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### Artist Statement

In both my hometowns, Hong Kong and Chicago, the government charge consumers around seven cents US dollars for plastic bags. The behavior of shoppers in both cities have altered since the policies were being implemented. I have noticed how people would bring their own reusable totes and bags, and would think twice before asking for a plastic bag if they need to do so. I believe that by introducing a bag tax in NYC, the overconsumption of plastic bags could be reduced. After more research, I figured that the New York State budget bill has recently passed to ban plastic shopping bags beginning from next March. Shoppers will be charged for each plastic bags if they do not bring their own bags.

In order to minimize the negative impact of plastic bags towards the environment, however, we would have to seek an alternative to fully replace plastic bags gradually. I came up with the idea of promoting the bag tax policy and use of biodegradable bags simultaneously.



Above are three designs I came up with for biodegradable shopping bags. Ideally, these bags would be used in grocery stores to replace single-use plastic bags in between now and the time the bag tax would be fully implemented. I attempt to directly inform and warn the public about the negative environmental impact single-use plastic bags have to the environment as they use bags provided by the stores instead of reusable bags, thus encourage them to switch to biodegradable bags even if they forget to bring their own bags. On the bags I added slogans that I have created myself that catch the attention of shoppers. Below them would be statistics regarding the harm brought by plastic bags and information about the bag tax policy. I chose red as the color for the text as it is a color commonly used for warnings and to catch attention, making the communication of this message more effective.

After the critique in class, I decided to expand my idea by adding a campaign that verifies merchants (i.e. grocery stores) that participate in the biodegradable bags campaign above. I created a logo that works as a sticker for stores to stick on their doors to inform customers of their participation in eco-friendly campaigns. This encourages customers who are already concerned of environmental issues to shop from stores with this Green Retailer label.

