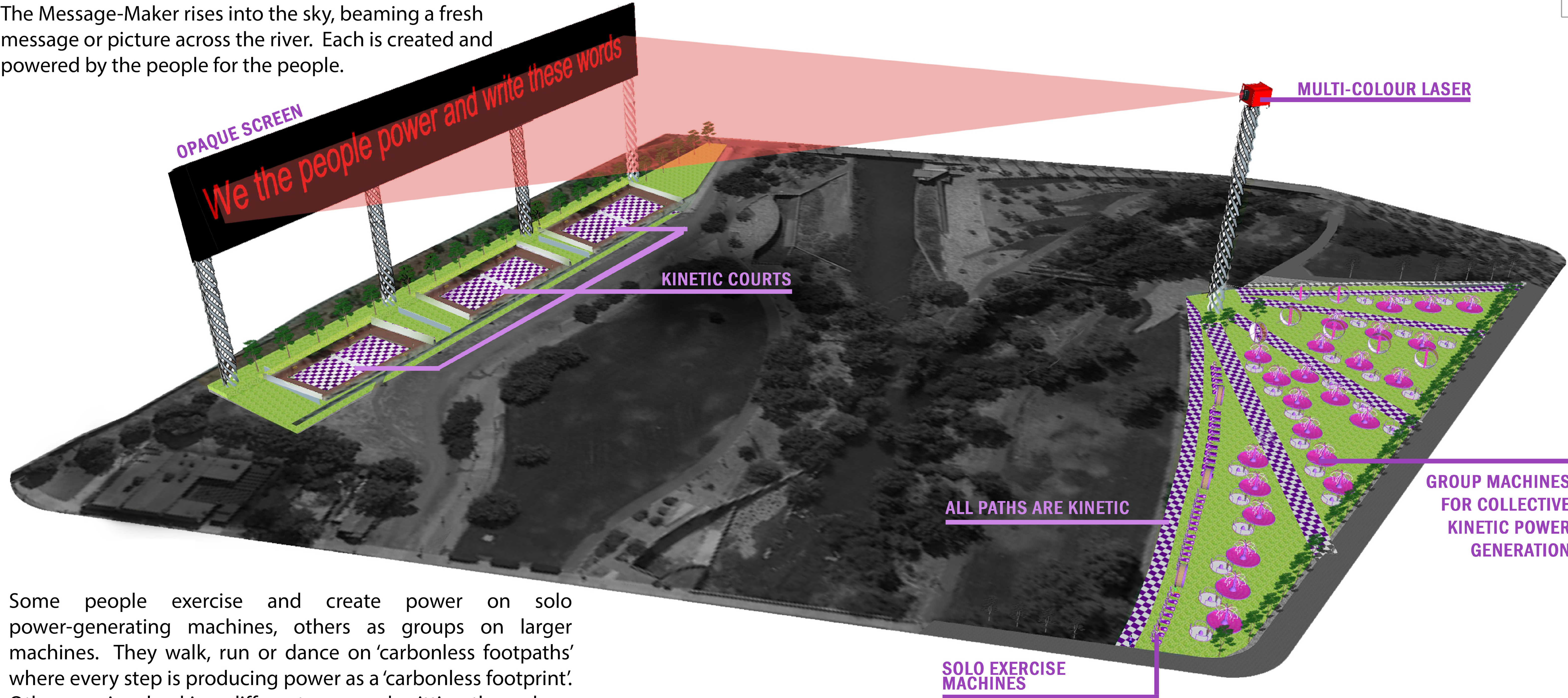


THE MESSAGE-MAKER

The Message-Maker rises into the sky, beaming a fresh message or picture across the river. Each is created and powered by the people for the people.



Some people exercise and create power on solo power-generating machines, others as groups on larger machines. They walk, run or dance on 'carbonless footpaths' where every step is producing power as a 'carbonless footprint'. Others are involved in a different way – submitting through an app messages that may be selected for broadcast.



ELEVATION

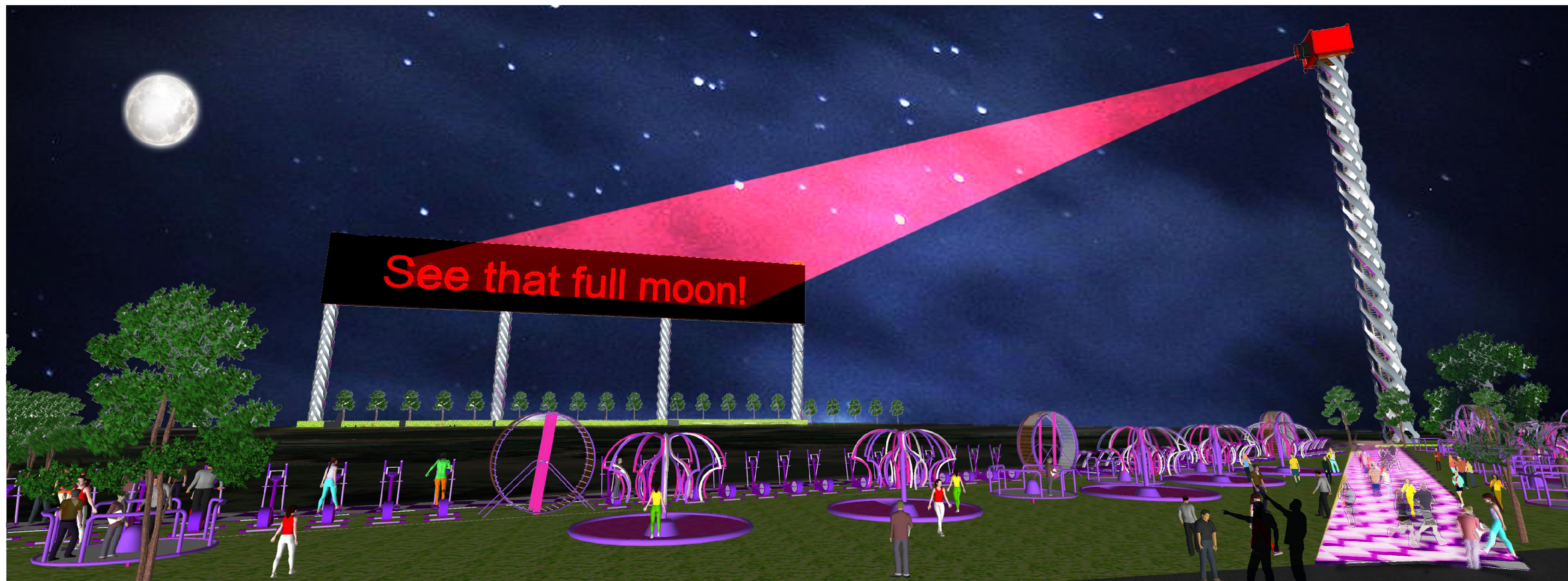
It's the people, not the structure, who are the landmark. They give it words and they give it fuel. They are its actors, its audience, its energy. They are its total equation – a people-powered, people-created, people-enjoyed text-image messaging experience.

The machine needs us more than we need it. It depends on us to nourish it, for its physical and intellectual sustenance. We give it our words, we lend it our eyes, and we work to keep it alive. It becomes part of our lives, and we take care of it so others can enjoy its messages.



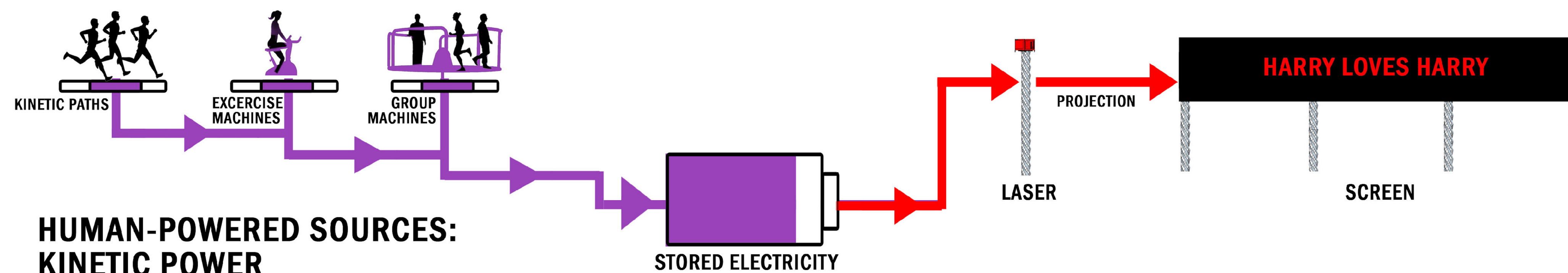
DAYTIME VISIBLE

AN OUTDOOR GYM WATCHING CHANGING MESSAGES



NIGHT VIEW

EXERCISING TO MESSAGES AND VIEWING MESSAGES THAT APPEAR IN THE SKY



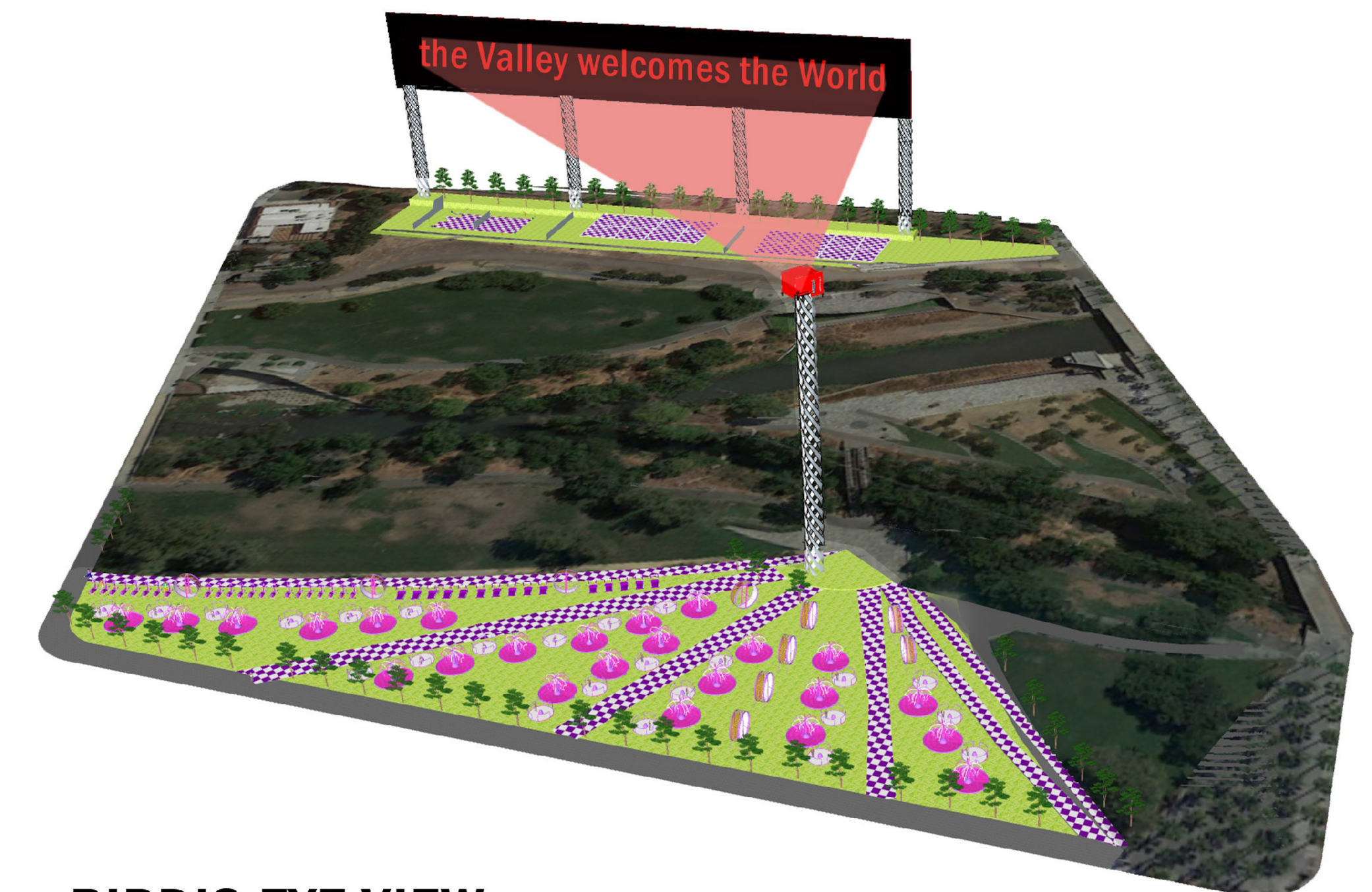
A day in the life of The Message-Maker

Sally is woken by her dog who wants a walk. That may sound normal, but they are going to power the world's first human-powered landmark of its kind, The Message Maker. She knows she's part of a self-sustaining symbolic activity, though perhaps Bonzo doesn't amidst his leaps and bounds along the 'carbonless footpaths'.

On the other side of the city, Enrico is woken by a friend's text: "My message goes up at 10am. Get out of bed and meet at the Front Row to see!"

Tom just got a notification from the app saying that The Message-Maker needs power. He had set the battery warning level at 10%. It's time to 'give power', and he needs some exercise anyway. As he heads over to the outdoor Eco-Gym, he resists the urge to run: he's going to keep all his energy for the machines. When he arrives, the message reads, "I NEED POWER". A few dozen others appear and they all join together to work on two giant wheels and watch as the gauge hits 11%.

It's lunchtime in Tokyo but nightfall in Silicon Valley. Hiroshi is only twelve but already a global citizen. He discovered The Message-Maker online a few months back – he's never been there, never done it, but he's definitely got the t-shirt! Had his messages broadcasted three times, all without burning any fossil fuels. He feels like a citizen of Silicon Valley – and he is!



BIRD'S EYE VIEW