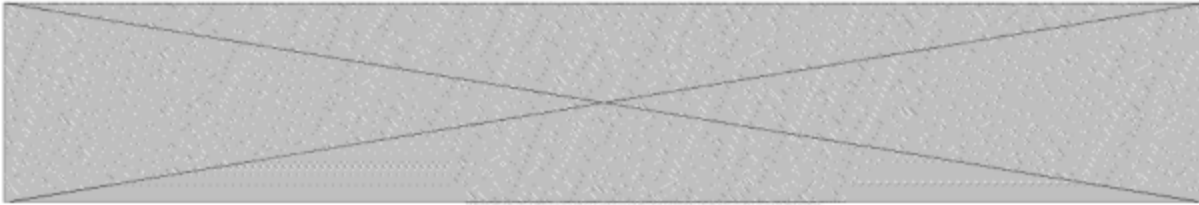


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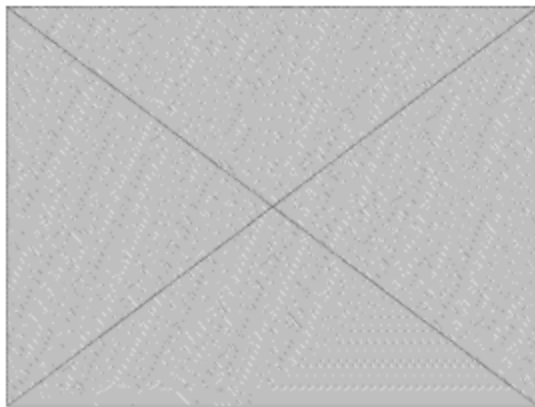
Title: Kickstarter Weekly Newsletter

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NOVEMBER 15, 2012

This week's projects want you to go play outside. Take advantage of the last weeks of autumn to build a forest in midair, market Mother Nature to the masses, and pedal the streets in comfort and style.



Urban Air - Los Angeles

by Stephen Glassman

.Art

.Los Angeles, CA

Forest above the freeway

Surrounded by concrete, bad drivers, and worse advertising, the Los Angeles commute feels like the ultimate environmental disconnect. Urban Air seeks to subvert that daily alienation — one billboard at a time. The idea is pretty simple: Take disused billboards, remove the commercial facade, and install a living, breathing cloud forest of bamboo. Time to reclaim the asphalt jungle and score one for the trees.

 [EXPLORE THIS PROJECT](#)



PROJECT WILD THING: A feature-length documentary
by David Bond & Ashley Jones

. Documentary
. London, United Kingdom

Nature's salesman

Filmmaker David Bond wants to know what happens when an entire generation grows up without going outside. In an era of proliferating screens, kids are spending less time in nature than ever before — and the consequences for our well-being could be profound. In a satiric twist, Bond enlists a team of marketing experts to help him sell Mother Nature back to our society in this cheeky doc.

 [EXPLORE THIS PROJECT](#)



Iva Jean: Bike Fashion for Women, Spring 2013
by Ann DeOtte

. Fashion
. Seattle, WA

Women on wheels

Ann DeOtte's designs solve a basic problem: Can you bike in comfort and dress with style? Her clever answer is Iva Jean, a line of functional clothing for women cyclists that works on and off your ride. From a skirt with an invisible zipper that frees up extra fabric while peddling to a reversible vest made from reflective

ripstop, Iva Jean is a
tribute to women on
two wheels.

 EXPLORE THIS
PROJECT