

Presented by Jayda David

LIVE + BREATHE





Poetry for POWER



Air pollution

Amelia Gentleman

🐦 @ameliagentleman

Thu 25 Jan 2024 19.39 GMT



Mother of girl whose death was linked to air pollution sues UK government

Rosamund Adoo-Kissi-Debrah opens claim against environment, health and transport departments in pursuit of 'right to clean air'



📷 Rosamund Adoo-Kissi-Debrah has spent the decade since the death of her daughter Ella researching and campaigning on air pollution. Photograph: Dominic Lipinski/PA

The mother of a nine-year-old girl who became the first person in the UK to have air pollution cited on their death certificate has launched a high court claim against the government.



Lewisham
#WeFightForOurAir

Lewisham
#WeFightForOurAir

Lewisham
#WeFightForOurAir

Lewisham
#WeFightForOurAir

The poster consists of four identical panels arranged horizontally. Each panel features a stylized cartoon character with dark skin, a large black afro, and a pink face mask. The character is wearing a pink shirt. The background of each panel is light pink with a large, jagged pink shape behind the character's head. To the left of the character's head is a white arrow pointing right. At the bottom right of each panel is a QR code with the text 'SCAN ME' below it. Below the QR code are several logos: 'LOVE SSEGA', 'SEARCH FOR CHANGE', 'ARTS ADMIN.', 'Julie's Bicycle', 'ARTS COUNCIL ENGLAND', and 'Paul Hamlyn Foundation'. The entire poster is mounted on a brick wall with graffiti.

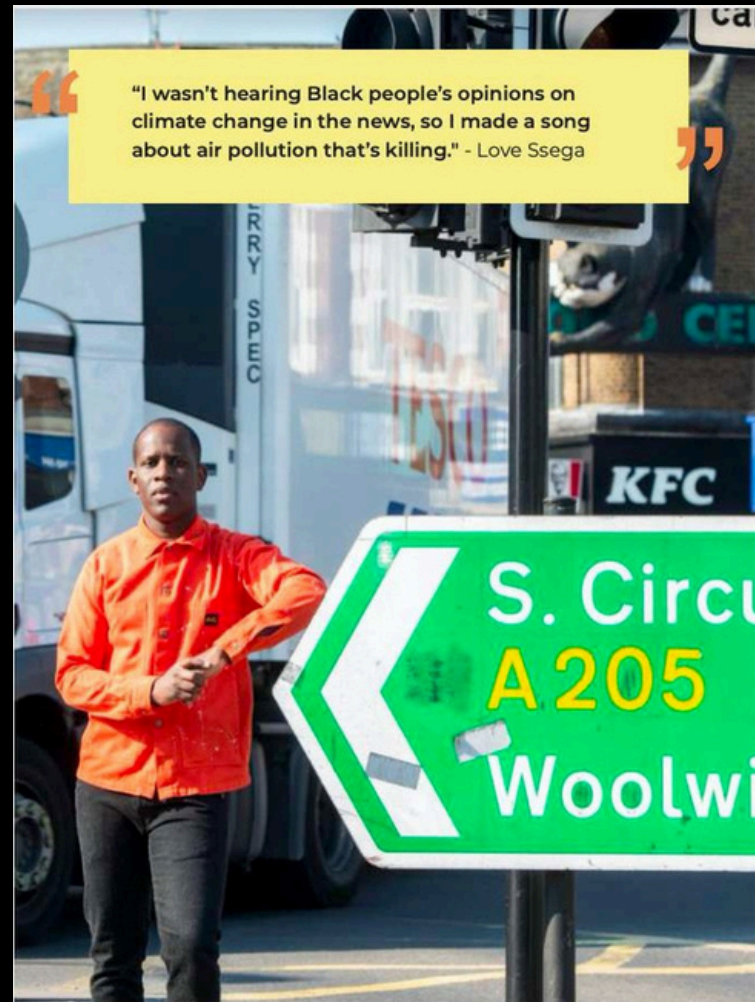


WHO ARE WE?



Theory of Change: Art as a vehicle for action

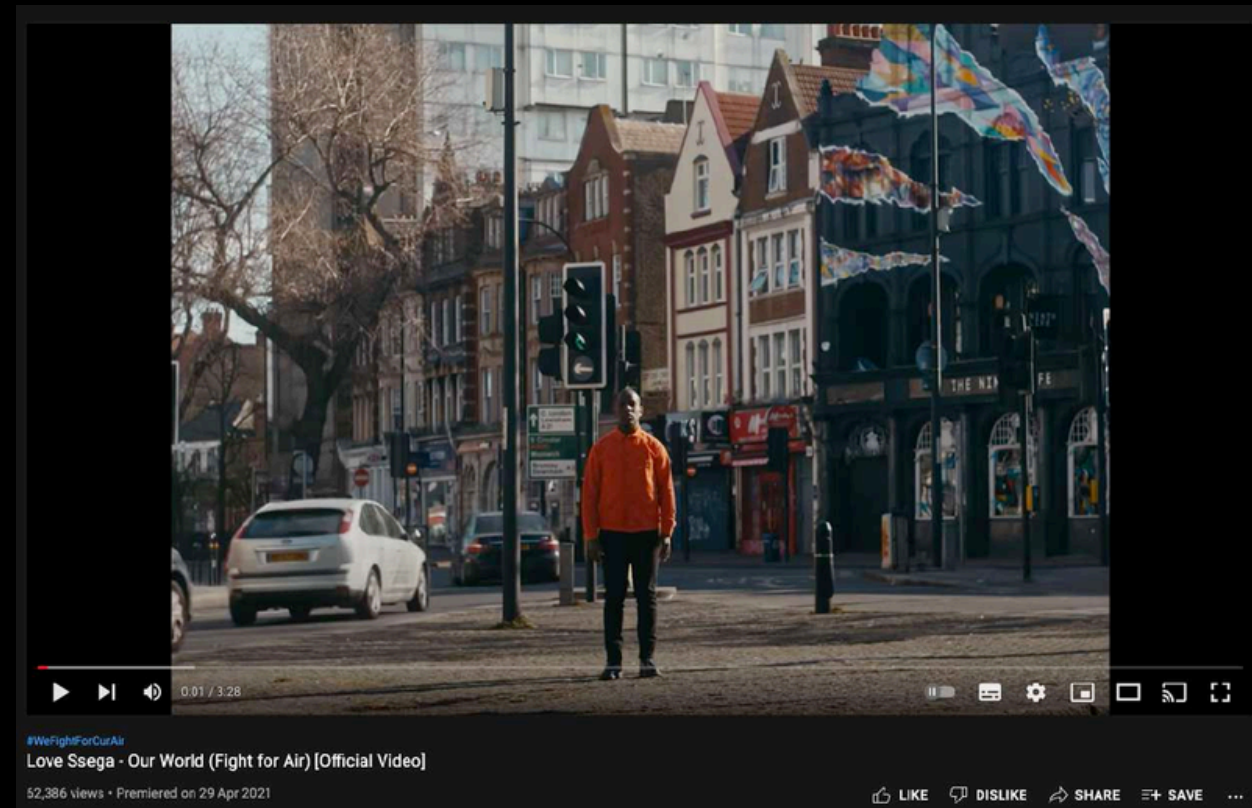
October 2020



Provocation & challenge

STIMULUS

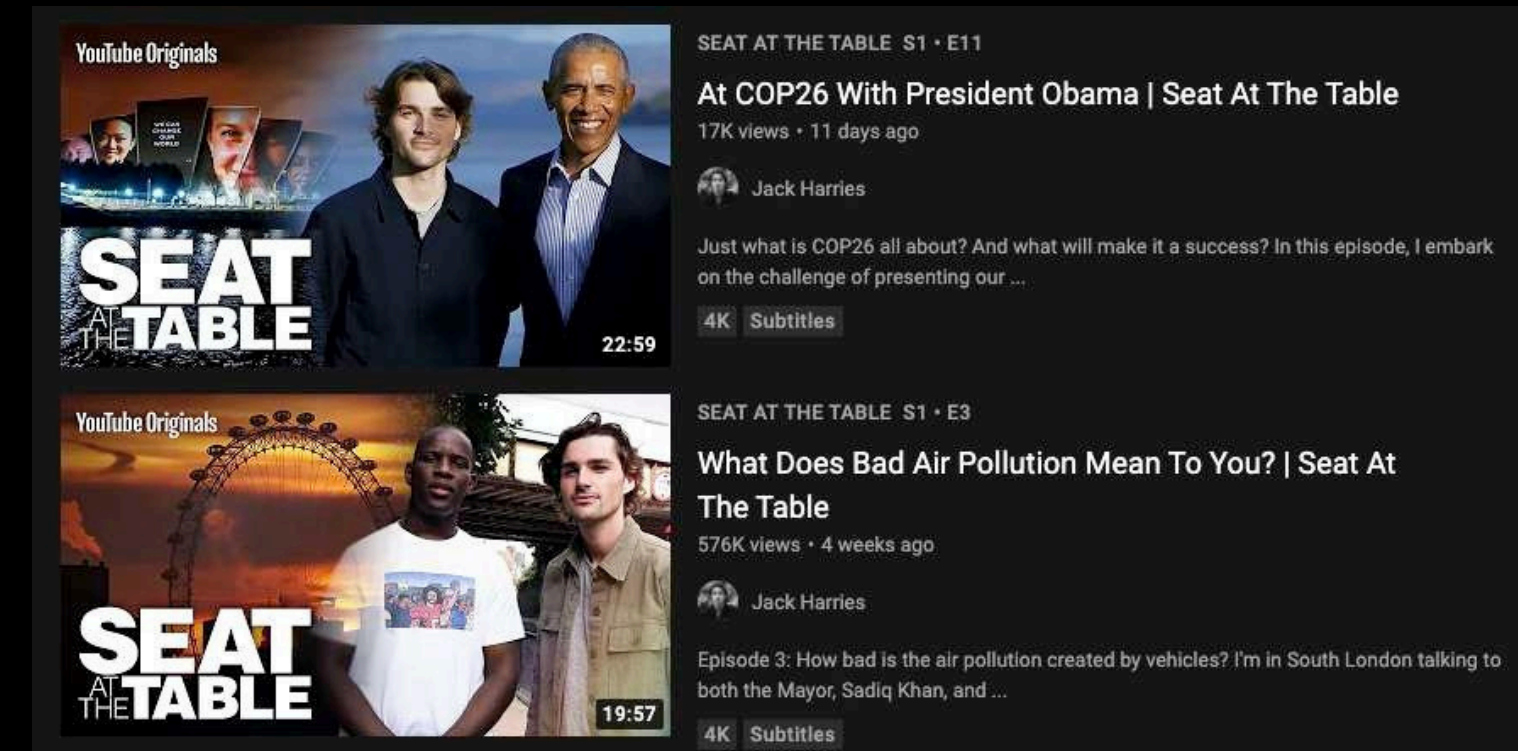
April 2021



New song and music video launched
Local billboard campaign
Video with 62k+ views
Engaged 100,000 Lewisham residents

ARTISTIC RESPONSE

November 2021



YouTube Originals series feature
New York Times Climate Hub
UN COP26 - Blue Zone premiere
Alongside: Sir David Attenborough & Barack Obama

DIGITAL LEGACY & EXPOSURE

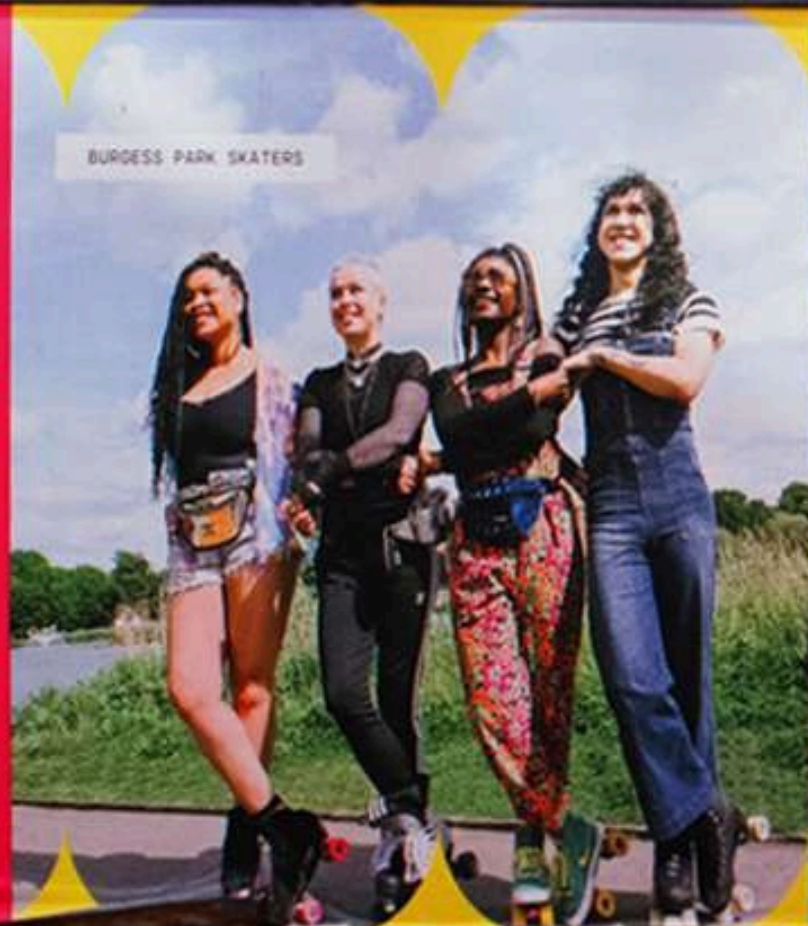
BUILDHOLLYWOOD



MAKE
SOME
NOISE
FOR
CLEAN
AIR

LIVE

BREATHE



BURDESS PARK SKATERS



PEACE BALLERS



PECKHAM
LEVELS
WEDNESDAY
19 APRIL
FREE
ADMISSION
SCAN
4 MORE



LIVE

BREATHE



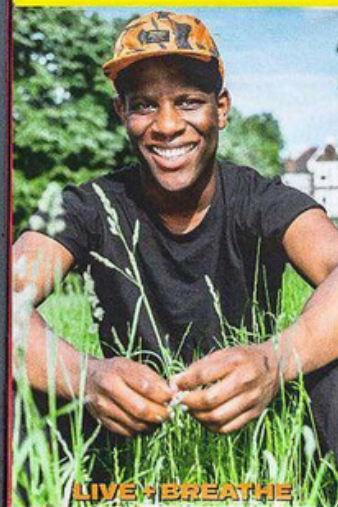
PORTISSE UNITY

WE LIVE AND BREATHE . CO . UK



LIVE + BREATHE
SAT 18 JUNE
SOUTHWARK PARK
FREE DAY EVENT

#WELIVEANDBREATHE
WELIVEANDBREATHE.CO.UK



CELEBRATE
SOUTH LONDON +
MAKE SOME NOISE
FOR CLEAN AIR



#WELIVEANDBREATHE

ATLANTIC
I ♥ EGGS
DFN
EGG



Except
buses and
cycles



Where the
pancakes
are
SAT JUN 18

GET FREE TICKETS



#WELIVEANDBREATHE



LIVE + BREATHE

LIVE + BREATHE
SAT 18 JUNE
SOUTHWARK PARK
FREE DAY EVENT

#WELIVEANDBREATHE
WELIVEANDBREATHE.CO.UK



LIVE + BREATHE

CELEBRATE
SOUTH LONDON
COMMUNITY +
MAKE SOME NOISE
FOR CLEAN AIR

#WELIVEANDBREATHE
WELIVEANDBREATHE.CO.UK



LIVE + BREATHE

LOUD MUSIC
OUTDOOR
ACTIVITIES
LIVE ACTS
FRESH FOOD
CLEAN AIR

#WELIVEANDBREATHE
WELIVEANDBREATHE.CO.UK



LIVE + BREATHE

LIVE + BREATHE
FREE DAY EVENT
LIVE + BREATHE
FREE DAY EVENT
LIVE + BREATHE
FREE DAY EVENT
LIVE + BREATHE
FREE DAY EVENT
LIVE + BREATHE
FREE DAY EVENT
LIVE + BREATHE
FREE DAY EVENT
LIVE + BREATHE
FREE DAY EVENT
LIVE + BREATHE
FREE DAY EVENT

#WELIVEANDBREATHE
WELIVEANDBREATHE.CO.UK

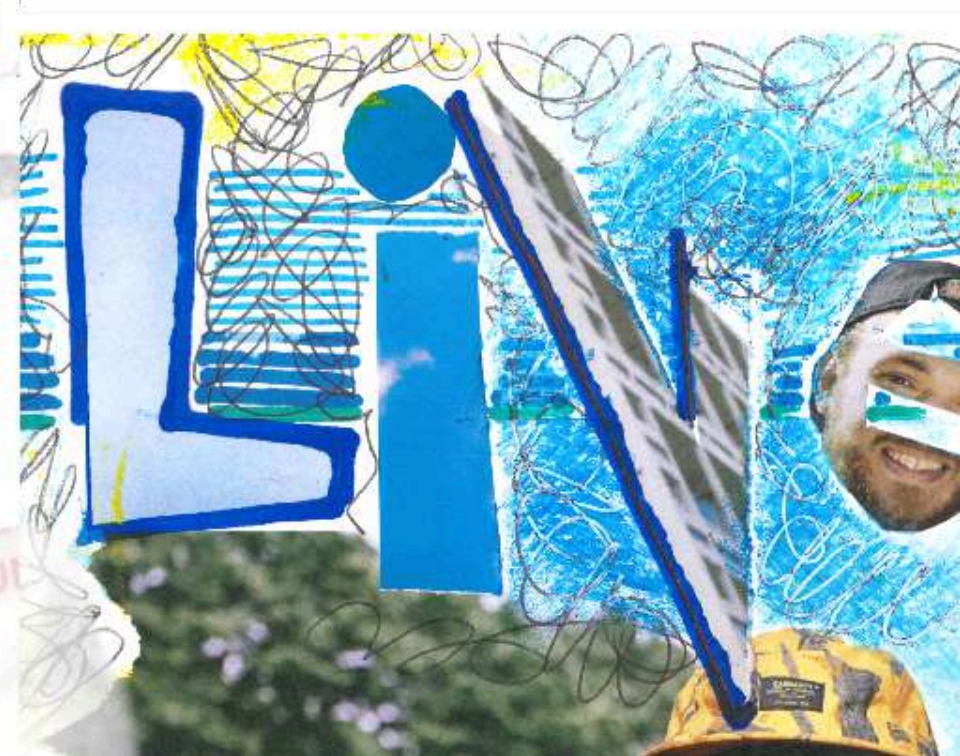
BUILDHOLLYWOOD





ARE WE ALLOWED
TO LIVE
IF WE
BREATHE
POLLUTION?

L
So



LIVE + BREATHE

GROWING AN INDEPENDENT CLEAN AIR MOVEMENT IN L & S



LIVE + BREATHE SUMMER 2025

GET OUTSIDE AND ENJOY CLEAN AIR WITH FREE
LIVE + BREATHE
SUPPORTED EVENTS THIS SUMMER

EVENTS

POETIC UNITY
PRESENT



22ND JUNE
FROM BRIXTON

NEON ELEVATE
PRESENT



2ND - 3RD AUG
VAUXHALL PLEASURE GARDENS

BLACK GROWTH CIC
PRESENT



21ST SEPT
MYATT'S FIELDS PARK

ONLINE & ALL SUMMER

ROLL N STROLL
PRESENT



@ROLLNSTROLLLONDON

PEACE BALLERS
PRESENT



@PEACEBALLERS



Supported by
Impact
on Urban
Health

WELIVEANDBREATHE.ORG – @WELIVEANDBREATHE



SCAN 4 MORE

LIVE + BREATHE SUMMER 2026

GET OUTSIDE AND ENJOY CLEAN AIR WITH FREE
LIVE + BREATHE SUPPORTED EVENTS THIS SUMMER

EVENTS

ROLL N STROLL
PRESENT



11TH JULY
OASIS NATURE GARDEN

PEACE BALLERS
PRESENT



25TH JULY
OASIS NATURE GARDEN

NEON ELEVATE
PRESENT



1ST AUG
VAUXHALL PLEASURE GARDENS

BLACK GROWTH CIC
PRESENT



27TH SEPT
MYATT'S FIELDS PARK

Supported by
Impact
on Urban
Health

WELIVEANDBREATHE.ORG – @WELIVEANDBREATHE



SCAN 4 MORE







LIVE + BREATHE

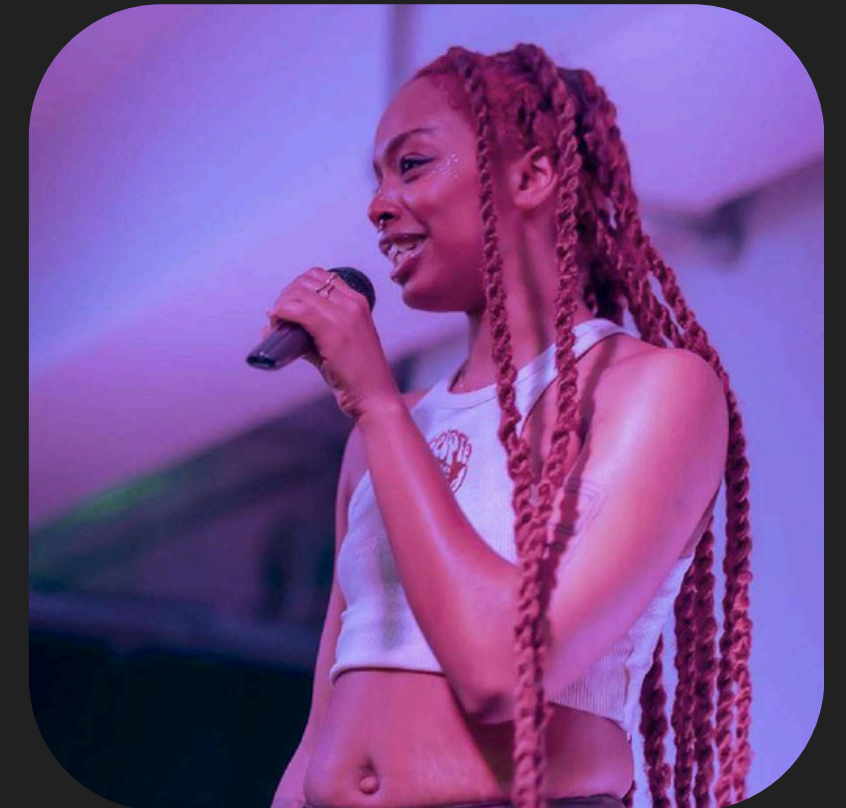


ual: london college
of communication



SUCCESSSES

- MEDIA: ITV News, BBC London News and BBC Radio 4.
- Featured at the Southbank Centre's Planet Summer Invited
- by Billie Eilish for Overheated at The O2
- Mobilised 11 Community partners
- Over 1,500 event attendees
- Performed at the Houses of Parliament







WARNING



**Supersized
Bonnets Block
Views of
Children**

CleanCities 

PARKING CHARGE NOTICE

**Your car is taking up too much space and is a
danger to cyclists, pedestrians and small children.**

**CARSPREADING IS TAKING OVER OUR CITY. CARS
ARE GETTING BIGGER — ABOUT 1CM WIDER EVERY
TWO YEARS. THE THING IS, OUR STREETS AREN'T.
MORE THAN HALF OF NEW CARS IN THE UK ARE
TOO WIDE FOR URBAN PARKING SPACES, LEAVING
OUR CITIES CROWDED AND CONGESTED.**

**PETROL AND DIESEL SUVs BURN AROUND 20%
MORE FUEL, AND ELECTRIC SUVs REQUIRE MORE
RESOURCES AND CRITICAL BATTERY MINERALS.
PEOPLE HIT BY LARGER CARS WHEN WALKING OR
CYCLING ARE FAR LESS LIKELY TO SURVIVE.**

**NO
Carspreading**

**Oversized SUVs should
pay more tax for
taking up more space
on our streets**

300
mm

400 mm



PARKING CHARGE NOTICE

Your car is taking up too much space and is a danger to cyclists, pedestrians and small children.

CARSPREADING IS TAKING OVER OUR CITY. CARS ARE GETTING BIGGER -- ABOUT 1CM WIDER EVERY TWO YEARS. THE THING IS, OUR STREETS AREN'T. MORE THAN HALF OF NEW CARS IN THE UK ARE TOO WIDE FOR URBAN PARKING SPACES, LEAVING OUR CITIES CROWDED AND CONGESTED.

PETROL AND DIESEL SUVs BURN AROUND 20% MORE FUEL, AND ELECTRIC SUVs REQUIRE MORE RESOURCES AND CRITICAL BATTERY MINERALS. PEOPLE HIT BY LARGER CARS WHEN WALKING OR CYCLING ARE FAR LESS LIKELY TO SURVIVE.

W1N4633492X350266



PARKING CHARGE NOTICE

Your car is taking up too much space and is a danger to cyclists, pedestrians and small children.

CARSPREADING IS TAKING OVER OUR CITY. CARS ARE GETTING BIGGER -- ABOUT 1CM WIDER EVERY TWO YEARS. THE THING IS, OUR STREETS AREN'T. MORE THAN HALF OF NEW CARS IN THE UK ARE TOO WIDE FOR URBAN PARKING SPACES, LEAVING OUR CITIES CROWDED AND CONGESTED.

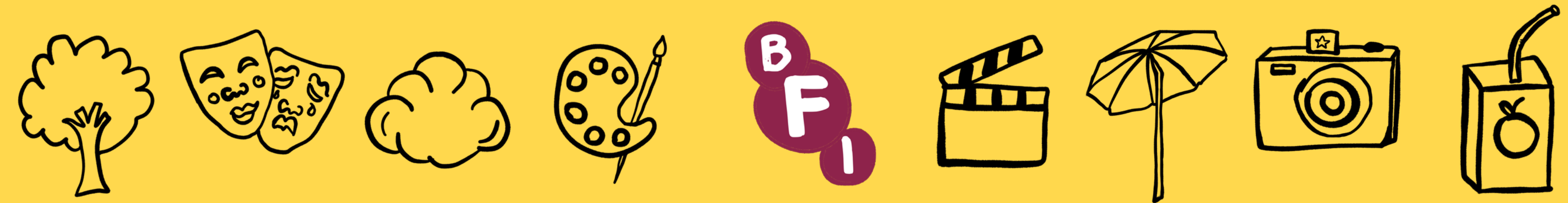
PETROL AND DIESEL SUVs BURN AROUND 20% MORE FUEL, AND ELECTRIC SUVs REQUIRE MORE RESOURCES AND CRITICAL BATTERY MINERALS. PEOPLE HIT BY LARGER CARS WHEN WALKING OR CYCLING ARE FAR LESS LIKELY TO SURVIVE.

S D250 SALEA7AW3P2133583





COOL OFF IN CULTURE





LONDON





FIONA
QUADRI



SEAN
KIILU



SEAN KIILU

Fiona and Sean worked collaboratively from inception to completion on the full design creative for the campaign. The assets are intended to be flexible to suit the needs of venues and playful for audience engagement across both digital and physical spaces.



Supported by

Impact on Urban Health

LIVE + BREATHE