

Feiro Marine Life Center Art Integration Strategy

Arts and culture are essential to our community. Art helps us see our world in new ways. It can raise awareness, influence our daily norms, and inspire us to act. At the new center, art is used to help accomplish learning outcomes in alignment with our Education Strategic Plan, including advocating for environmental protection and social responsibility.

Working with local artists is also a way to invest in the diversity and creativity of communities on the Olympic Peninsula. We prioritize collaborating with artists living on the Olympic Peninsula, or who have direct experience with the species, ecosystems, environmental challenges, or human communities that are represented in the center. We use art made by human artists only. No Generative AI.

When creating marketing, advertising, retail products, signage, and other elements of day-to-day operation of the facility, we prioritize locally-made art.

As part of our conservation practices, artists whose work is commissioned or incorporated into the center will provide statements that demonstrate their use of environmentally responsible materials, as well as a life cycle assessment of how the art piece can be reused or locally recycled as applicable.

Primary Messages:

- Water connects us to our home (*or this place*), to each other, and to our future.
- We spark excitement for learning about the marine world.
- We partner on world-class research that helps scientists understand one of the most abundant areas of wild coast in the nation.
- We stand alongside other community members and organizations as an integral part of a proud and renewed Olympic Peninsula.