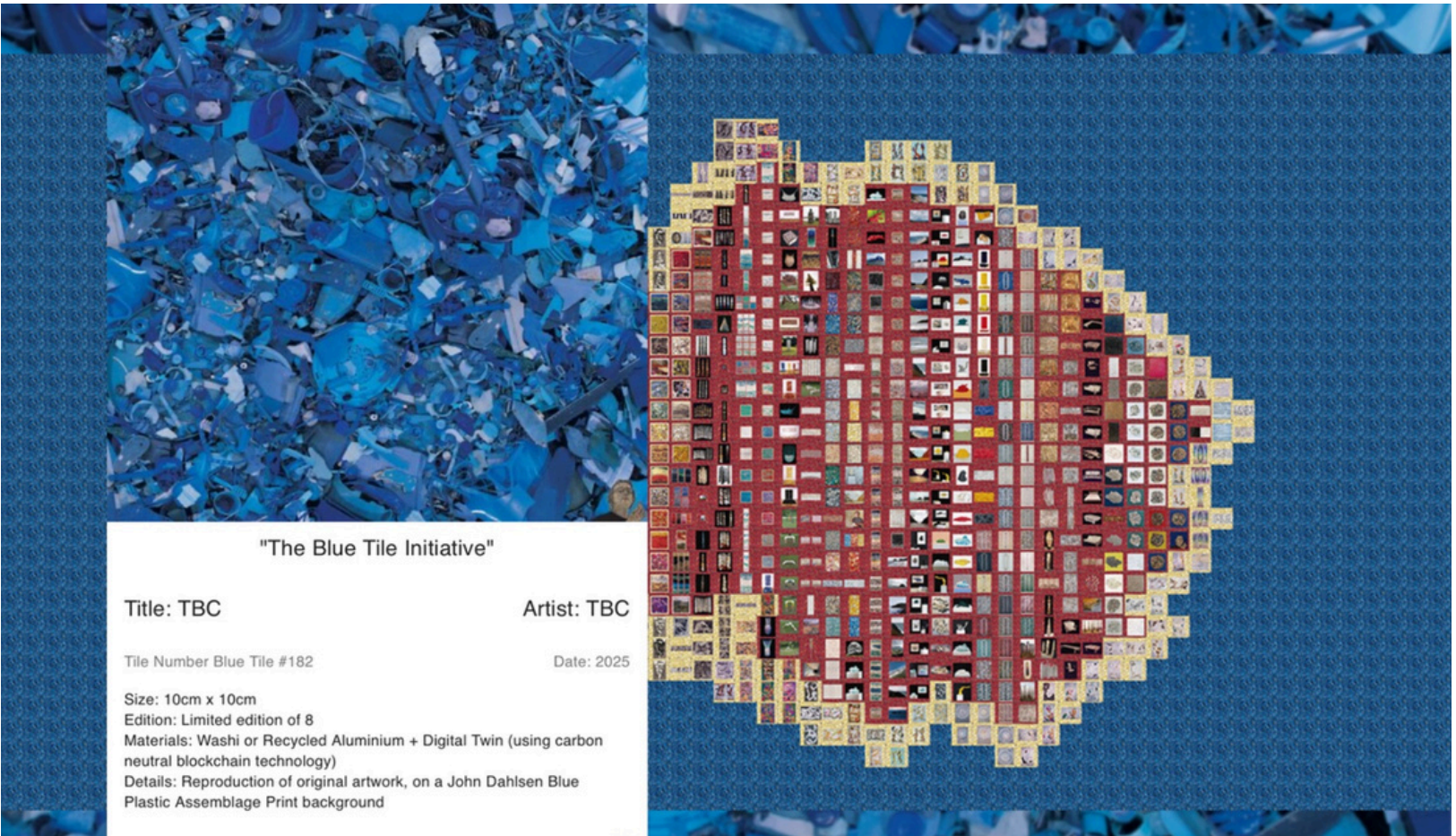


Environmental Leadership

By partnering with secure, carbon-neutral blockchain providers, the initiative aligns with its commitment to sustainability. This approach not only reduces the environmental impact of digital art but also sets an example for eco-conscious technological innovation in art and advocacy.

Digital Identity Through PFPs

Each participant’s NFT can be used as a Profile Picture (PFP), allowing them to showcase their contribution online while raising awareness about marine conservation. These PFPs create personal connections between artists, communities and their environmental / creative message, transforming participants into visible advocates for change.



A Unified Vision

Each category contributes 888 unique artworks that are integrated into Dr. Dahlsen’s iconic Blue Tile Assemblage design. Exceptional submissions from G2 - G8 have the opportunity to be featured in the prestigious G1 Masterpiece Mosaic - a collective testament to creativity, collaboration, and environmental action.

This blockchain-enabled framework ensures that every participant - from grassroots creators and Indigenous storytellers to professional artists and corporate leaders - benefits equitably, while contributing to a unified vision of ocean conservation and sustainable futures.

Expo 2025 Osaka & Beyond

The Blue Tile Art Initiative will be an exciting highlight at Expo 2025 in Osaka - a global stage attracting millions of visitors from around the world. The shortlisted finalists will be announced during a live symposium broadcast globally, showcasing some of the finalist's work as part of a powerful narrative on collective action through art, technology, and inclusivity.

Beyond Expo 2025, the initiative will evolve into a living project through:

- Educational programmes promoting STEAM (Science, Technology, Engineering, Arts, Mathematics) learning.
- Community workshops fostering creativity and environmental stewardship.
- Partnerships with organisations like UNEP (United Nations Environment Programme) to amplify its global impact.



Alignment with SDGs



The Blue Tile Art Initiative supports several United Nations Sustainable Development Goals (SDGs), including:

- **SDG 12 (Responsible Consumption & Production):** Promotes creative reuse of marine waste materials.
- **SDG 14 (Life Below Water):** Advocates for ocean health through artistic expression.
- **SDG 17 (Partnerships for the Goals):** Builds bridges between diverse sectors to achieve common goals.

How to Participate

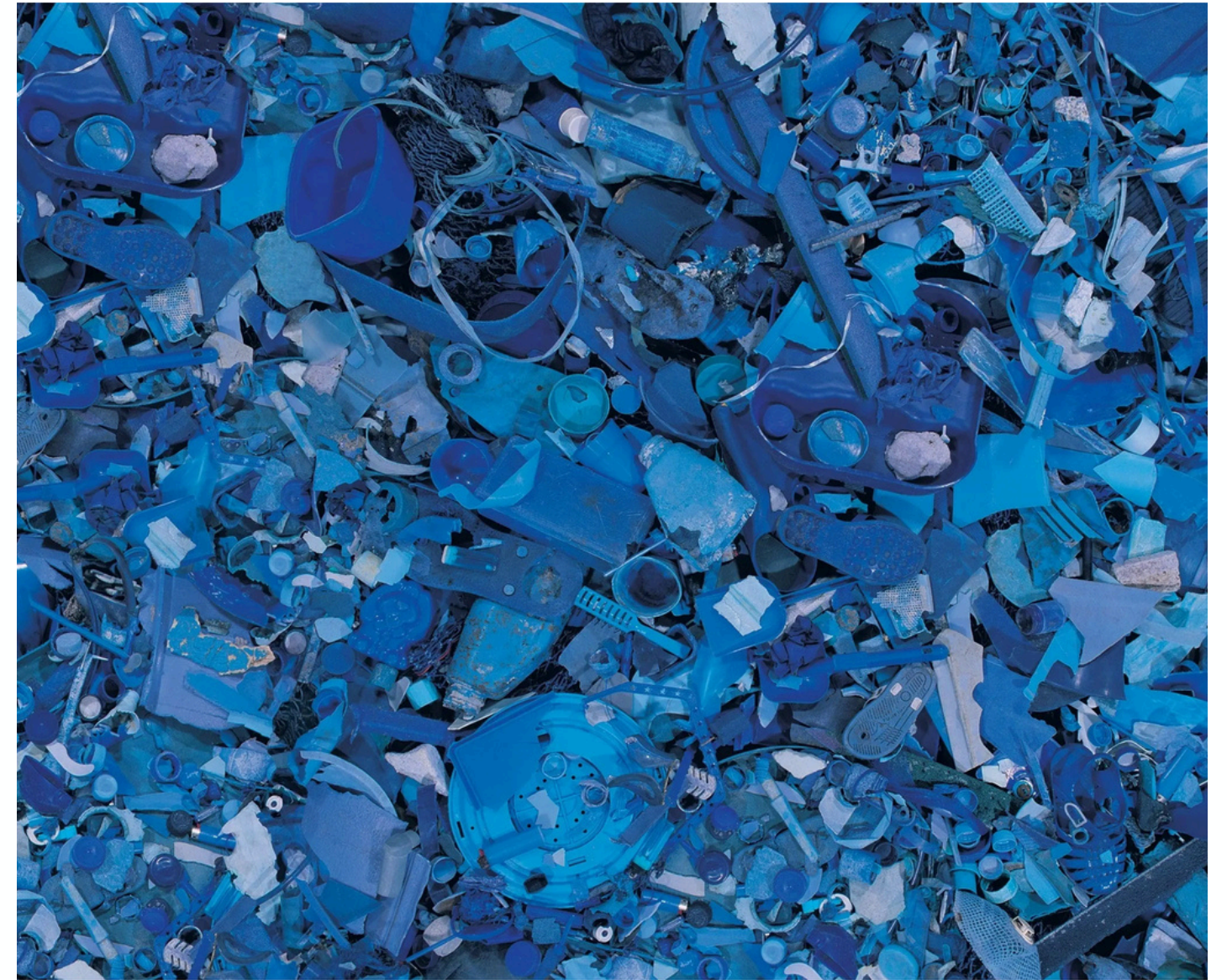
Participating is straightforward through InfinArt.org's user-friendly platform, which includes helpful video tutorials. Here's how you can get involved:

- 1. Choose a Category:** Select an open-call category from G1 to G8.
- 2. Upload Your Artwork:** Upload your artwork in supported formats such as JPEG, PNG, MP4, etc., by following the easy-to-follow instructions.
- 3. Transform into an NFT:** Once your submission is approved, it can be converted into a unique digital asset using secure, carbon-neutral blockchain technology and the InterPlanetary File System (IPFS). Each participant has the opportunity to create an NFT - a unique digital asset that can be used as a profile picture (PFP), traded on marketplaces, or cherished as part of their artistic journey.

Partnership Opportunities

InfinArt's Blue Tile Initiative invites partnerships from organisations aligned with its mission.

Together, let us redefine how art, technology, and community action can create lasting impact on our planet! The Blue Tile Art Initiative is more than just an art project - it is a movement for change that transforms creativity into positive action for future generations.



The Great Pacific Garbage Patch GPGP Environmental Art Project

[BlueTileInitiative.Art](https://www.BlueTileInitiative.Art)

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