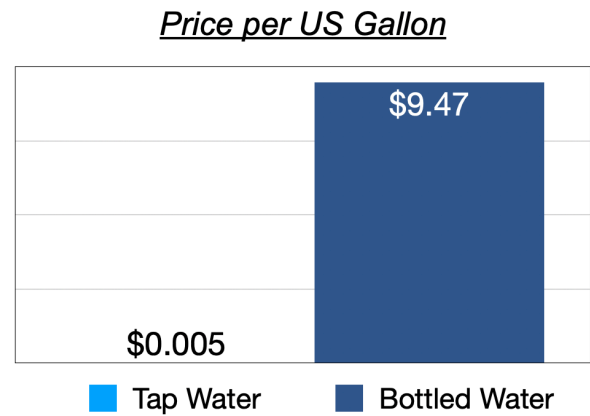


TAKE BACK THE RAINS

A state-wide
water rights
awareness
campaign

THE BIG PROB LEM



In 2017, during a historic drought, Nestlé extracted 27 million gallons of water from Strawberry Creek, San Bernardino using a permit that expired 26 years prior. The permit cost them \$524/year. The water cost them nothing.

This water, like 64% of bottled water in the US, came from municipal tap water sources, meaning that Californians buying this water spent around \$9.50/gallon on the exact same water they could have gotten out of their tap for nearly 2,000 times less.

THE BIG PROB LEM

Furthermore, much of the water that ends up in bottles comes from drought-ridden areas. This is especially notable in California, where bottled water companies have spent over a century pumping public water for private profit, and where much of the country's bottled water is still produced.

Abnormally dry Moderate drought Severe drought Extreme drought Exceptional drought



THE BIG CON CEPT

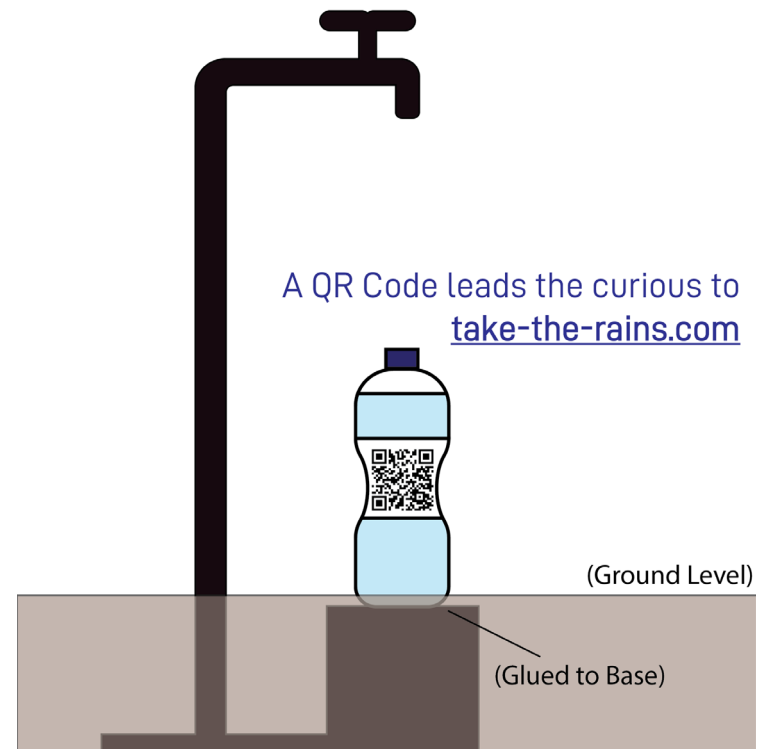
The campaign begins with the installation of large-scale art pieces in areas affected by water privatization, replacing the stolen water with unlabelled, sealed water bottles.



THE BIG CON CEPT

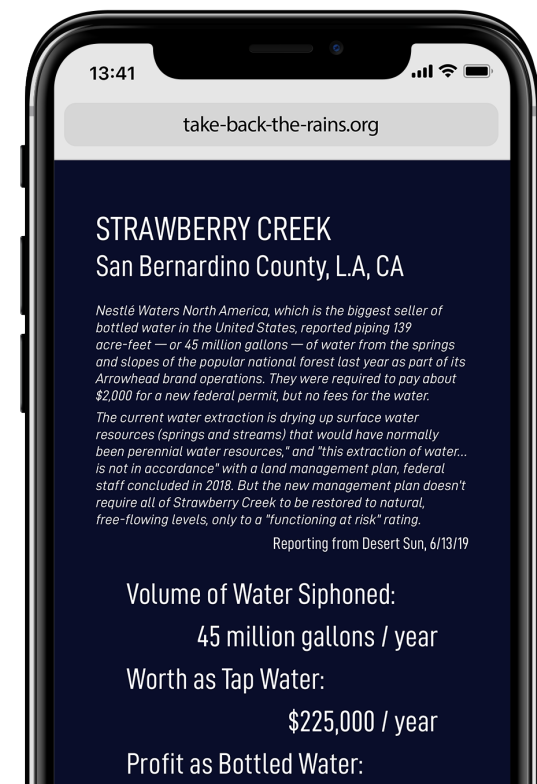
Upon seeing the initial installation, the hope is that interested members of the public will seek out more information on the project in the immediate vicinity:

A free-standing tap made of charred wood, a reminder of the wildfires that ravage the west coast, poised above a closed water bottle.



THE BIG CON CEPT

Scanning the QR code on this water bottle leads to a factsheet about the specific installation nearby, and the water rights issues connected to that place. This includes information on which company siphoned the water from this area, how much the company took, and how much they profited.



JOIN THE MOVEMENT

The factsheet ends with an invitation to learn more, linking to a website and, eventually, a newsletter. This newsletter is the final goal of this project, keeping people up to date on water rights news, as well as ways they can further the movement for water rights, and against water privatization.

