



The nine-metre tall towers each tell a story about a different aspect of the effects of humans on the environment | Photo source [Totemy.org](https://www.totemy.org)

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## INTERACTIVE PUBLIC SCULPTURES TELL CLIMATE CHANGE STORY

  ARCHITECTURE & DESIGN

### Six colourful Totemy towers turn environmental data into eye-catching visuals

**Spotted:** Artist and designer [Alicja Biała](#) used climate change statistics to shape and form six public sculptures. Titled [Totemy](#), the nine-metre tall towers each tell a story about a different aspect of the effects of humans on the environment.

One sculpture represents the volume of plastic produced worldwide in comparison to the amount that is recycled. Another tower compares the use of water in farming meat versus the amount used to produce vegetables. They stand in the public walkway beneath the Bałtyk tower in Poznań, Poland.

Biała worked with architect Iwo Borkowicz to produce the wooden structures and opened her workspace each weekend to host events to help share the story.

A QR code on each tower explains the data behind the visualisation, providing passersby with multiple layers of experience. The sculptures are a permanent installation.

11th July 2019

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## Takeaway:

Visuals provide important aspects of stories, whether in the arts, business or finance. Information inundates today's audiences, both passively and actively, so finding new ways to make data understandable is crucial in making a connection. The data sets chosen by Biała not only help make climate change more understandable, they also bring home to residents the vastness of the problem. Springwise recently spotted a proof-of-concept from a data visualisation engineer that [turned the classic receipt into an easy-to-read cost comparator](#). And a new VR studio [turns traditional datasets into immersive, 3D explorations](#).