



SUSTAINABILITY BALANCE

by: flying saucer
 for: BASF
 in: Ludwigshafen, Germany

Created for the BASF visitor center in Ludwigshafen, Germany, the SUSTAINABILITY BALANCE is an interactive exhibit that explains the modern interpretation of sustainability. Built as a scale with three parts, it demonstrates the effort required to achieve the perfect equilibrium of economic growth, environmental protection, and social responsibility. By transferring the theoretical meaning of sustainability into an experiential physical representation, the exhibit leaves visitors with a better understanding of what needs to be done to achieve sustainability.