



HOT SPOTS

What comes after oil?



Sites
Munich
Dubai
Pittsburgh

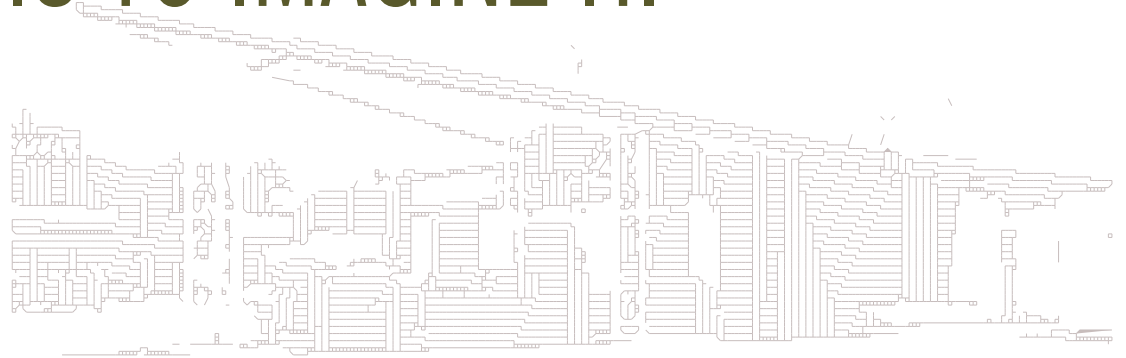
Principal Team
Karin Bergdolt
Elizabeth Monoian
Ann Rosenthal

HOT SPOTS has initiated an international student poster exchange amongst international college students. This exchange is an opportunity for students to participate in an international dialogue on the social, political, economic, and environmental ramifications of the impending 21st century transition from fossil fuels to more sustainable forms of clean energy.

The value of this project is to highlight the different thought processes that are born of the experiences and backgrounds of students from varying parts of the world. The platform from which these thoughts arise is unique to each place and situation despite the fact that the principles and facts that underly the discourse are the same (i.e. the inevitable end of oil).

The conversation that is the result of the exchange is made more valuable in that it allows complex developed visual ideas to be traded in a tangible way but at the speed of virtual communication. Posters will be simultaneously displayed in galleries and online in an ever expanding web of participation.

THE FIRST STEP IN CREATING A SUSTAINABLE FUTURE IS TO IMAGINE IT.



an international forum of students respond to the question

WHAT COMES AFTER OIL?

EDUCATIONAL PARTNERS

Elizabeth Monoian **DUBAI**

Dina Faour **DUBAI**

Yunsun Chung-Sin **DUBAI**

Tina Sleiman **DUBAI**

Ann Rosenthal **USA**

Shawn O'Mara **USA**

Wolfgang Gebhard **GERMANY**





WOLFGANG GEBHARD

PROFESSOR AND EDUCATIONAL PARTNER FOR HOT SPOTS

A possible answer:

After Oil? Sun! après le pétrole? Soleil!

Nach dem Öl? Sonne!

Solar power – almost endless,

CO2-emission zero ...

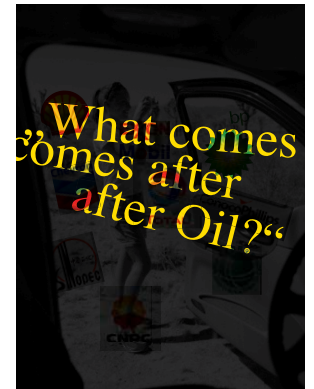
WOLFGANG GEBHARD

:VISUELLE KOMMUNIKATION

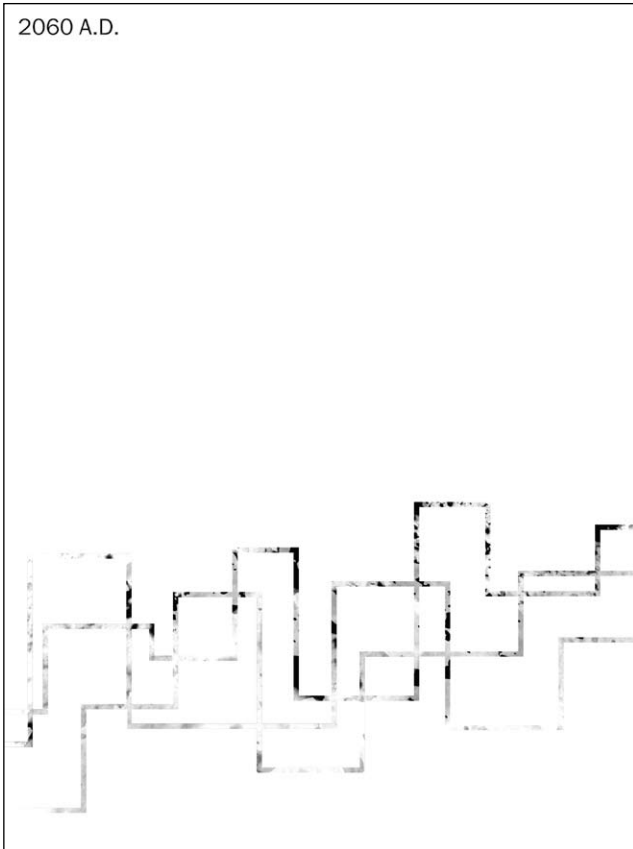
LEHRBEAUFTRAGTER

– BRANDING –

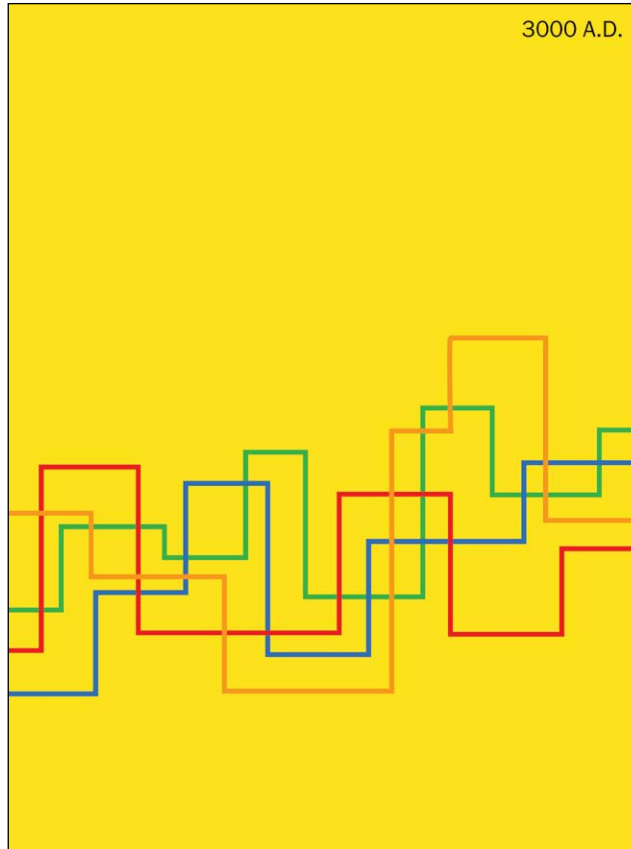
HOCHSCHULE MÜNCHEN



2060 A.D.



3000 A.D.



“WHAT COMES AFTER OIL?”

The answer to this question depends on your outlook towards the future, whether you're optimistic or pessimistic. In my posters I am being realistic. When we first run out of oil it is going to be chaotic because our main resource for energy has vanished. But later on we'll realize that this not the end of the world, instead we are given a chance to rebuild our globe and this time we are going to do it the right way.

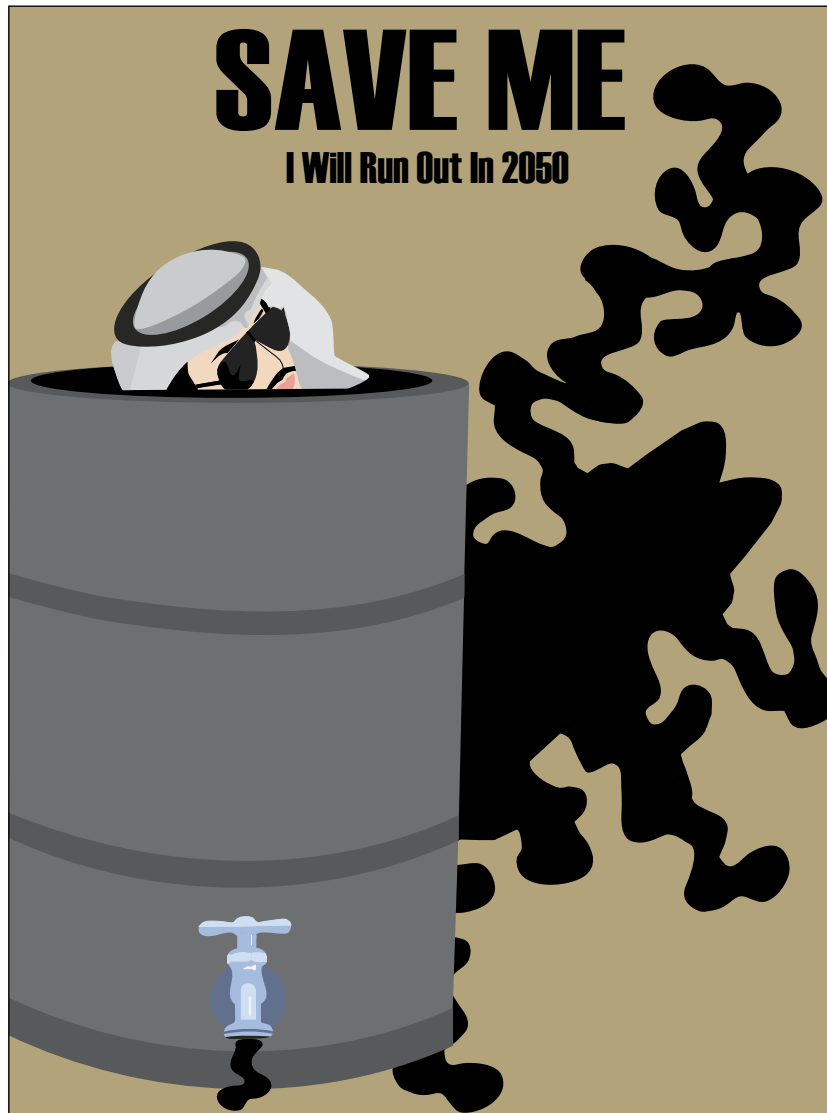
PATRICIA MASSIS, AMERICAN UNIVERSITY IN DUBAI



AFTER OIL there is a sustainable future, in which the next generation will not face the horrible crisis of untrue uses of the natural resources and technology. Today countries are undertaking and experimenting with alternatives energy resources for oil. This means that oil depletion could actually lead to the major solutions for today and future crisis.

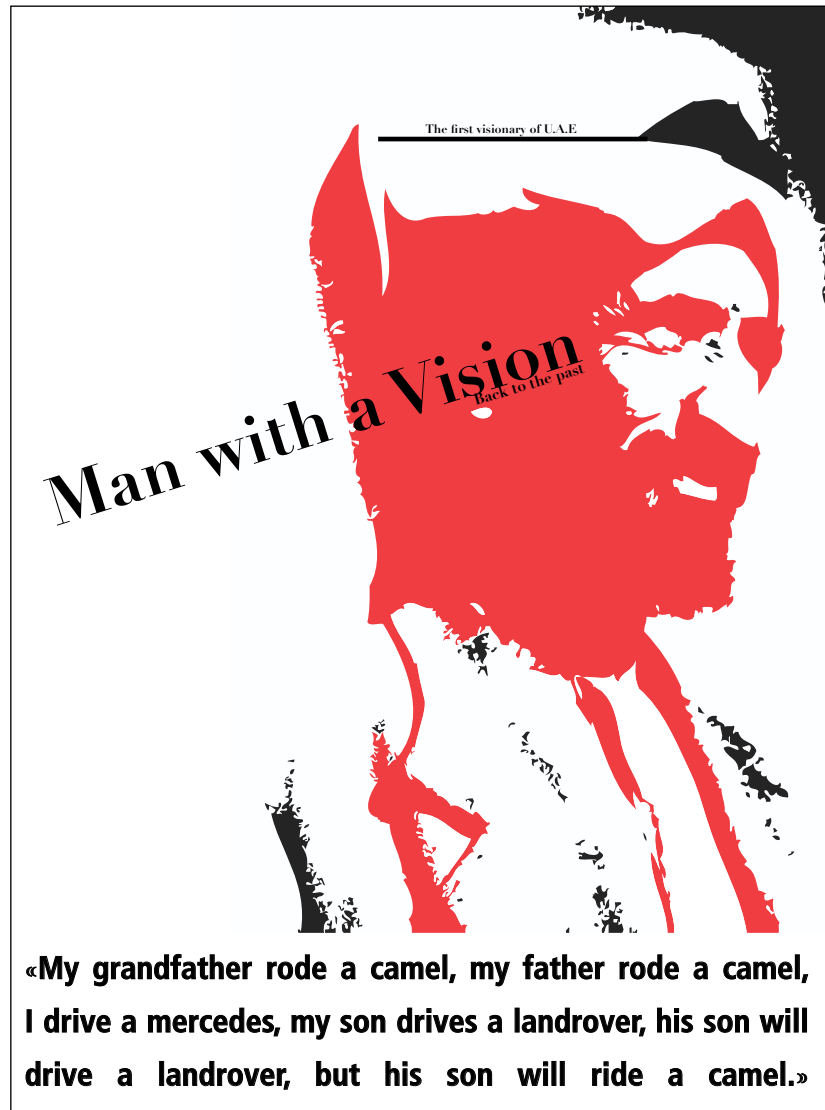
- In rainbow era red is the color of peace; as red as the blood of people who died in oil wars.
- Orange is the color of future economy where the economy will move from fossil fuel to hydrogen economy.
- Yellow is the color of clean energy, such as solar, wind, hydro energies' that will reduce the global warming.
- Green is the color of nature that I like to see; save the environment without pollution, without noise, and without traffic.
- Blue is the color of sky that I want to see; without climate changes, without acid rain.
- The purple in the rainbow era is the color of the social life where people and countries will be more independent, and the beginning of heritage revival.

AISHA KHALID BAQARIN, ZAYED UNIVERSITY, DUBAI



A world without oil is a world without electricity, heat, plastic, travel, power, cars and food etc. We need oil to survive living on this planet and without oil the world will change it's a crisis and people should be aware of this problem. Moreover, in my poster I want to aware people that oil will run out in 2050 and they should do something about it. In addition, in my design I illustrated an Arab man because oil is part of our identity and I wanted to include our identity in the poster. The drowning man is a metaphor and it shows us that oil needs help.

LATIFA AL AWADI, ZAYED UNIVERSITY, DUBAI



“My grandfather rode a camel, my father rode a camel, I drive a Mercedes, my son drives a land rover, his son will drive a land rover, but his son will ride a camel,” said his highness sheikh Rashid bin Saeed Al Maktoum, may peace be upon him.

Sheikh Rashid reflects his concern that Dubai’s oil will run out in a decade or two. He was the first visionary of modern U.A.E. During his rule Dubai grew from a small trading town into a major city.

ASMA AL SHAMSI, ZAYED UNIVERSITY, DUBAI



HOT SPOTS: REINVENT THE WHEEL

Bike Riding could be the answer to many of the world's problems. It is far less expensive than buying, fixing, and fueling an automobile. When riding a bike, one is promoting a cleaner, beautiful world. Bicycles do not release harmful gases in the atmosphere like cars do. Pollution in the air we breathe would soon be eliminated. Daily exercise, through bike riding, would provide humans with a chance to become healthier and disease free. Constant fresh air would be a dominant factor in a healthy lifestyle. This poster was designed to create awareness and suggest a solution to the problems associated with oil.

SARA COFFEY, ART INSTITUTE OF PITTSBURGH

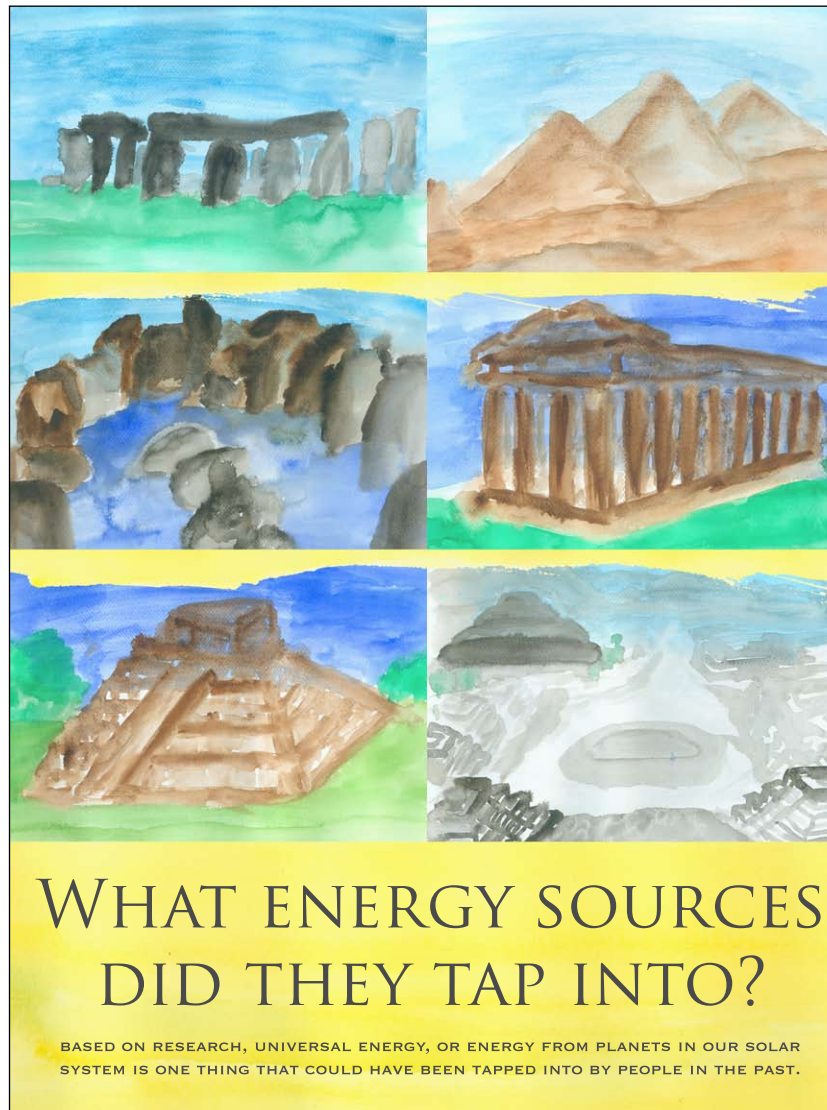


The theme of my poster is Islam. I chose it due to the emanate role of religion in the emirate culture. One of my posters describes what will happen when oil ends. It shows two sides of it, the culture side and the spiritual side. The 1st poster is about the end of the world and the consequences that oil did to our culture. The 2nd poster is about the prayer and whom we should reconnect spiritually with god. Religion and culture are closely connected. The images that I produced consist of a stylized approach to portray a young man praying, while showing the 3 positions of the spiritual. As Profit Mohamed (peace be up on him) said “ prayer is the pillory of Islam”. I tried to integrate some Islamic conception in the poster. In Islam reflect purity and calmness, which are also essential constituent of an ablution to prayer. Finally I chose a simple layout for the poster, because as we know, less is the more.

NOORA MOHAMMED AL JASSIM,
ZAYED UNIVERSITY, DUBAI

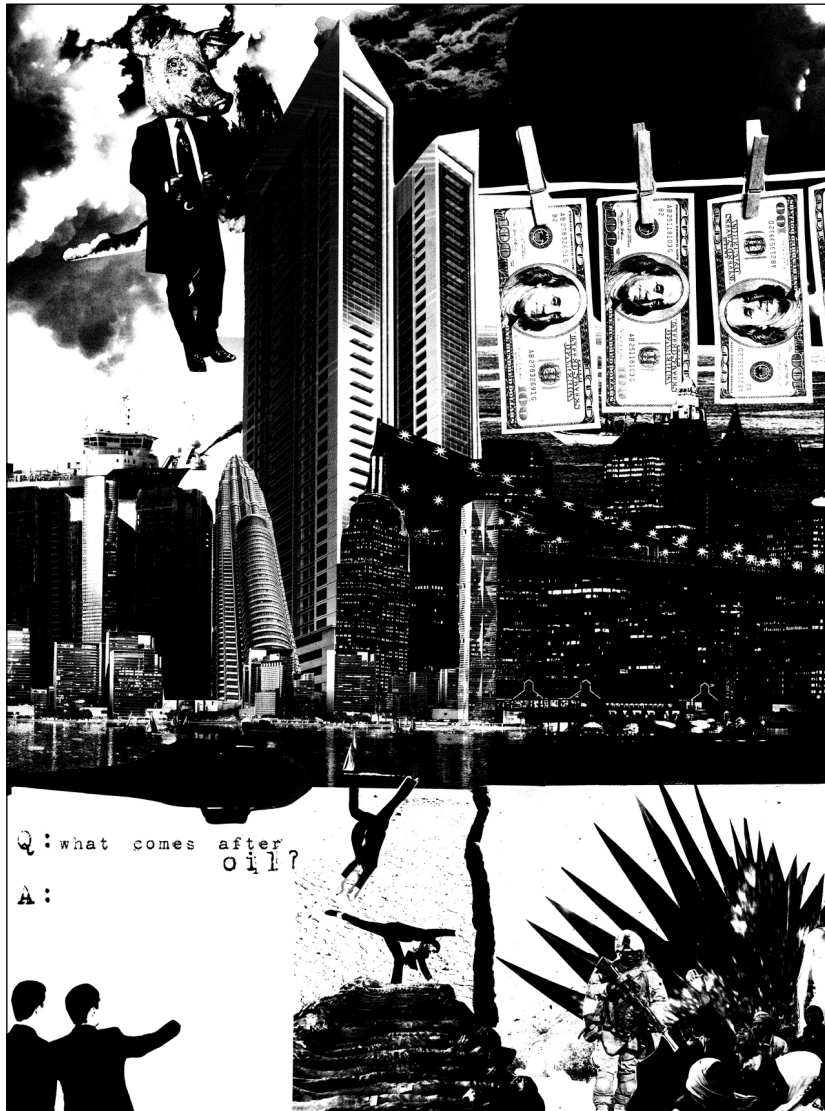


My first poster deals with the problem of using fossil fuels and highlights its disadvantages. It encourages people to stop using fossil fuels by shedding the light on the negative effects of fossil fuels on the environment. My second poster gives solutions to the energy crises and suggests some alternatives to be used instead of oil. So, it tells people to be ready for change for a better future. My third poster deals with result of using alternative clean sources of energy, which is a better world for us and for the future generations. In other words, it encourages people to go green by using clean sources of energy. I used road signs for my poster because oil nowadays is mostly used in vehicles and therefore, to grab people's attention and to make them aware of the bad effects of using fossil fuels.



What comes after oil? This question can have an endless amount of answers that can range from solutions to world problems, managing ourselves without oil, getting back to where we started as the human kind, complete chaos and destruction, or the fall of man. Predictions based on our little knowledge of the world and the universe around us. The question that I believe should be answered first is what came before oil? This is looking at the great wonders of the past, such as the pyramids and other structures that still leave us in awe, trying to comprehend how those people built such gigantic structures. They had done it without tapping into oil and using it as an energy source. They had used something much bigger than that. My poster is out there to get people thinking about what people of the past could have possibly done to accomplish constructing such monuments. What did they know that we do not? This means we have to get back to the basics by working with nature and what we have here on earth, then looking more closely at the universe we live in because it holds a lot more secrets than we think.

LAMA ODEH, AMERICAN UNIVERSITY IN DUBAI



"WAR IS PEACE

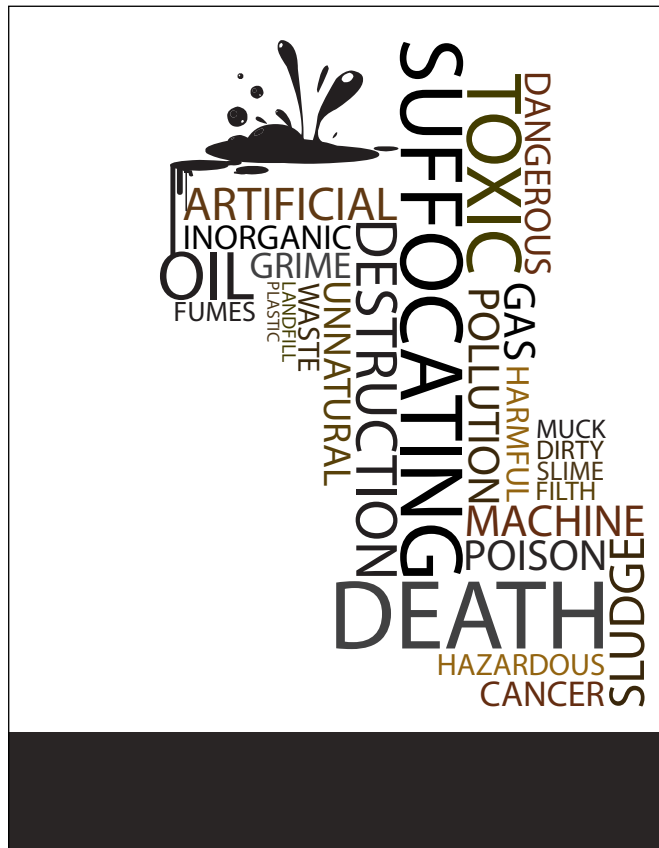
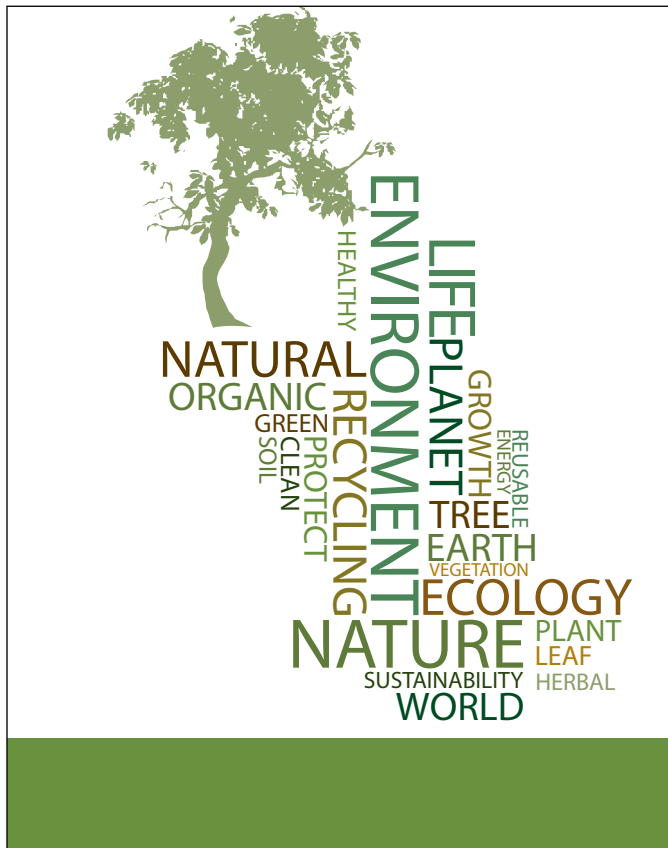
FREEDOM IS SLAVERY

IGNORANCE IS STRENGTH"

—GEORGE ORWELL, 1984.

HIS VISIONS OF A FEUDAL DYSTOPIA WERE 76
YEARS EARLY.

NORAH AWAD, AMERICAN UNIVERSITY IN DUBAI



HOW DO YOU FEEL NOW?

My poster is designed to have two parts. My first design presents positive environmental words, which are rearranged into an interesting type design that uses positive environment colors to resemble nature. Overall, the design is intended to give people a sense of goodness, and a feeling of calm. My second design presents negative environmental words, which are rearranged in a type design as well. The type design is colored with dark colors to resemble the darkness of oil. Overall, the design is intended to give people a feeling of disgust when reading the words. When a person reads the positive and negative environmental words, they will feel enlightened, and it will hopefully inspire them to choose environmentally safe ways to protect the Earth, and reduce their dependence on oil.

KELLY DIETRICK, ART INSTITUTE OF PITTSBURGH



TRIBAL SELF.

I believe that after oil has run out, we will be forced to really look at ourselves and reconsider who we are, making us go way back to a time before oil was even discovered. We are going to go back to what we were like before oil, back to our tribal instincts. We are going to depend on ourselves and rebuild those characteristics that made tribes so strong. Their main aim was to survive and protect each other as well as to respect their land, and all of these are traits that nowadays we are sadly lacking. Therefore, I have focused on two things, the beauty of belonging to a tribe and literally translating that by using the beautiful body art done by tribes such as the Maoris and Aztecs. Secondly, I have used the basics of an African tribal mask to create the 3D poster, however I have only used the eyes as a way to provoke the viewer and to emphasize on the whole concept of looking at ourselves and revaluating who we really are.

Tribes survived without oil, so why can't we?

SHAMSA HORAIZ, AMERICAN UNIVERSITY IN DUBAI

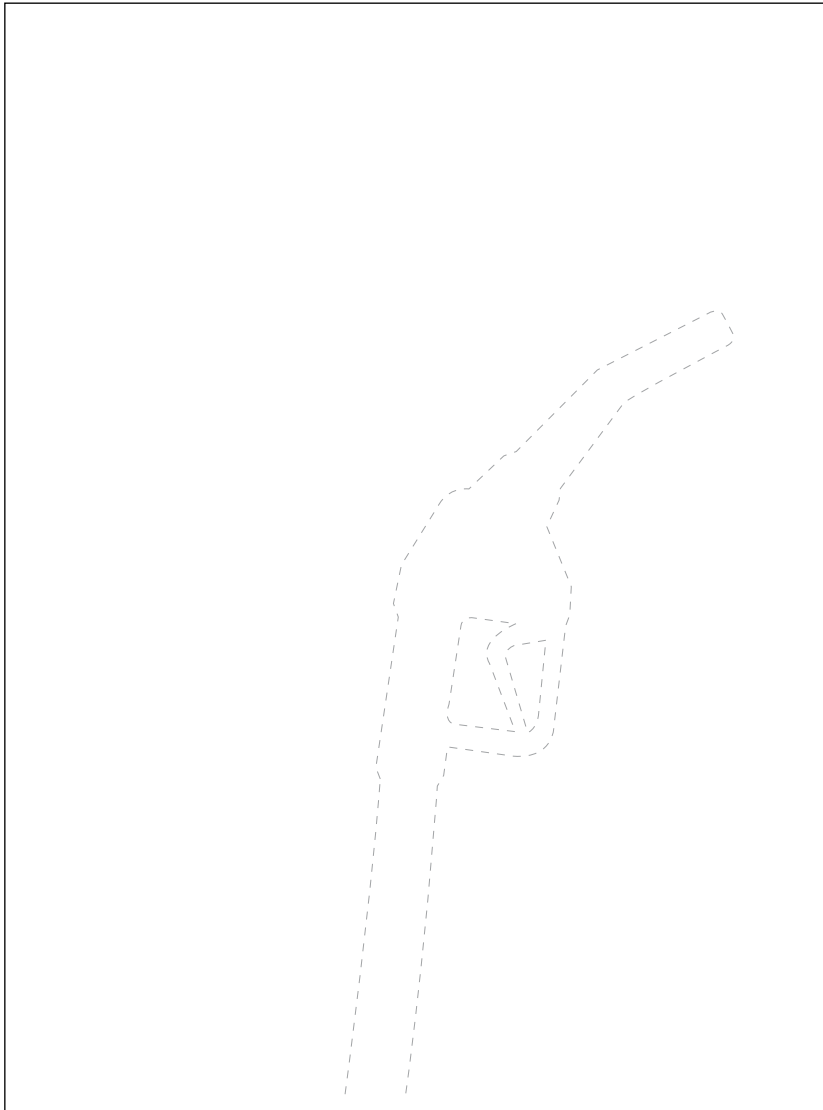
REBIRTH AND 3D (LINGERING WORDS)

What comes after oil? That is the chosen topic for our poster design class. Every single person has a different description or related meaning to “what comes after oil?”.

I sat down and brainstormed many words and what I realized is that what comes after oil can be positive and can be negative as well. Two posters that represent what comes after oil? One I have interpreted and made use of as firstly a graph that represents the timeline of oil, when it was discovered and finished. Another interpretation of my poster would be the words that I have used which are representations of the entire class on what comes after oil? I decided to put all the words together and show all side of what comes after oil to prepare the public as to what might happen. My 3D poster which is called Lingering Words is meant to be interactive and eye opening, the reason for the name, every single word that is in the pocket of that poster shall be remembered they are words that will Linger in your mind and shall be remembered as the words that represent what comes after oil.

NADWA ESFANDNIA, AMERICAN UNIVERSITY IN DUBAI





The idea behind this poster is to give the audience the option to cut or not to cut out the line. This idea makes the poster 3D and interactive. Once the audience cuts around the line, the pumper will fall down which means that the globe ran out of oil.

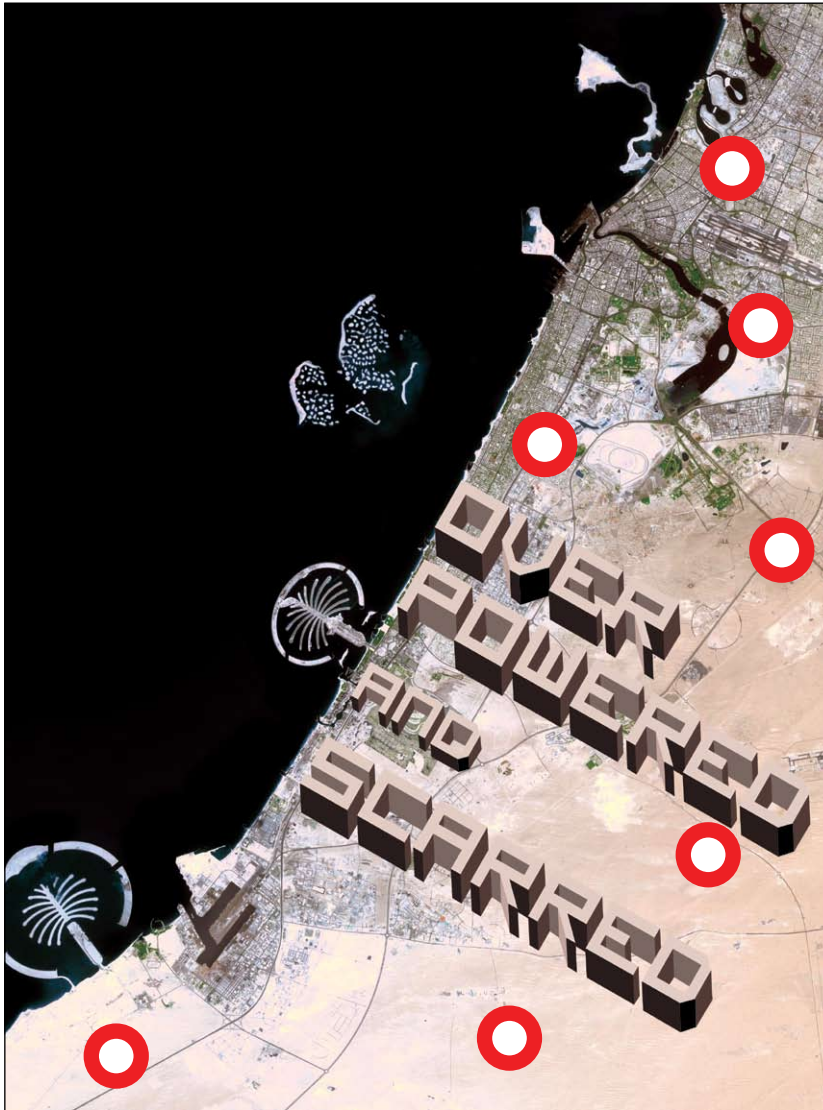
GHADA AL SAFADI, AMERICAN UNIVERSITY IN DUBAI



EVOLUTION OF THE GAS STATION

This poster depicts the hopeful evolution of the gas station—from the past into the future. These “photos” give us a glimpse of what we can become, but we have to make that choice. We can once again make our “local gas stations” into centers for communal involvement by reclaiming what was abandoned by the oil companies as centers for “green” learning, such as the use of alternative fuels and environmentally safe products. By instilling a sense of the future through repurposing a gas station with the help of a community creates not only a sense of pride, but also starts the process of being more environmentally minded. With small projects like these, we can make the global impact needed to head in a newer, greener direction.

JOSEPH ROSENHAMER, ART INSTITUTE OF PITTSBURGH

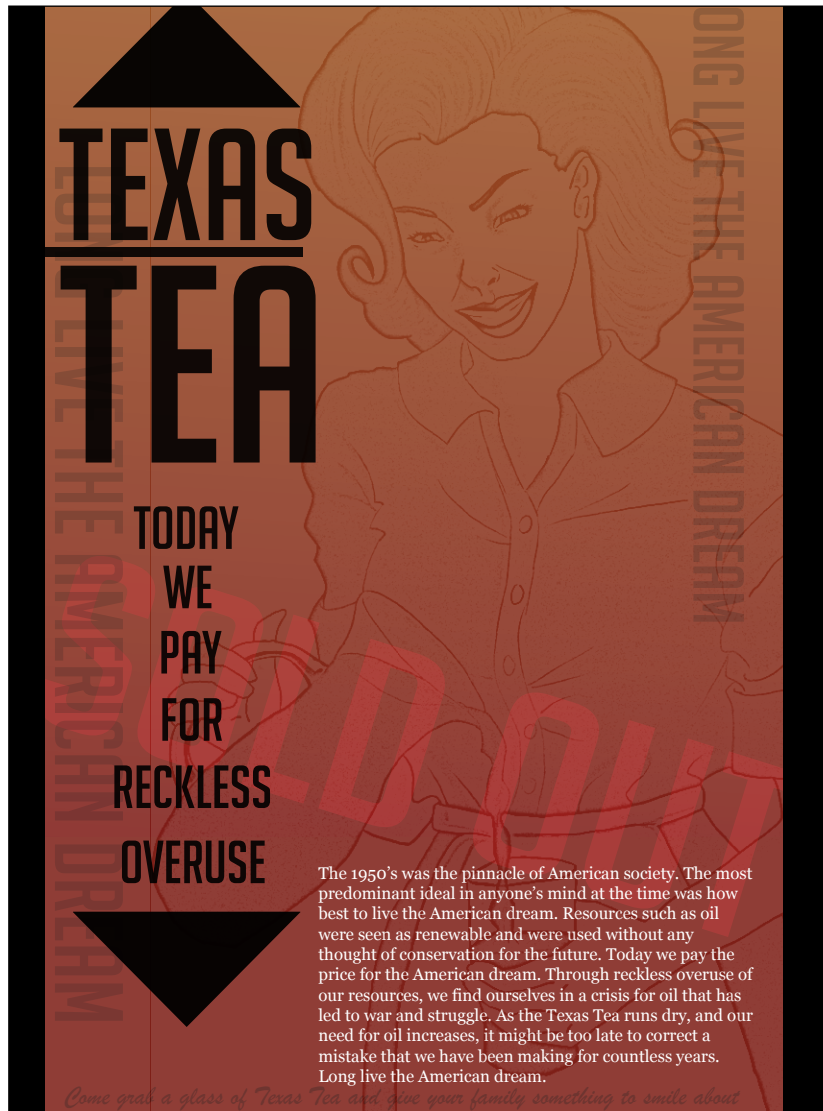


OVERPOWERED AND SCARRED

Hotspots—they are scars on the face of the Earth—and are created by our fervor to advance in technology and creation. It is only once we stop pointing fingers and view the matter from another perspective that we realize that indeed, we are at the root of this scarring. Our technological progression is so overpowering that it ends up extracting our natural resources to the extent of destroying them.

Therefore, we need to take the first step to understand that it is us behind the scars, and that every new hotspot discovered almost creates a blemish on the Earth that is much more deep-seated than it seems.

ANIKA MARYA, AMERICAN UNIVERSITY IN DUBAI



TEXAS TEA: NOT FOR FREE

My composition was inspired by the popular American phrase, "Texas Tea." I wanted to use the play-on-words with a "retro" feel to put a different spin on a familiar topic. I chose to do my piece in a 1950's style because I felt that the period represented a disconnect in American society. At that time, we were so caught up in progress and an American way of thinking that conservation was a secondary concern. In hindsight, we see the mistakes we made and hopefully will learn from them.

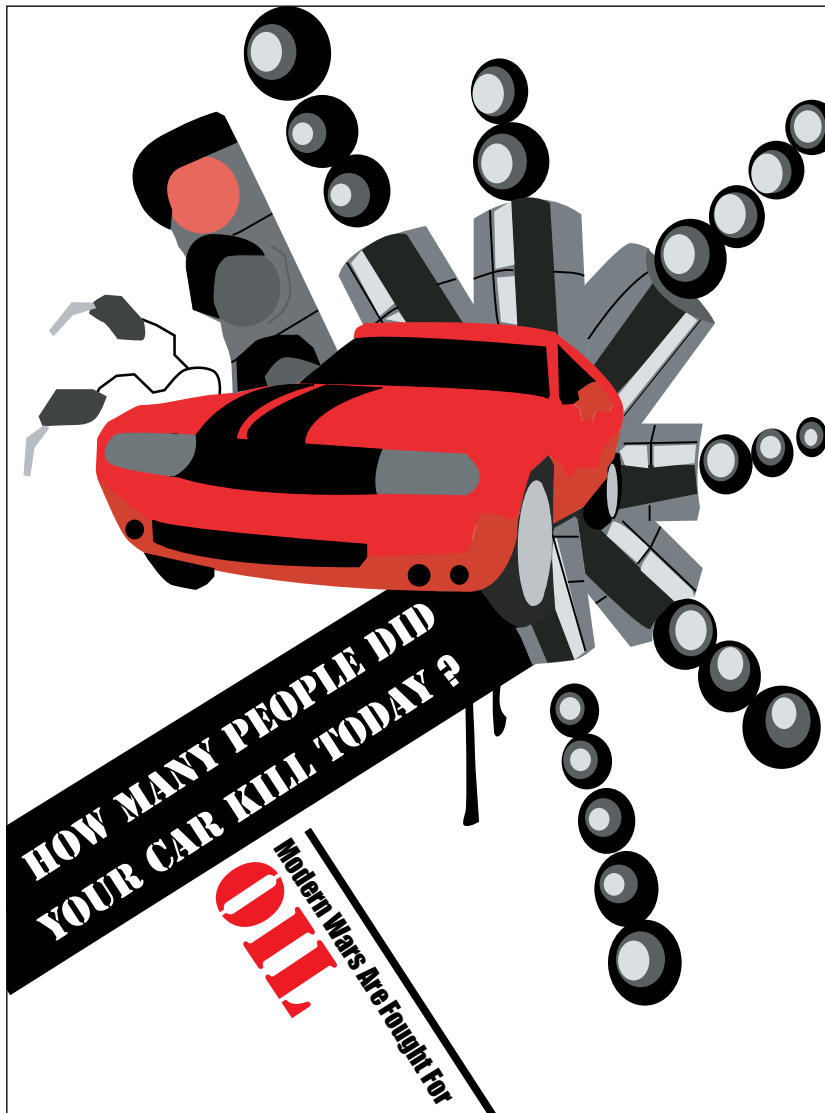
ANDRUSA LAWSON, ART INSTITUTE OF PITTSBURGH



GAS PUMP DINOSAURS

My poster is a humorous representation of fossil fuels. The underlying message is that fossil fuels will become extinct, just like the dinosaurs. Since fossil fuels are the result of organic matter experiencing millions of years of heat and pressure, I wanted to show how this organic matter relates to the gas we use today. The colors are flat and faded to continue that old look, as well as the texture of weathered stone, to play off the fossil fuel idea.

CHARLES WARNER, ART INSTITUTE OF PITTSBURGH



As we know oil after its appear had many advantage and disadvantage in the same time. For example, pollution, wars and many things are disadvantage of oil. My topic is about modern oil and the disadvantage of oil. My message is to make people think of how many people their cars kill today. I design a car to present the transportation that mostly used and to make them think of how their cars kill others.

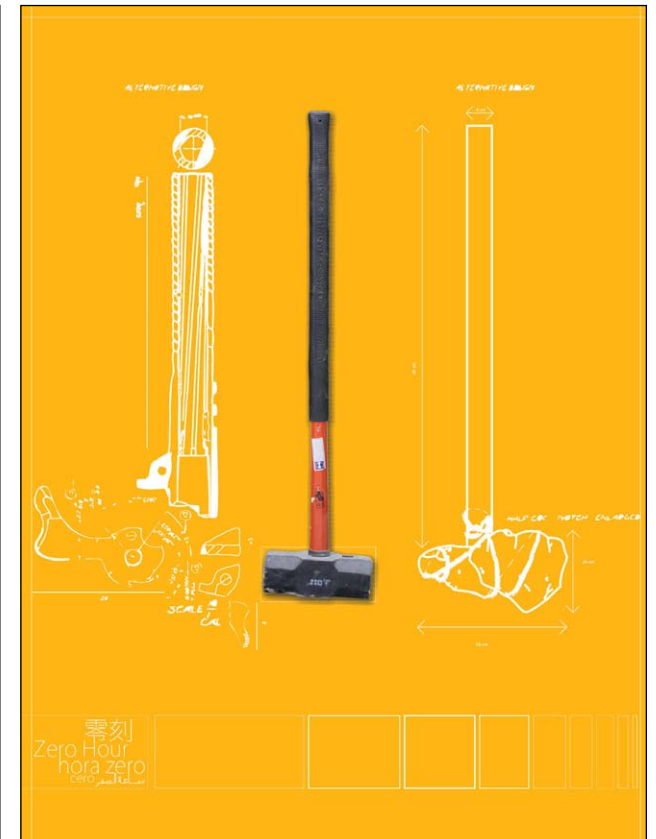
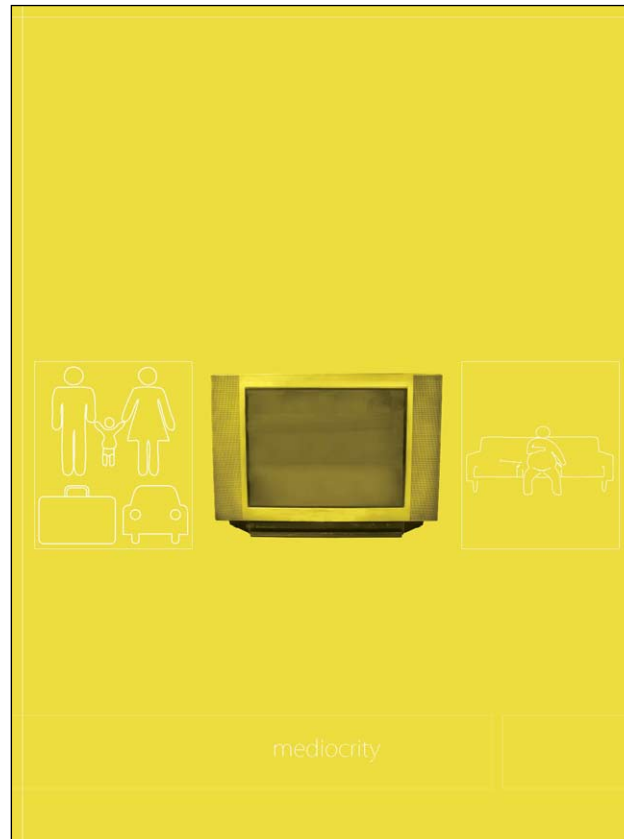
ZAYED UNIVERSITY, DUBAI



SMALL CHANGES BIG IMPACT

Based on the knowledge that we are presently running out of oil, we have to make a change. Many people think this is a huge challenge, because oil is in many common products like lotion and fabric softener. My project seeks to tackle the notion of alternatives as an easy way to address the problem now, and to help us in the future. Even small shifts in our behavior can conserve energy. For example, even for a graphic designer, the ink that we use to print with is petroleum-based. By simply switching to a soy or vegetable-based ink, we can make a big impact on the environment and the oil crisis. Think about the amount of things printed everyday; imagine what simply switching ink could do.

ERICA DAVIS, ART INSTITUTE OF PITTSBURGH



'Oil running dry' is an over rated concern that can be easily overcome by the human race. Whether electricity or water becomes our next fuel, alternatives will always be discovered. The main issue is how human beings are deteriorating to a species inadequate to evolve. Our recent generations are growing dependant on legacies and inheritances handed down to us to an extent we are losing the ability to create our own successes. That notion revolves around the system that has been nibbling on our IQs for centuries. No protest or strike can be made to stop the puppet show we're starring. The message derived simplifies to: Every conscious mortal has powerful brain strength that is generally underestimated and not rightfully exercised. NWO is the time.

WHAT COMES

This is an abandoned gas station located near a city.

This gas station may have served millions of people.

AFTER OIL?

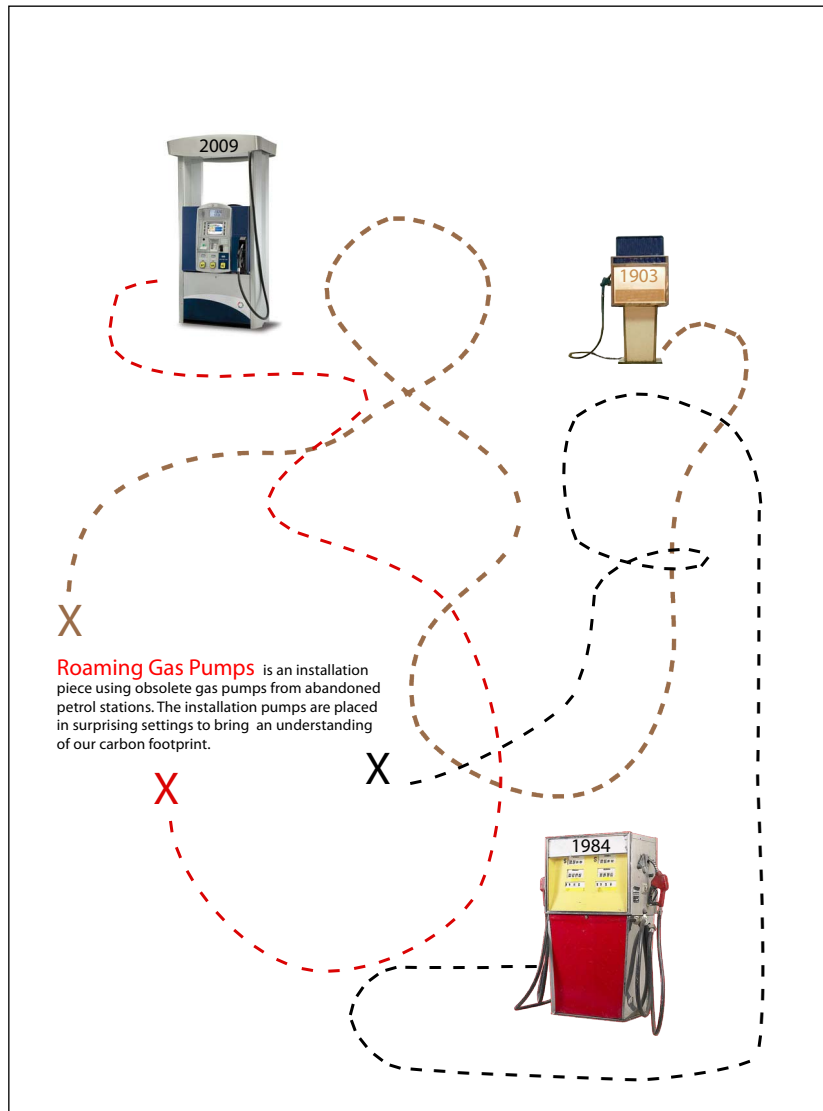
Now that it's out of service, what could this land become?

Can you decide?

ABANDONED

This poster displays an abandoned gas station. The people who once worked there probably didn't fully understand why it was abandoned. So it sits there being used for random things like sporting events and barbeques. What we want to do is promote a future for this spot and others around the world. This place shouldn't be abandoned; it should be a recreational center, or a rest stop for travelers, or an office building. The world is too small to abandon everything that doesn't work.

MARTINEZ HARRIS, ART INSTITUTE OF PITTSBURGH



ROAMING GAS PUMPS

As the future approaches, the need for and use of oil are under great consideration. The influence of oil has made an impact on the world's environment. The concern lies with cleaning up the past effects of oil, preventing further repercussions, and discovering a more promising and effective way of producing energy. My poster represents discarded gas pumps that could be placed in surprising environments, such as on walking trails, in city parks, and on street corners. The pumps will encourage awareness of our carbon footprint while promoting clean and healthy alternative transportation.

JULIA LUNDGREN, ART INSTITUTE OF PITTSBURGH

RECYCLE

What can you do with an old, abandoned gas station?



WHAT CAN YOU DO WITH AN ABANDONED GAS STATION? RECYCLE.

As oil runs out, we will need to recycle our products more and more, creating better more efficient ways to recycle oil-based products. Not only will we need to recycle products made from oil, we will need to recycle the places that sold oil. More and more gas stations are being abandoned every year; these places can be rebuilt, refurbished and recycled into something new for the future. New sources of energy could arise from the recycling process. Trash will no longer be left to sit in a dump; it will be used to supply power to homes and businesses, even cars. Better, more efficient recycling is the answer to “What Comes After Oil?”

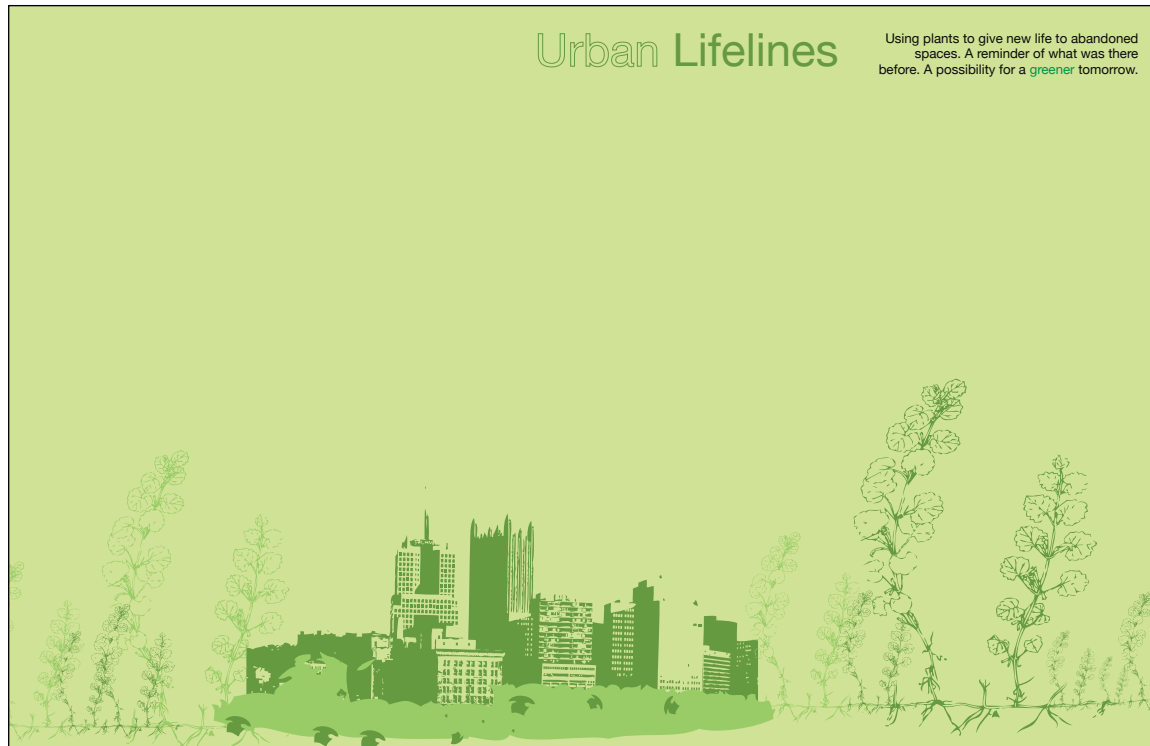
KYLE POULIN, ART INSTITUTE OF PITTSBURGH



REDUCE, REUSE, RECYCLE

My poster illustrates how we can take one simple daily item and apply the “Reduce, Reuse, Recycle” lifestyle to it. It shows people how they can “go green” by changing one daily habit and encourages them to change other small habits as well. It doesn’t take one large change to live green; it takes many small changes. If everyone made just one small change, as my poster demonstrates, we would see results in a short amount of time. Imagine if everyone made five small changes, or even more.

LAUREN TIURA, ART INSTITUTE OF PITTSBURGH



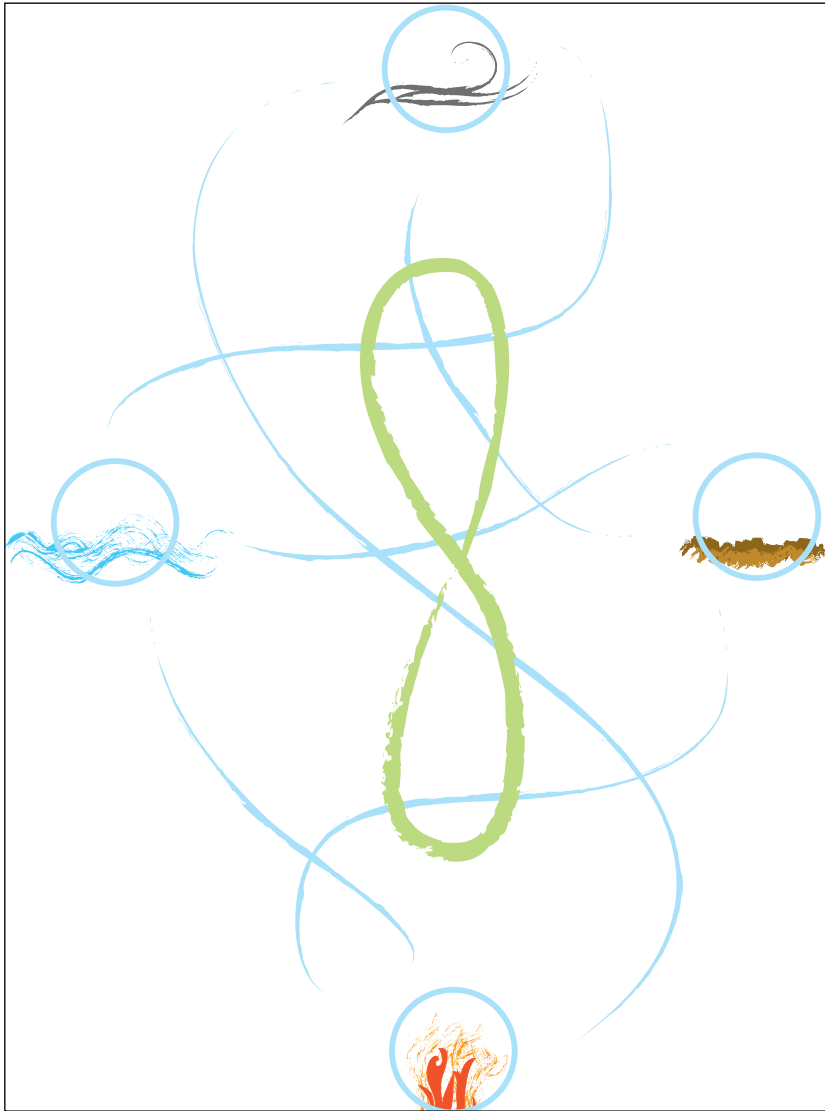
Urban Lifelines

Using plants to give new life to abandoned spaces. A reminder of what was there before. A possibility for a greener tomorrow.

URBAN LIFELINES

In urban areas like Pittsburgh, it is hard to sustain plant life of any kind. To have some greenery installed in a park usually costs a lot of money, and it is tucked inside some building where hardly anyone can appreciate it. All you need is ivy. It can survive the poorest soil, dimmest light, and the strongest shade. It will live and grow and change and evolve, expanding to wherever is naturally possible, undoing the damage that mankind has instilled upon our natural world. Part of our earth belongs to nature and it still has a place in our cities, homes, and workplaces. Overall, I feel everyone could benefit from things being a little greener: more plants, less carbon, more oxygen, and more life.

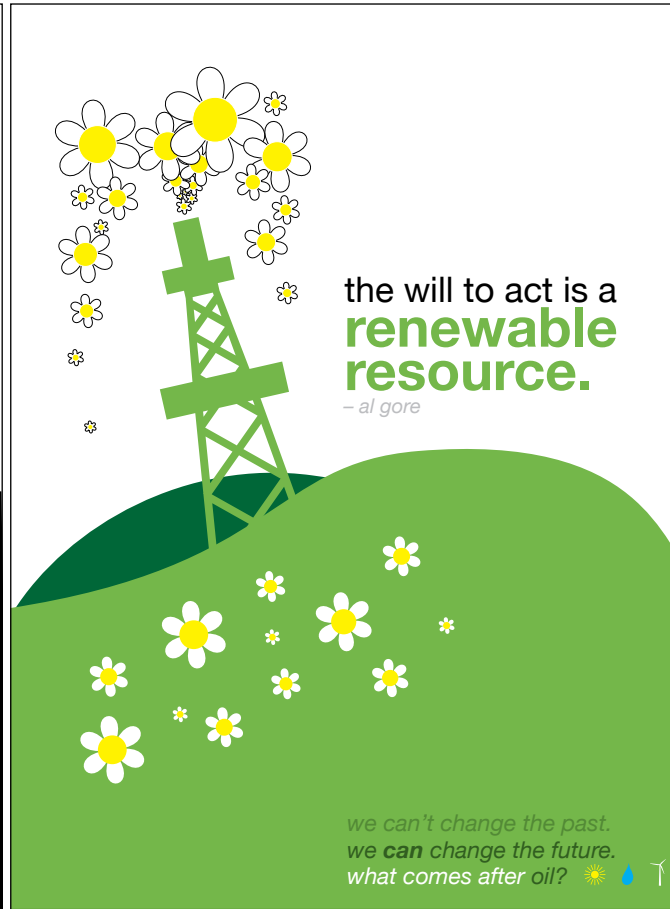
DEVIN TUCKER, ART INSTITUTE OF PITTSBURGH



INFINITE ENERGY

My poster was created in Adobe Illustrator with the intention of answering the question, “What comes after oil?” The premise of the piece is that the four natural elements (earth, wind, water, fire) can be used together infinitely for energy in place of nonrenewable resources such as oil. I chose a natural palette to illustrate the need for the use of natural resources. The ease in the brush strokes suggests obtaining these resources while still being gentle on our earth.

INFINITE ENERGY, ART INSTITUTE OF PITTSBURGH



TIME'S UP / RESTART

In my pieces, I wanted to show the two sides I see as being crucial to the discussion of the energy crisis: 1) acknowledging the gravity of the situation; and 2) pursuing a commitment to finding alternatives. Both posters utilize quotations from former Vice President and renowned environmentalist Al Gore to drive home the message. The first poster depicts an oil derrick drowning itself, delivering the message that it is past time to consider the potential ramifications of our global addiction, and it's now time to face the consequences. The second poster represents the alternative—the will to move forward and make permanent changes.

JUSTINE HAND, ART INSTITUTE OF PITTSBURGH



RUNNING ON EMPTY

This poster was designed to show the effects that cars and pollution have had on the earth. Not only are our resources running out, but we are going through a damaging climate change. So, now we are racing to fix the problems we've caused ourselves. But the truth is that we need to act now to stop polluting the Earth because time is running on empty.

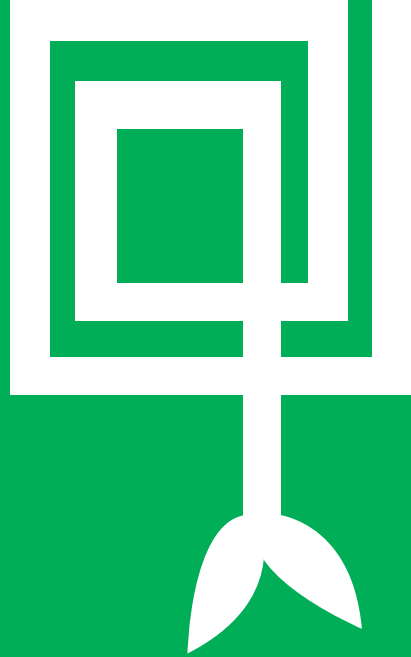
KRYSTYN KEIRN, ART INSTITUTE OF PITTSBURGH



THE FUTURE IS HYDROGEN

My poster is about the change from oil to a renewable and clean way to power vehicles. Making big changes such as this can have it's ups and downs, like a roller coaster. In the poster you will see the cars going through that process. Now that oil is no longer going to be considered a resource, we can replace it with a better alternative that is better for humans and the environment.

KRYSTYN KEIRN, ART INSTITUTE OF PITTSBURGH



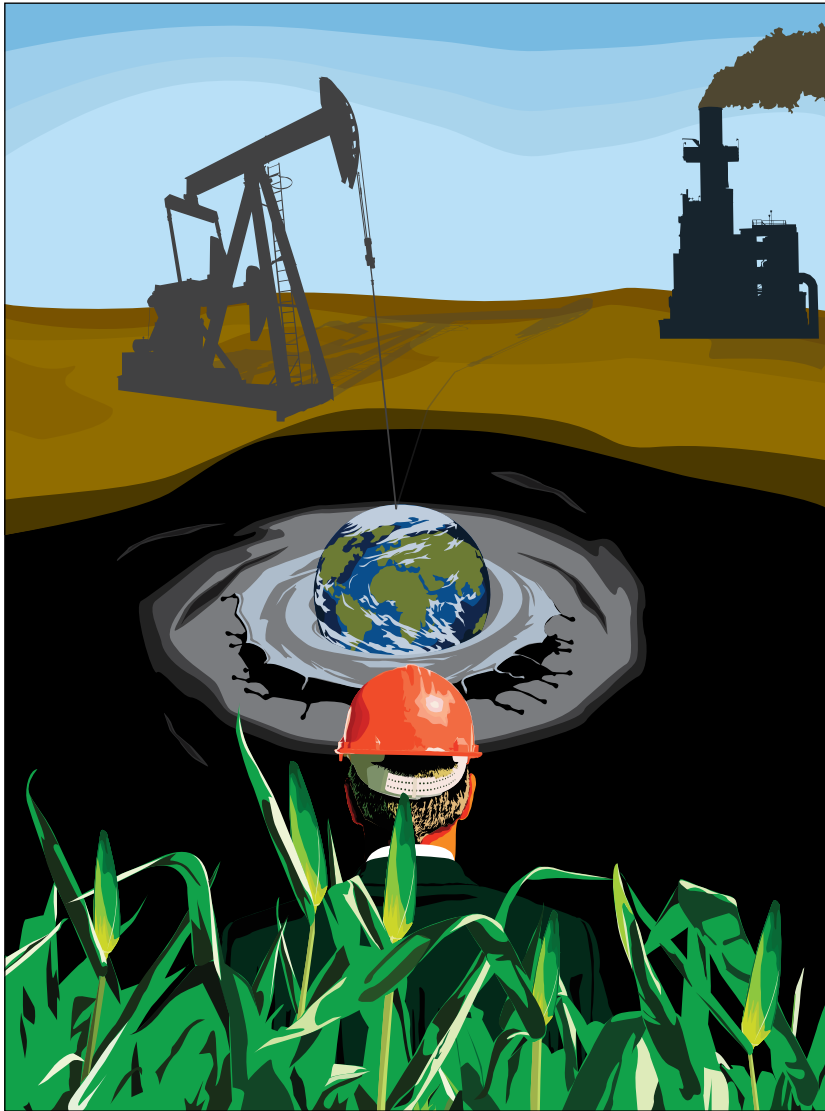
PRODUCE FOR US

make way for the Ecological Revolution

افسح الطريق للثورة الطبيعية

What comes after oil? Many negative thoughts might occur, but as positive as we humans are, I believe that we will continue to work hard to find solutions. As his highness Sheikh Mohamed Bin Rashid Al Maktoum said: “We do not wait for events to happen, we make them happen.” I see it as overcoming the industrial revolution and beginning a new world, together as a community, where humans will rely much more on produce than on the industry. So here it comes, make way for the Ecological Revolution and make way to a bright and clean future!

HUDA IBRAHIM HASSAN AL JALLAF, ZAYED UNIVERSITY,
DUBAI



HAVE A LOOK BEHIND YOU

Oil is a major part of the world today, an unreliable, unsanitary, overly used, exhaustible, and completely unnecessary necessity. Many people and companies rely on oil world wide for energy consumption. The problem is, oil won't be around forever. This poster represents our turning away from alternative energy, watching and doing nothing as our world is manufactured and drained of oil. The man in the poster is a corporate bigwig. He stands over his oil field, watching his income grow... caring about little else. The land in front of him is barren, while the land behind is flush with green growing 'options'. So, 'Have a look behind you.'

JAMIE NULL, ART INSTITUTE OF PITTSBURGH



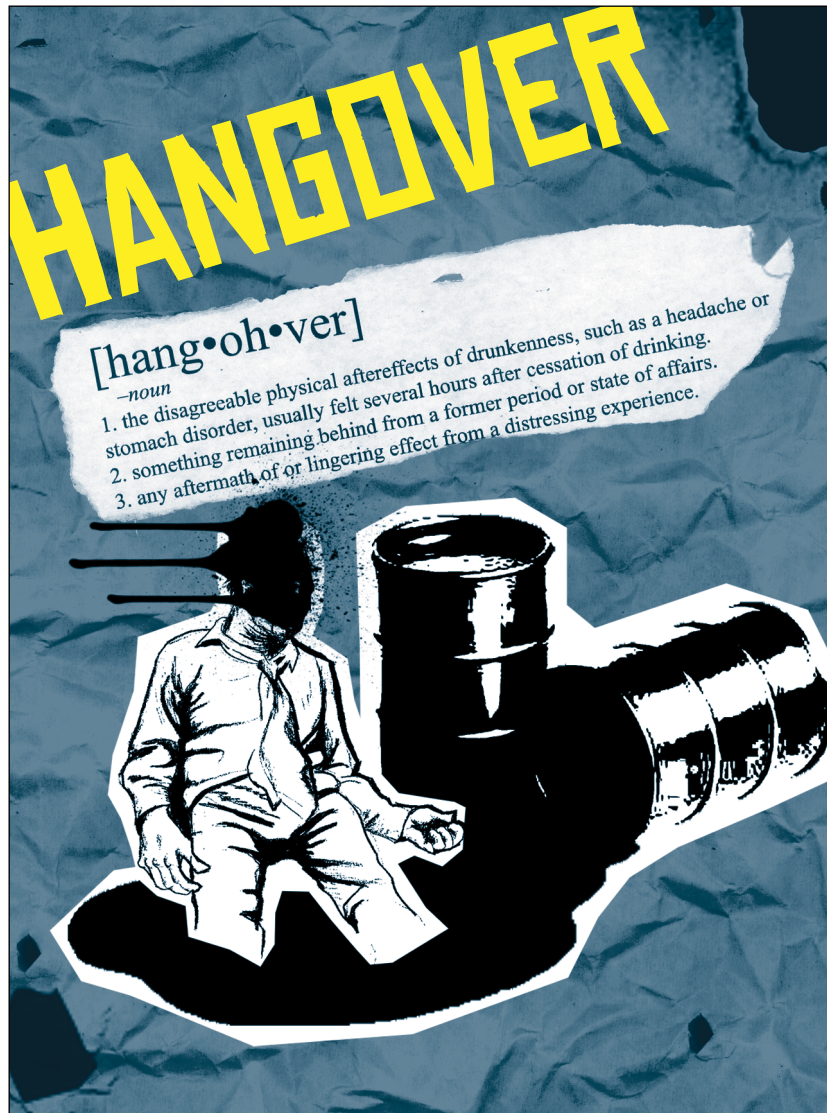
SAM PHILLIPS, ART INSTITUTE OF PITTSBURGH



ROBOTS EATING DINOSAURS

When you step back and look at this issue, it is obvious that your everyday comic book story is playing out in our lives. Oil is produced over time from dead animals and plants. Some of the oil we use today is what remains of the dinosaurs of old. Our cars and machines burn fuels produced with this oil, which they need to run. The robots eat the dinosaurs, and pollution is created. A message that is truly grim.

JEFF RANDALL, ART INSTITUTE OF PITTSBURGH



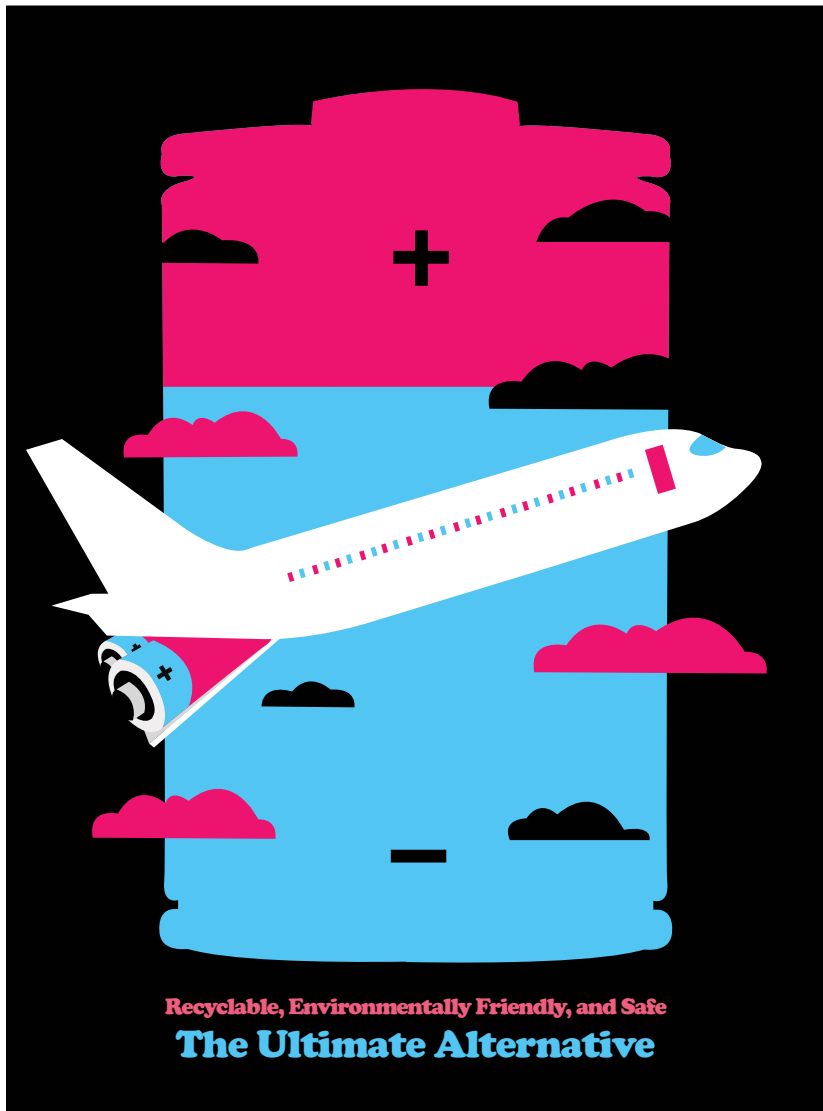
JASON POOLE, ART INSTITUTE OF PITTSBURGH



FOR WHAT ENDS, A NEW CHAPTER IS BORN

My piece is about how oil resources are diminishing and new technologies are bringing about a new chapter for something better. Not a nation, single organization, or person should make the change. We as a world, a unified body, need to come together to create a better, more efficient energy source to power our ever growing world. What comes after oil gives us the opportunity to evolve and develop something better. In my piece, there are symbolic elements; the tree itself stands for growth and knowledge. It points to the sky representing that the sky is the limit, and that we have the ability to make the change. The “earth” apples symbolize good health that we need to better the world, and reduce our impact. Some optional ways to provide new energy is using new technologies like hydropower and wind energy. Finally, at the base of the illustration is an oil barrel, out of which comes the tree itself. From what was old grows something new.

NICHOLAS SLATER, ART INSTITUTE OF PITTSBURGH



I believe that the world will not end with the depletion of oil, and that the human mind will develop or discover what can replace oil. So far, several alternatives for oil have been discovered. One of these alternatives is the lithium-ion battery, so why not develop it further to a powerful battery that can charge our cars and airplanes? This would indeed contribute to a safer and friendlier environment.

MARYAM ABDULLA BIN SULOOM, ZAYED UNIVERSITY,
DUBAI



STAIN

While many focus on the brighter future of life after oil, often overlooked is the lasting effect our overconsumption will have on the planet. Climate change, depletion of natural resources, and drastic weather pattern changes are just some of the consequences that will last generations. The title speaks directly to the lasting stain on our world, which its inhabitants will be forced to endure. Future generations will have to shoulder the burden caused by our negligence. While the future will be much better off after oil, we will be dealing with the stark repercussions for some time.

JOSH TROY, ART INSTITUTE OF PITTSBURGH



DRIP, DRIP, DROP

This poster is rather simple, making a statement about how much oil is imported every day and the top ten countries doing so. Each drop of oil has the silhouette of one of the top ten countries cut from it. The size of the drop varies according to where that country is on the list.

DANI YERDON, ART INSTITUTE OF PITTSBURGH



GOODBYE OIL WELCOME...

The after effects of oil extinction will hit hard on transportation. How will people commute from point A to point B? Taking this into consideration, the poster illustrates various mode of transport of the future where oil does not exist. The poster is more on a humorous side, incorporating vibrant palette of yellow and blue. The splatter of yellow could be translated in many ways, it could be a continent, city, sun, and so on. The text and the bitmap image of the balloons attached to car is in black to reflect the color of oil.

BATUL AZIZ, AMERICAN UNIVERSITY IN DUBAI



BLEED BLACK

This poster is bold and eye catching, the only graphic being the “oil spill world” and the striking red background. The reason behind this is that I did not want you, the audience, to be told exactly what to think. I wanted it to be more open to interpretation. It is about what you, the audience, will derive from this poster, your comprehension. It is about what you believe is the message, what your reaction is. If anything, it is more about what you take away from the poster rather than what my opinion is.

DANI YERDON, ART INSTITUTE OF PITTSBURGH



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