


Human Hands; Ocean Tears.



If current trends continue, by 2050 there will be more plastic than fish in the ocean.

Report by the Ellen MacArthur Foundation, in
collaboration with the World Economic Forum



According to the Ellen MacArthur Foundation's 2016 report, *The New Plastics Economy*, the amount of plastic waste that enters the ocean will rise from 11 million tons in 2016 to almost 30 million tons per year by 2040. This is specifically referring to the weight of plastic pollution that accumulates in water bodies due to human activity, as opposed to the total weight of fish. This raises the question: Can we afford to keep going in this direction? Or is it this generation that starts the process of restoration?

From You, From Me.



Design Theme

In this piece, a minimalist design approach was deliberately embraced to communicate the urgent message of environmental degradation with clarity and impact. The sparse use of key elements is intentional to evoke a sense of emptiness that could define our oceans if restoration is neglected.



Colours Used

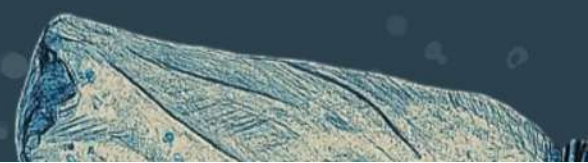
Deep Ocean Blue: Symbolizes the depth and beauty of the sea, as well as the seriousness of marine pollution.

Muted Gray-Blue: Represents polluted waters and the fading line between healthy ecosystems and waste.

Earth Brown: Used for the human hand, grounding the design in human responsibility.

White & Pale Blue: Provides contrast and minimalism, creating space for reflection.

Plastic Blue & Transparent White: Used in the bottles and fish, referencing both plastic material and marine life fragility.



Elements Used



The Dawn Project Competition 2025
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