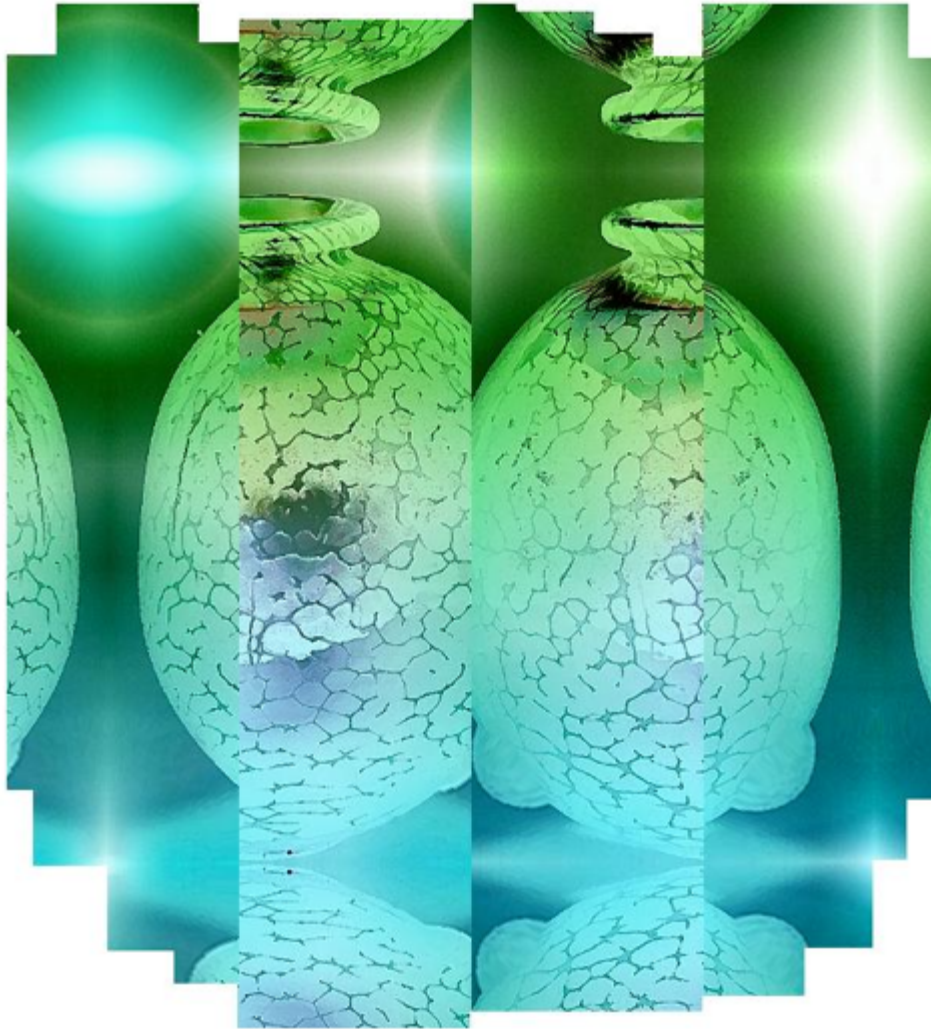


EMBRACED BY GREEN:

Some Thoughts about Greenwashing



Noel: Isn't this an example of greenwashing?

Tara: (raising her eyebrows) What's that?

Gwen: Making something seem ecologically sound, when actually it isn't – big companies do it all the time.

Noel: (shaking his head) Huh? All I see are digital pixels.

Gwen: Precisely. Why pretend that it has anything to do with ecology?

Tara: Who's pretending?

- T Newfields

Beg.: 2000 Nagoya * Fin.: 2018 Yokohama

