

PROVOCATIVE**nation**

PRESS RELEASE

For immediate release

February 16, 2010

Contact:

Tonianne Fleig, (917) 991-6191

tonianne@provocativenation.com

Mauro Clerici (917) 513-3132

mauro@provocativenation.com

***"Shifting Normal"* photo exhibition explores sustainability across the country**

NEW YORK, February 16, 2010. Who is green and why? In September 2009, Brooklyn photographers Mauro Clerici and Tonianne Fleig embarked on a road trip across the United States to find out.

While adapting their lifestyle to include more sustainable practices, Mauro and Tonianne realized that the “greening” of America wasn’t as honest a practice as they had assumed. They found themselves navigating a wild west of unregulated claims and misleading language by companies claiming to be green. The couple traveled the country to find a more truthful definition of what it means to be green.

Their only agenda: connect with individuals who are trying to make a difference — whether they’re off the grid, under the radar or up front and center. “The current sustainability movement is asking us to go on a lifestyle diet without cutting out any of the fat. We wanted to meet people who made deeper commitments to live sustainably,” says Tonianne.

Traveling with their own reusable provisions in a hybrid car, Clerici and Fleig logged about 11,000 miles over 56 days. Compared to a standard American mid-size car, their carbon oxide emission should have been close to 10,207 lbs CO₂. Instead, thanks to the hybrid engine, they were able to produce less than half of that: 4,695 lbs CO₂. They spoke with people in politics, farming, the food industry, construction, alternative energy and refuse recycling. They met with Daniel Wallach, the founder of

PROVOCATIVEⁿATION

Greensburg GreenTown; an organization that is rebuilding Greensburg, Kansas as a model of sustainability after an F5 tornado wiped out 95% of its infrastructure. In Houston they met with Randy Evans, the former executive chef at Brennan's of Houston who was about to open Haven, his first sustainable restaurant. In South Lake Tahoe, CA they visited a recycling facility to see how small changes to an existing program significantly increased their recycling success rate.

They documented their sustainable stories in a blog and in pictures. (<http://www.provocativenation.com/trip>).

“Everyone we spoke to had similar motivations and frustrations. They wanted to leave planet Earth in a healthy state for future generations but felt the country was not responding fast enough” says Clerici.

“Shifting Normal” is a visual narrative that tells the stories of a few of the individuals that impressed the travelers along their journey. Tonianne says, "They re-defined our understanding of what it means to live more sustainably and showed us that we need to shift our way of thinking if we truly want to adapt to a new normal."

An opening reception for “Shifting Normal” will open at the Pratt Manhattan Gallery on March 4, 144 W. 14th St., second floor from 6pm-9pm. Ko Seungyeon, a film composer, will play live. She will also provide an original sound installation to accompany the narrative.

About Provocative Nation :

Led by Mauro Clerici and Tonianne Fleig, Provocative Nation is an ongoing project that explores the evolving sustainability movement in America. Although Americans represent roughly 5 percent of the world's population, they generate 40 percent of its waste. Provocative Nation seeks to learn about the diverse entrepreneurial, creative and educational endeavors average Americans are pursuing in the spirit of sustainability— while also examining unsustainable institutional and behavioral norms. (<http://www.provocativenation.com>)

About Mauro Clerici and Tonianne Fleig:

Mauro Clerici works full-time at a marketing research company. He continued to work his corporate job from the road in addition to blogging and shooting for Provocative Nation. Tonianne Fleig worked as a print producer in the advertising industry for the past 10 years. She is currently focusing on photography, video, writing and fine art.