

RAWTAG

Art and education for sustainability

RawTag, an innovative art + education for sustainability initiative, emerged in 2015 at Anglia Ruskin University Cambridge UK. Acknowledged by the ReImagine Education Award in 2020 for its pioneering approach, to sustainability, RawTag bridges the gap between public art and education, inviting corporate responsibility and ethical consumption within a broader intellectual, cultural, and social context.

Co-founded by artists and educators Beatriz Acevedo and Carmen Lamberti, the initiative embodies a holistic philosophy that goes beyond art's traditional visual aspects. It aims to ignite awareness and informed choices around sustainability, thus extending its influence beyond standard educational settings.

RawTag catalyzes meaningful dialogue on topics like sustainability and societal responsibility, enriched by intersections with political and cultural considerations. As part of its diverse platform, it incorporates decolonial perspectives through the medium of clothing, offering a stage for inclusive dialogue that connects narratives from different parts of the world.

The initiative's transformative potential has elevated it from an educational effort to a broader platform for public engagement.

It not only addresses global challenges through inventive means but also harmonizes with the broader conversations surrounding the role of art in societal change. In doing so,

RawTag compels us to rethink our relationship with sustainability in a comprehensive and nuanced manner.

Carmen Lamberti



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