

**[ob]session**



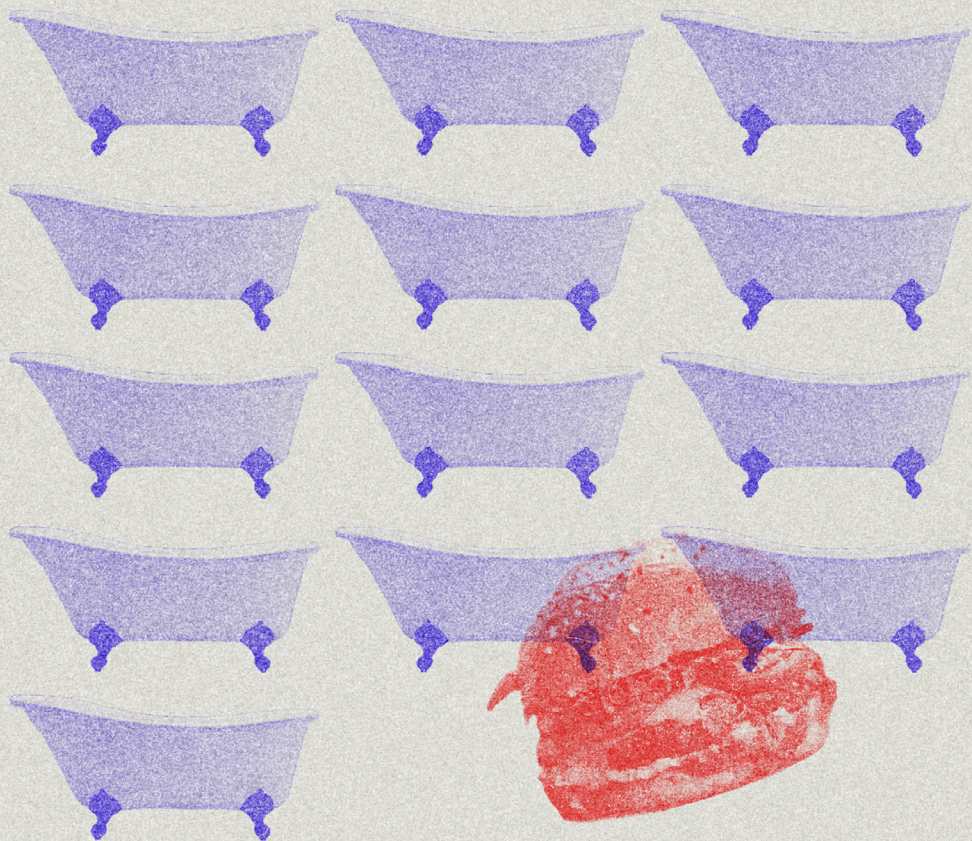


## THE HIDDEN WATER FOOTPRINT

OF A PRODUCT IS DEFINED AS THE TOTAL VOLUME OF FRESH WATER THAT IS USED DIRECTLY OR INDIRECTLY TO PRODUCE THE PRODUCT. THE WATER FOOTPRINT OF BEEF IS DOMINATED BY ANIMAL FEED, ACCOUNTING FOR 99% OF THE TOTAL.

1 BATHTUB = 150 lt







THE HIDDEN WATER FOOTPRINT OF A BEEF BURGER IS  
13 BATHTUBS OF WATER.

[\*]



HALF OF THE WORLD'S HABITABLE  
LAND IS USED FOR AGRICULTURE,  
WITH MOST OF THIS USED TO RAISE  
LIVESTOCK FOR DAIRY AND MEAT.

[\*\*\*]



○ You:

a completely dried large river without any water, surface cracked, thousands of burgers filled the dried surface lined up perfectly in an equal amount of space between them









THE HIDDEN WATER FOOTPRINT OF A BEEF STEAK IS  
17 BATHTUB'S OF WATER.

[\*]



THE EXPANSION OF LAND FOR  
AGRICULTURE IS THE LEADING  
DRIVER OF DEFORESTATION AND  
BIODIVERSITY LOSS.

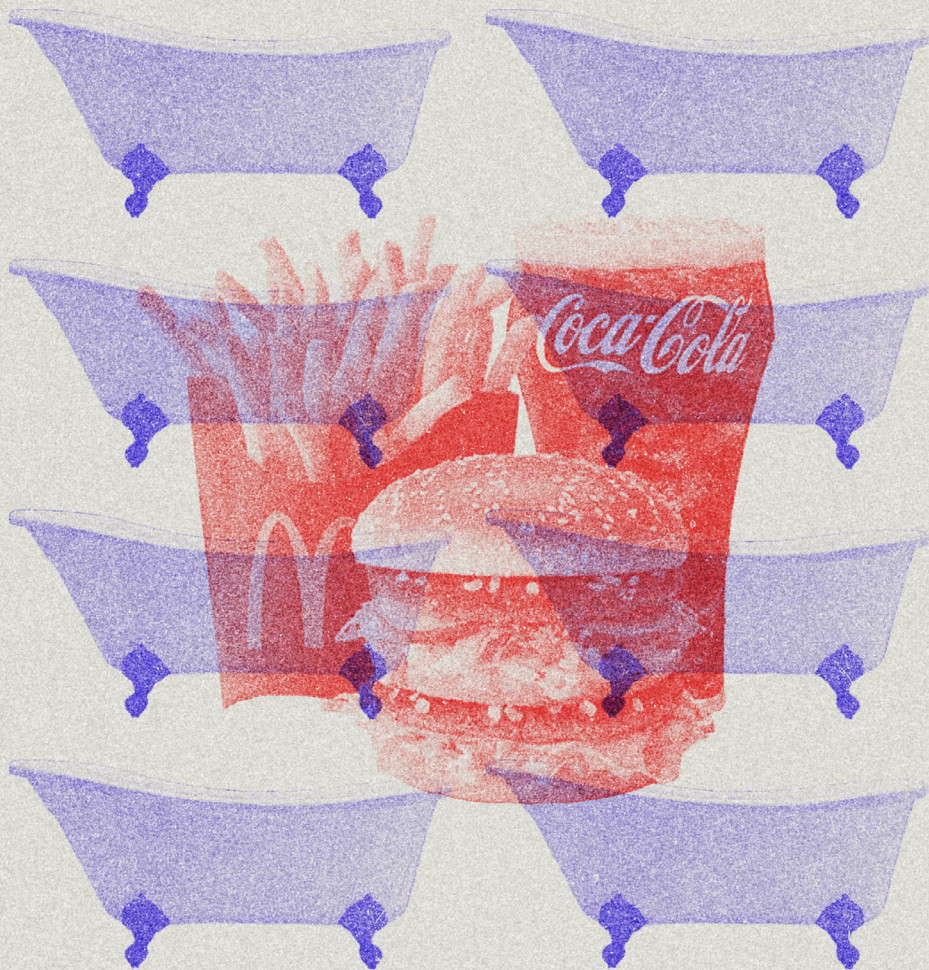
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- You:
- Create a surreal image of a steak with a waterfall flowing into a sea below. Show the steak as perfectly cooked, with the waterfall seamlessly emerging from throughout bottom surface.







THE HIDDEN WATER FOOTPRINT OF A BIG MAC MENU IS  
8 BATHTUBS OF WATER.

[\*]



**[po]session**

**[ob]session**





○ You:  
hundreds of overweight people  
are waiting in front of a small  
mcdonalds shop, digital  
illustration







THE HIDDEN WATER FOOTPRINT OF 3 TOMATOES IS  
1 BATHTUB OF WATER.

[\*]



THE AMOUNT OF LAND REQUIRED TO  
PRODUCE 9000 KG OF TOMATOES IS  
EQUIVALENT TO THE LAND NEEDED  
TO PRODUCE ONE STEAK.

[\*]



- You:  
create an image of thousands of  
tomatoes stacked on top of each other  
at the top there is one steak





# 800m

# trees

MORE THAN 800 MILLION TREES HAVE  
BEEN DESTROYED IN THE AMAZON  
RAINFOREST IN JUST SIX YEARS TO FEED  
THE WORLD'S APPETITE FOR BEEF.

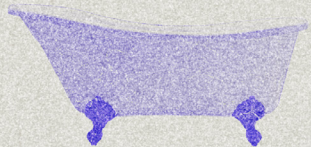
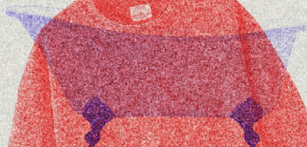
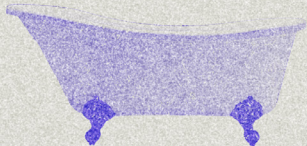
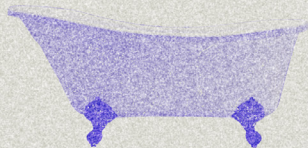
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○ You:  
burning amazonian forest, a very dark environment







THE HIDDEN WATER FOOTPRINT OF A TSHIRT IS  
16 BATHTUBS OF WATER.

[\*]



A SINGLE LAUNDRY LOAD OF POLYESTER CLOTHES CAN  
DISCHARGE 700,000 MICROPLASTIC FIBRES  
THAT CAN END UP IN THE FOOD CHAIN.

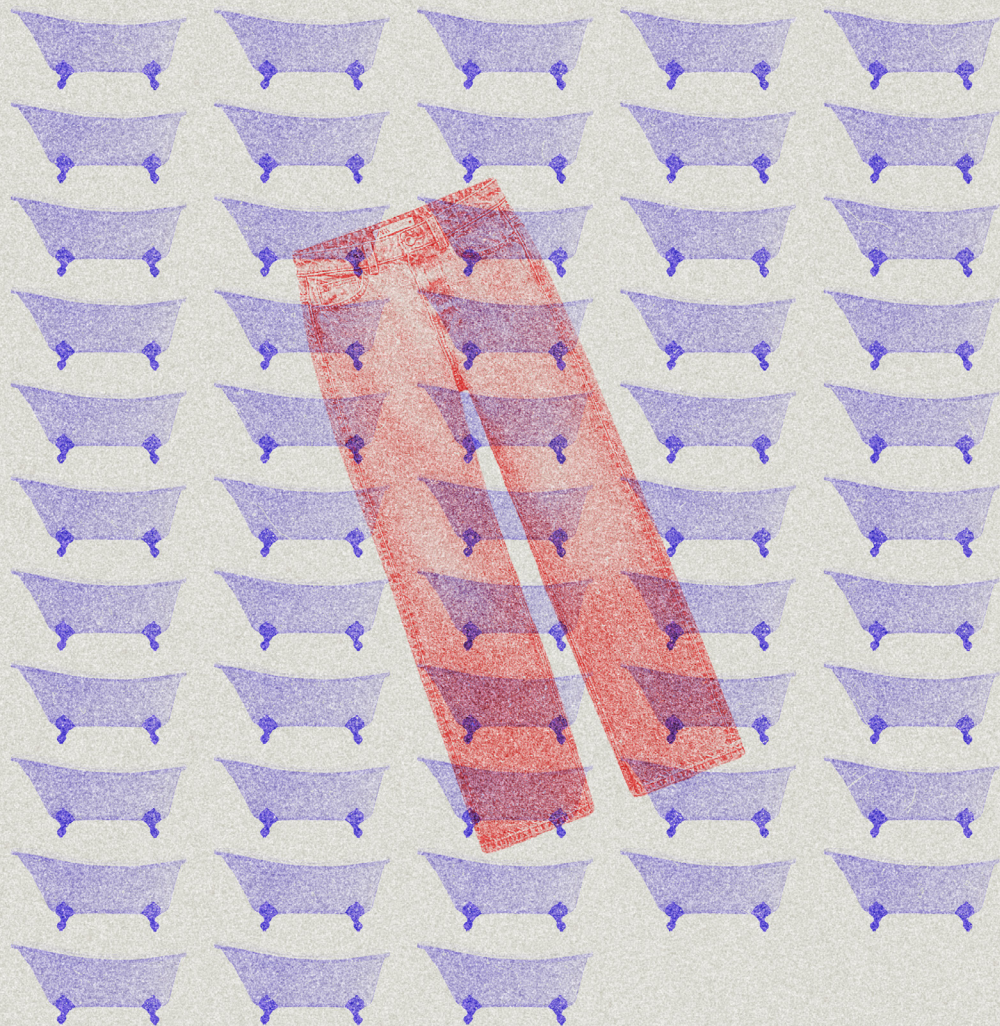
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○ You:  
an endless sea with  
thousands of tshirts floating  
on the water.







THE HIDDEN WATER FOOTPRINT OF A PAIR OF JEANS IS  
53 BATHTUBS OF WATER.

[\*]



TEXTILE PRODUCTION IS ESTIMATED TO BE RESPONSIBLE FOR ABOUT  
20% OF GLOBAL CLEAN WATER POLLUTION FROM DYEING AND  
FINISHING PRODUCTS.

[\*\*]





○ You:  
a jeans waterfall







THE HIDDEN WATER FOOTPRINT OF A PAIR OF LEATHER SHOES IS  
91 BATHTUBS OF WATER.

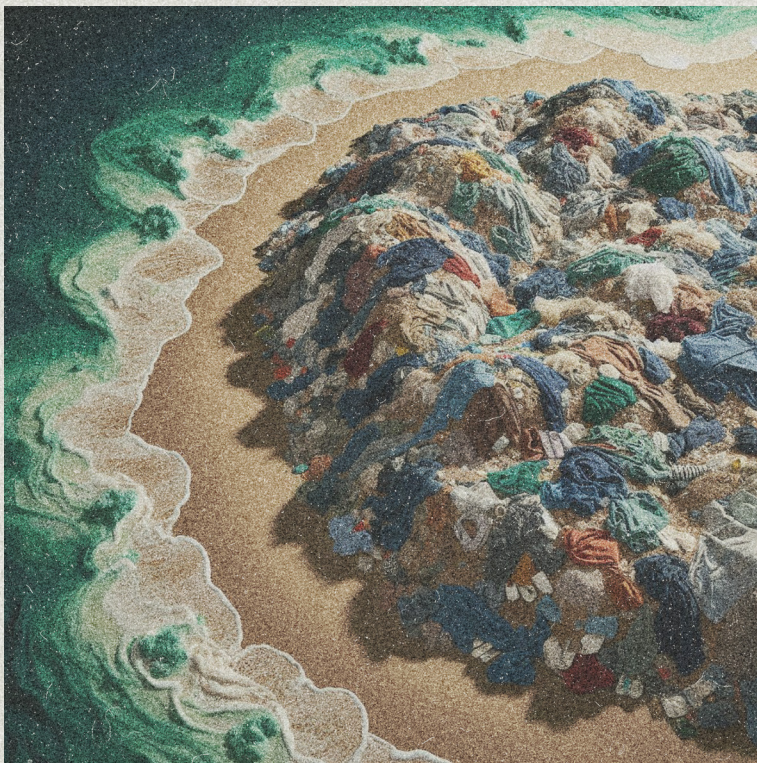
[\*]



EVERY YEAR, 92 MILLION TONNES OF FASHION WASTE END UP IN  
LANDFILLS.

\*\*\*\*\*





○ You:

produce an image illustrating a beach landscape entirely covered in discarded clothing, forming a pile that resembles sand. the sea should appear murky and dirty, reflecting the consequences of pollution.



**fact check**



[\*] MEKONNEN, M.M. AND HOEKSTRA, A.Y. (2012) A GLOBAL ASSESSMENT OF THE WATER FOOTPRINT OF FARM ANIMAL PRODUCTS, ECOSYSTEMS, 15(3): 401-415.

[\*\*] //WWW.EUOPARL.EUROPA.EU/TOPICS/EN/ARTICLE/20201208ST093327/THE-IMPACT-OF-TEXTILE-PRODUCTION-AND-WASTE-ON-THE-ENVIRONMENT-INFOGRAPHICS

[\*\*\*] //OURWORLDINDATA.ORG/LAND-USE-DIETS  
//WWW.THEGUARDIAN.COM/ENVIRONMENT/2023/JUN/02/MORE-THAN-800M-AMAZON-TREES-FELLED-IN-SIX-YEARS-TO-MEET-BEEF-DEMAND

[\*\*\*\*] //EARTH.ORG/AMAZON-RAINFOREST-DEFORESTATION-FACTS/



**every small step**



**counts**



**[ob]session**



**for future**



