



Contact: Robert Green
rgfa@sbcglobal.net
Phone: 415-381-8776

www.rgfinearts.com
154 Throckmorton Ave.
Mill Valley CA 94941

For Immediate Release

Art for the Environment: Bernstrom Exhibit Benefits Climate Cause

Reverence for the natural world is the oldest theme in art. Many of the earliest known artworks depicted the relationship of humans and animals. Such reverence has resounded throughout the history of art and all of its myriad developments, but only relatively recently have artists felt moved to put their talents to work in ways that might benefit the planet.

Such motivation is behind “Nature whispers ‘Meet me here!’ — An invitation to connect, participate and cherish,” an upcoming exhibit of paintings by Marin County artist Charlotte Bernstrom scheduled to open November 3 and run through January 28. She and gallerist Robert Green have promised a portion of the proceeds of sales of her paintings to Cool Effect, a non-profit environmental organization that promotes simple technologies to combat climate change caused by carbon emissions.

With capital raised primarily through crowdfunding, Cool Effect has done tremendous work throughout the world, and has been covered by many major news outlets. “Cool Effect was created to be a solution for anyone, anywhere to take action to fight climate change by supporting the world’s best carbon reducing projects,” said Marisa de Belloy, CEO of Cool Effect. “Inspiration and hope have always been a huge part of what we do, and supporting that same message through art is another valuable and colorful form of inspiration. We’re thrilled to be Charlotte’s organization of choice and are proud to promise that all proceeds will take our planet one step closer to being safer and healthier for generations to come.”

A native of Sweden, Bernstrom began her art career working with her grandfather, a pleine aire painter who helped instill in her a lifelong love of nature. Mother of a preschooler, she has become increasingly alarmed about the world her son Cameron will inherit. This concern has had a profound effect on her paintings, whose lushly colored, deeply textured, soft-focus impressions convey abiding love for the natural world and deep concern about its future.

Acknowledging that art can often seem disconnected from more important issues, she said, "The power of art is that it reaches people emotionally. That's much more important than merely intellectual appreciation. My intention is to bridge art and environmental awareness, inspiring a deeper, more meaningful dialog about our place in nature. Emotional intelligence is the real source for positive change."

She is especially impressed with the work being done by Cool Effect, as is Green. "They have proven that though a ground-up approach, people of all kinds can make a difference," he stated. "This exhibit ties in perfectly with Cool Effect's campaign to engage people about our connection to nature."