

Pure Diffusion (from *Stereoscope on Society*)
2015 --
project (social/urban intervention [prototype])
intervention location: Paris

Pure Diffusion is an urban intervention as an antidote for “bad atmosphere” - polluted air and bad mood - in Paris that I suggested and exercised, comparing with the situation in Stockholm. The air-purifying plants and the network of Parisian inhabitants develop and distribute cleaner air and happier mood.

SITUATION: Air Pollution / In Bad Mood Publicly

One day I realised that the city appeared hazy while I was biking in Paris. My nose feels irritated each time I arrive to Paris from elsewhere. I also noticed that there are so many people who is complaining, expressing their negative emotions on the street.

REFLECTION: Purifying the Air with Plants?

I imagine I am breathing bad air, which would effect to my health. Some plants can purify the air, filtering the pollutants and toxins. Some of them are actually causing headaches and irritations. A single plant might not do a lot, but what if everybody in town takes care of these air-purifying plants? The plants may not only improve the air quality but also our life quality.

REACTION: Diffuse Multiplied Plants as a Gift

I bought the plants that purify the air at a gardening shop in August 2015. I have taken care of these plants and propagated an Ivy and a Spiderplants through time, by cutting vines and tubers and placing them in water. I had joy to greet them every morning while giving water and spraying mist. Over 8 months, the plants grew and 2 mother plants brought over 80 baby plants through propagation.

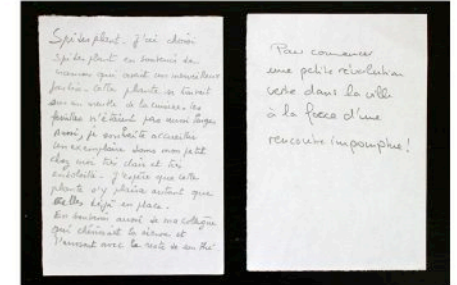
At a window gallery in Paris, I presented the project with the plants, and at its closing, I distributed the plants to the public – may somebody who works in a place that have more toxins, looks nervous or angry, wants to have a company, or wants to propagate and spread the baby plants to more people.

PUBLIC RESPONSE: Reactive, Pleased, Lingering

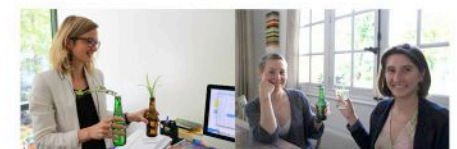
Through the presentation period, many audiences and passers-by asked me questions both on conceptual and physical aspects of the project. They also told me their opinion and stories on societies and plants. The public looked pleased to receive the plants, and some sent me a report with the photos how the plant had grown.

About the series *Stereoscope on Society*

It is a series of urban/social interventions I have been developing since 2013. Like in a stereoscope, I observe Paris society with the eye of a stranger and also of an inhabitant. In this project, I pick some situations in Paris (e.g. lack of green, employment problem, bad air) and suggest an antidote with my small interventions as a prototype. The project is partly based on the collaborative research with Paris-based architect group *Septembre*, supported by French Institute and Swedish Institute.



(left page, upper right) May 2016, the mothers and baby plants of Ivy and Spider Plant were presented and propagated at the project presentation at Indice 50 in Paris (left page, centre) Sep 2015, the first propagation of the plants a month after their purchase; Apr 2016, eight months afterwards, the enormous growth of the plants over autumn and winter (right page, from top to bottom) Jun 2016, the public who adopted an air-purifying plant after a mini-workshop that tells the concept of the intervention and how to take care and propagate the plant; plant adopters inside the display window; the notes the public left upon adopting a plant; Jun-Jul 2016, the plants are also getting delivered to people and institutions relevant to the intervention, such as French Institute and Swedish Institute in Paris.



パリ大気汚染、過去10年の冬季で最悪に

A F P = 時事 12/8(木) 5:20配信



【AFP=時事】フランス・パリ (Paris) は7日、冬季に発生したのものとしては過去10年で最悪の大気汚染に見舞われた。市内では大気浄化策として、公共交通機関の運賃が無料となった他、自動車の交通量を半減させる規制が敷かれた。

スモッグに包まれたパリのエッフェル塔 (2016年12月5日撮影)。(翻訳編集) AFPBB News

【写真8枚】スモッグに包まれたパリ

パリの大気監視機関「エールパリフ (Airparif)」によると、気温の低下に加え、ほぼ無風の気候によって排ガスやまきの煙といった汚染物質が市街にとどまっていることが、汚染悪化の要因となっている。

大気中の粒子状物質「PM10」の濃度はパリの基準では劣悪なレベルに達しているが、中国・北京 (Beijing) と比べると60%、世界の首都で最悪の大気汚染に悩まされるインド・ニューデリー (New Delhi) と比べるとごく低い水準にすぎない。

パリ市当局は6日から、ナンバープレートの末尾の数字が奇数と偶数の車を交互に走行禁止とする交通規制を開始。規制は8日も続き、午前5時30分から深夜0時まで偶数の車だけに走行が認められる。

通勤での車の使用自粛を促すため、市内の公共交通機関は6日から2日間連続で無料となり、学校の児童・生徒らは屋外での運動が中止となった。

【翻訳編集】 AFPBB News

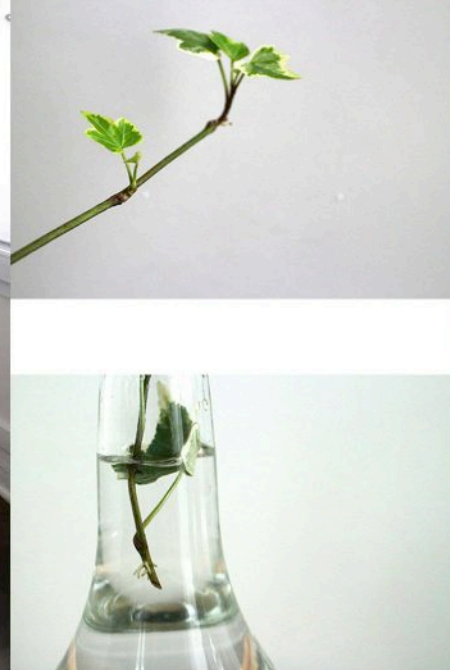
Yahoo news in Japan reporting the air pollution in Paris comparing to that of Beijing and New Delhi, and a ban of driving cars and free public transportation arranged by City of Paris.



NASA's study in 1989, around the effect of interior plants against air pollution. I used it to choose the plants according to the list of plants that can reduce certain toxins and pollutants to purify air in the domestic space.



24 September 2015: First propagation - I cut some vines of Ivy, separated the tubers of Spider Plant, and put them in water.



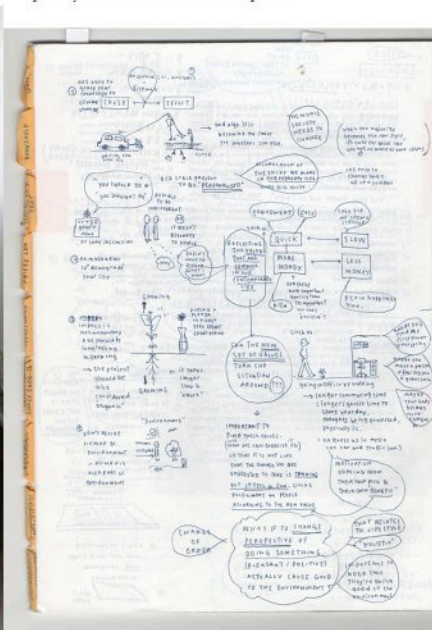
Here an Ivy growing its new baby leaves and roots. Having the plant in water in a clear bottle without soil, we can observe and cherish every step of its growth, and easier for those who cannot give water often.



Many baby Spider Plants growing on a tuber.



23 April 2016: Again a month away and watered only once, and all in good form and grew a lot. The picture shows the state right before they moved to Indice 50 for the project presentation.



Together with references my notebook pages where one can trace my thoughts behind the project were presented behind the window at Indice 50, together with the plants.



8 May 2016: New propagation was made the baby plants now placed in the bottles left from the opening at Indice 50. // 27 May 2016: An audience's suggestion received, to exchange plants. *Tradescantia zebrina* joined.



2 June 2016: The distribution of the plants was made after informing the project concept, giving the instruction how to take care and propagate, and wishing the public happy adoption.



After June 2016: Since the closing of the exhibition, I have received emails from some people who adopted the plant with a photo to show how the distributed plant and its offsprings live in their apartment in Paris.