

The large image scenes on pages 7, 11, and 12 used Chat GPT, as well as UI design icons.

Sell the Earth™

PREMIUM ACCESS TO SURVIVAL



COMMUNICATION DESIGN PROJECT 03

NAN LIU

2026

AIR ACCESS™

TIER 03 / CITIZEN

12 HOURS REMAINING



DAILY QUOTA

12 / 24 HRS

NEXT RENEWAL

11:58:32

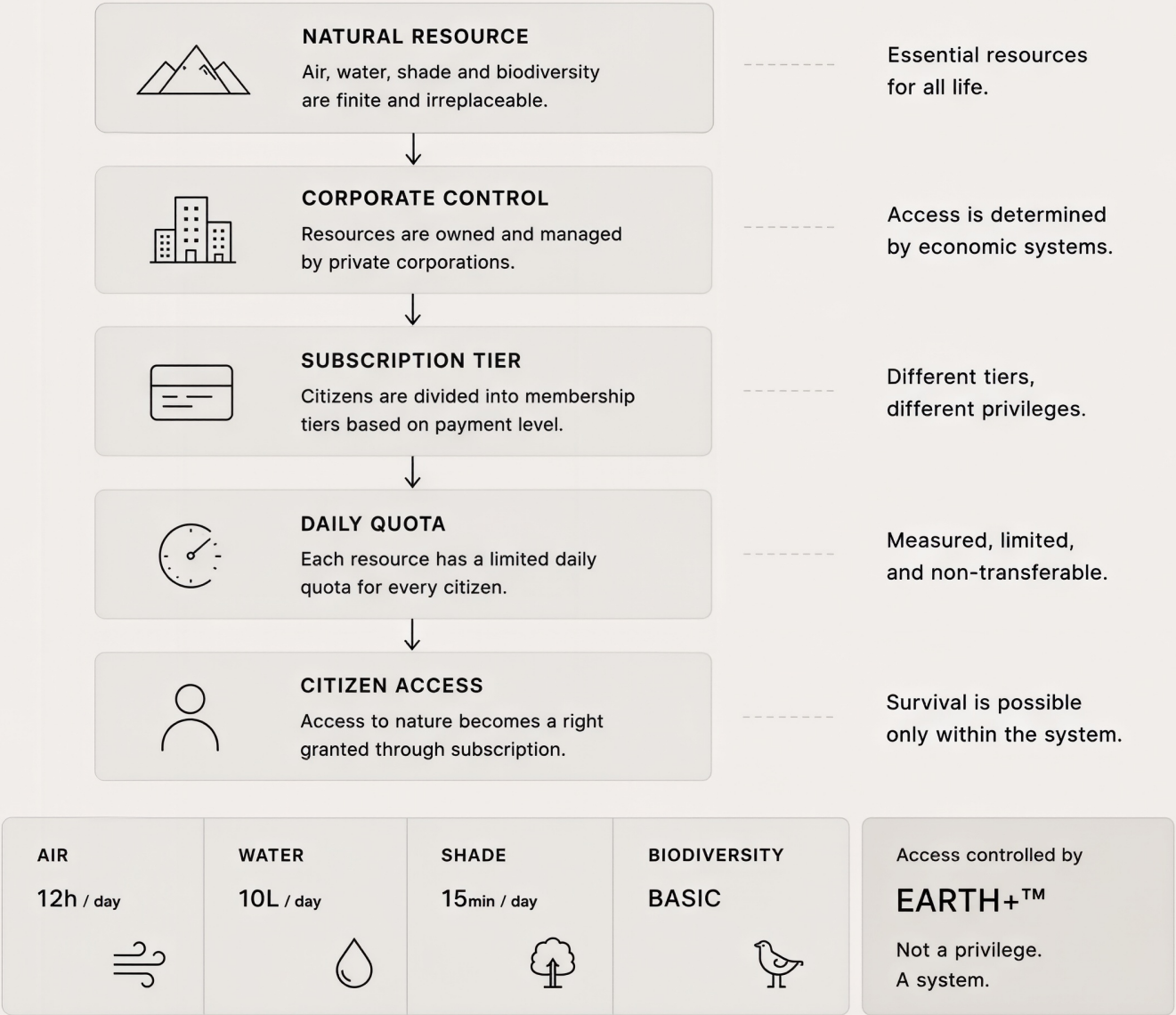
AIR 12h / day 	WATER 10L / day 	SHADE 15min / day 	BIODIVERSITY BASIC 	UPGRADE PLAN EARTH+ ELITE 
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A Subscription System for Nature

NATURE IS NO LONGER FREE.
IT IS ACCESSED BY SUBSCRIPTION.

Sell the Earth™ is a speculative communication design project that imagines a future where access to air, water, shade and biodiversity is regulated through a premium membership system.

The project uses interface design, retail language, printed matter and spatial communication to question how ecological collapse can be packaged as consumer choice.

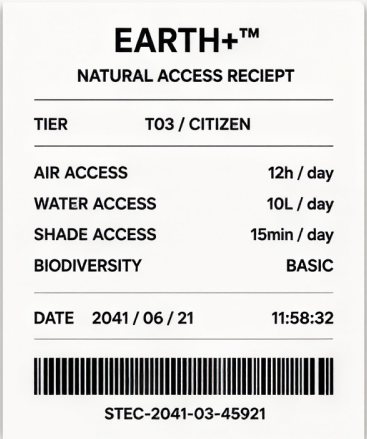


Publishing as Infrastructure

PUBLISHING IS NO LONGER
CONFINED TO THE PAGE.
IT OPERATES THROUGH SYSTEMS,
INTERFACES AND TRANSACTIONS.

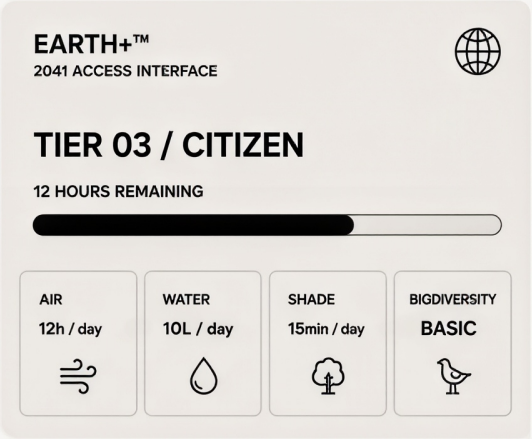
Sell the Earth™ treats retail systems
as publishing platforms. Information circulates
through receipts, packaging, membership access,
QR activation and environmental notifications.

01 RECEIPT



Transactions become printed
records of ecological access.

02 INTERFACE



Digital interfaces display, manage
and regulate daily natural quotas.

03 PACKAGING



Packaging delivers access
as a branded, tiered product.

04 SIGNAGE



Environmental access is communicated
through spatial and public signage.

05 MEMBERSHIP



Access to nature is determined
through subscription tiers.

06 NOTIFICATION



Environmental exposure is
monitored and regulated.

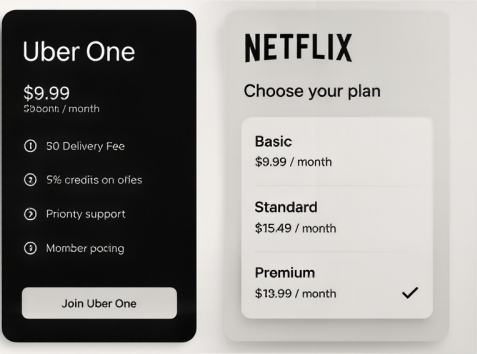
Existing Systems of Access

ENVIRONMENTAL ACCESS IS
ALREADY STRUCTURED THROUGH
SYSTEMS OF PRIVILEGE,
PAYMENT AND CONTROL.

The project draws from contemporary retail systems, subscription platforms, environmental inequality and premium consumer branding to construct a believable future access economy.

THE FUTURE SYSTEM
ALREADY EXISTS IN FRAGMENTS.

01 SUBSCRIPTION ECONOMY



Access is increasingly structured through recurring payment systems.

02 ENVIRONMENTAL PRIVILEGE



Clean environments are becoming markers of economic privilege.

03 RETAIL MINIMALISM



Minimal retail aesthetics communicate trust, purity and exclusivity.

04 RESOURCE PACKAGING



Basic necessities are already distributed through branded packaging systems.

05 DATA & MONITORING



Daily behaviour is increasingly monitored and quantified.

06 PUBLIC INFORMATION SYSTEMS



Public infrastructure increasingly relies on interface-based communication.

Environmental Access Protocol

NATURAL EXPOSURE IS REGULATED THROUGH CITIZENSHIP TIER SYSTEMS AND ENVIRONMENTAL SUBSCRIPTION PLANS.

Beginning in 2041, public access to breathable air, clean water, shaded outdoor zones and ecological environments will be regulated through the EARTH+™ environmental management system.

Access privileges are determined through membership status, geographic location and daily environmental quota availability.



Environmental survival is no longer guaranteed. It is managed.

CITIZEN PROFILE



TIER 03 / CITIZEN

CITIZEN ID

STEC-2041-03-45921

MEMBERSHIP

EARTH+™ STANDARD

STATUS

ACTIVE

LAST SYNC
21 JUNE 2041, 11:58



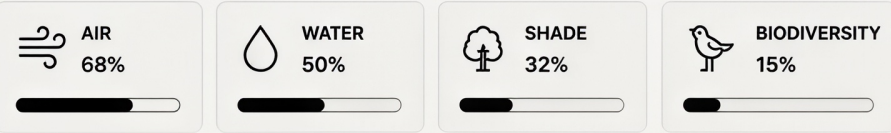
ACCESS STATUS

RESOURCE	STATUS	DETAILS
 AIR	ACTIVE	12h / day >
 WATER	LIMITED	10L / day >
 SHADE	EXPIRES 18:00	15min / day >
 BIODIVERSITY	RESTRICTED	BASIC LEVEL >

DAILY QUOTA

RESETS IN 12:01:32

OVERALL QUOTA USAGE



ENVIRONMENTAL WARNING



LIMIT EXCEEDED

Outdoor exposure exceeds standard allocation.

Upgrade required for extended access.

RECOMMENDED ACTION

UPGRADE MEMBERSHIP

Upgrade to Tier 02 or above for increased daily quotas and extended access privileges.

VIEW PLANS >

SYSTEM NOTICE

High environmental demand in your region. Quotas may fluctuate.

VIEW REGIONAL STATUS >

Daily Environmental Access

ENVIRONMENTAL ACCESS IS EXPERIENCED THROUGH INTERFACES, TRANSACTIONS AND NOTIFICATIONS.

Citizens interact with the EARTH+™ system through mobile interfaces, access verification, digital receipts and quota notifications.



Your environment.
Your allocation.
Your responsibility.

ACCESS JOURNEY

01 VERIFY

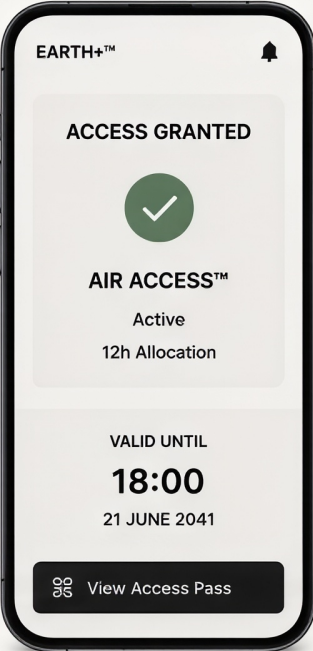
Identity verification and access check



Scan your Citizen ID or device to verify membership status.

02 ACCESS

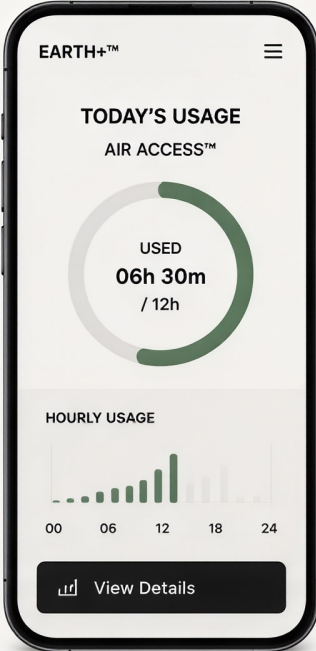
Access granted for allocated resources



Access is activated based on your daily allocation and tier.

03 TRACK

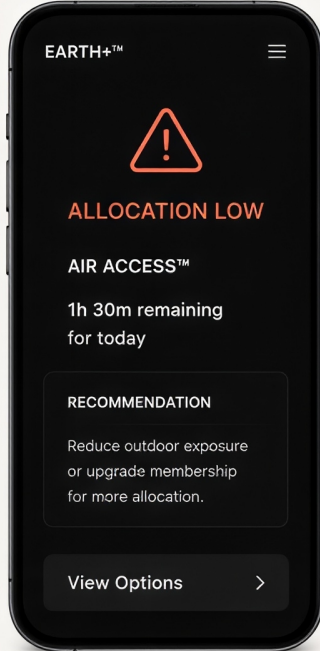
Monitor usage in real time



Track your usage and remaining quota throughout the day.

04 WARNING

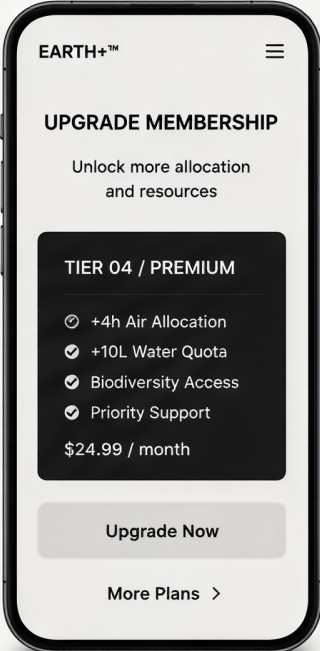
Receive alerts when quota is low



Notifications help you manage your exposure and avoid violations.

05 RENEW

Renew or upgrade your membership



Renew or upgrade your tier to increase allocation and access benefits.

 **DIGITAL RECEIPT**

Transaction ID

TRX-2041-06-21-8931

AIR ACCESS™

12h Allocation

TIME

21 JUNE 2041, 08:24

STATUS

ACTIVE

Download Receipt



Controlled Environmental Space

ACCESS TO CLEAN ENVIRONMENTS IS REGULATED THROUGH CONTROLLED SPATIAL INFRASTRUCTURE.

EARTH+™ access zones operate as controlled environmental spaces where entry, duration and exposure are monitored through digital verification systems.

Every movement, every breath and every moment of outdoor exposure is part of your environmental allocation.



Space itself becomes a subscription service.



SYSTEM DETAILS

01 ENTRY VERIFIED
Scan. Verify. Enter.



02 EXPOSURE TIMER
Your time is your allocation.



03 ENVIRONMENTAL DATA
Real-time conditions monitoring.



04 ZONE ACCESS
Different tiers. Different exposure.



05 EXIT CONTROL
Exiting ends your allocation.



ACCESS RULES

- 

IDENTITY VERIFICATION
Digital ID and membership required for entry.
- 

TIME LIMITED ACCESS
Exposure duration is based on your daily allocation.
- 

MONITORED ENVIRONMENT
All environmental data is tracked in real time.



VIOLATION ALERT
Exceeding allocation limits may result in restriction or suspension.

ENVIRONMENTAL SIGNAGE



CLEAN AIR IS NOT FREE.
EARTH+™



MAX OUTDOOR EXPOSURE
15 MIN / DAY
TIER 03 CITIZEN LIMIT



EXPOSURE EXCEEDED
PLEASE RETURN TO ACCESS ZONE

Managing Public Behaviour

CONTROL BECOMES EFFECTIVE WHEN IT FEELS LIKE PUBLIC RESPONSIBILITY.

EARTH+™ communicates environmental conditions, access rules and behavioural guidance through public systems, ambient interfaces and real-time notifications.

These messages shape daily decisions, normalize restricted access and reinforce compliant behaviour across the city.



Information shapes behaviour.
Behaviour protects allocation.
Allocation ensures survival.

PUBLIC MESSAGING INFRASTRUCTURE

01 METRO INFORMATION SCREEN



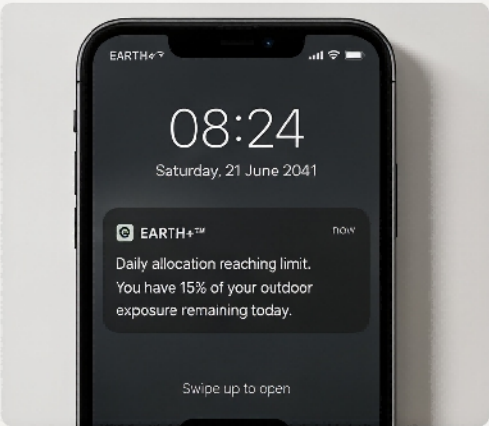
02 PUBLIC ALERT BROADCAST



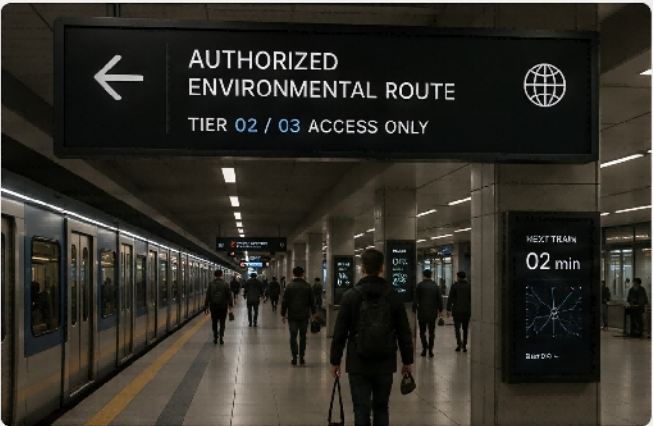
03 AMBIENT ENVIRONMENTAL DISPLAY



04 MOBILE NOTIFICATION



05 PUBLIC TRANSPORT SIGNAGE



06 CITY INFORMATION BOARD



MESSAGE PRINCIPLES

REAL-TIME
INFORMATION

BEHAVIOURAL
GUIDANCE

NORMALIZATION
OF RESTRICTION

PROMOTE
COMPLIANT ACTION

REINFORCE
RESPONSIBILITY

Every message. Every system.
One purpose: manage exposure.



Environmental Access Inequality

When survival becomes a subscription service, access to nature becomes a form of **privilege**.

The EARTH+™ system distributes environmental access unevenly through economic status, geographic location and membership hierarchy.

Clean air is no longer a universal condition. It is a **premium allocation**.



The system does not fail equally. It is designed to protect some, and exclude many.

CITIZEN PROFILE COMPARISON

Environmental access is determined by membership tier. Allocation varies across all essential ecological resources.

TIER 01 / BASIC CITIZEN



CITIZEN ID01-17-8A2F

LOCATIONDENSITY ZONE 7B

MEMBERSHIPBASIC

INCOME BRACKETLOWER 20%

COMPLIANCE STATUS**AT RISK**

ALLOCATION STABILITY



LOW

12% OF STANDARD



AIR ACCESS

Daily allocation

02h

PER DAY

Unstable air quality.
High pollution exposure.



WATER ACCESS

Usage limit

50L

PER DAY

Strict usage cap.
Non-potable periods.



OUTDOOR EXPOSURE

Zone condition

HIGH RISK

UNSTABLE

Outdoor exposure limited.
Heat & pollution risk.



BIODIVERSITY ACCESS

Available environments

NONE

RESTRICTED

No access to green zones.
Biodiversity denied.



ENVIRONMENTAL STATUS

Current condition

WARNING

ACTIVE

Exposure warning active.
Health risk elevated.

RECENT EXPOSURE HISTORY (7 DAYS)

WARNING

4 DAYS

LIMIT REACHED

2 DAYS

OUTDOOR BANNED

1 DAY

COMPLIANCE SCORE

62 / 100

ACCESS BARRIER

Authorization required
for environmental transition.

ENVIRONMENTAL
ACCESS CONTROL

ID VERIFICATION
REQUIRED

SCAN
ID

EARTH+™

DIFFERENT RIGHTS.
DIFFERENT FUTURES.



TIER 04 / PREMIUM MEMBER



CITIZEN ID04-91-7X9P

LOCATIONGREEN ZONE PRIME

MEMBERSHIP**PREMIUM**

INCOME BRACKETTOP 10%

COMPLIANCE STATUS**COMPLIANT**

ALLOCATION STABILITY



HIGH

98% OF STANDARD



AIR ACCESS

Daily allocation

UNLIMITED

NO LIMIT

High quality air.
Filtered & monitored.



WATER ACCESS

Usage priority

PRIORITY

UNLIMITED

Clean water priority.
Extended availability.



OUTDOOR EXPOSURE

Zone condition

PROTECTED

STABLE

Climate controlled zones.
Safe outdoor exposure.



BIODIVERSITY ACCESS

Available environments

FULL

UNRESTRICTED

All green zones accessible.
Biodiversity included.



ENVIRONMENTAL STATUS

Current condition

STABLE

OPTIMAL

Stable environment.
Monitored continuously.

RECENT ENVIRONMENTAL LOG (7 DAYS)

OPTIMAL

7 DAYS

NO ALERTS

7 DAYS

OUTDOOR ACCESS

7 DAYS

COMPLIANCE SCORE

98 / 100



SYSTEM
POLICY
STATEMENT

Resource optimization requires
adaptive allocation protocols.
Equity is achieved through
differentiated access management.



Lower tiers face systemic exposure and health risks.



Economic status directly determines environmental quality.



The system protects privilege through controlled stability.



Access to a livable environment is not a right in 2041. It is a subscription.

A Deployed Environmental Access System

THE FINAL OUTCOME IS A COMPLETE COMMUNICATION INFRASTRUCTURE THAT CONTROLS, PUBLISHES AND CIRCULATES ACCESS TO NATURE.

EARTH+™ is not a single service or product. It is an operational ecosystem that manages environmental resources, regulates exposure and shapes public understanding of ecological access in 2041.

Every interface, message, space and document works together as one system — defining who can access, how much they receive and under what conditions.

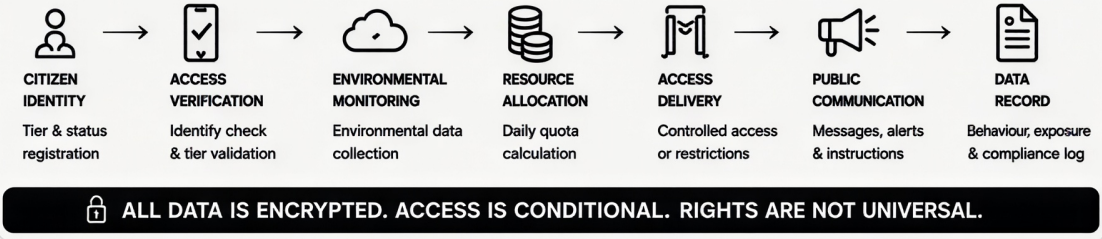


The system is infrastructure.
It is policy in action.
It is communication in control.

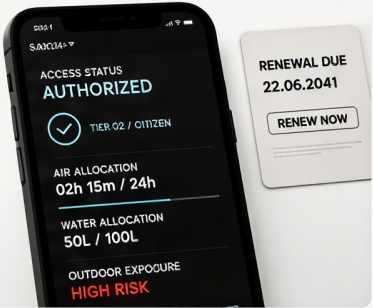
SYSTEM DEPLOYMENT OVERVIEW EARTH+™ ENVIRONMENTAL ACCESS NETWORK



SYSTEM INFORMATION FLOW



01 INTERFACE SYSTEM



Mobile platform for allocation tracking, renewal and alerts.

02 SPATIAL ACCESS ZONE



Physical infrastructure manages flow, exposure and environmental safety.

03 PUBLIC MESSAGING



Public screens broadcast real-time environmental messages.

04 CITIZEN ID



Tier-based identity cards determine privileges and access rights.

05 RECEIPT / PRINTED MATTER



Every transaction creates a record of environmental access.

06 DOCUMENTATION



The system is presented and documented as a spatial communication installation.

THE SYSTEM IS COMPLETE.
THE CRITIQUE CONTINUES.

SYSTEM PRINCIPLES



CONTROL ACCESS
Not everyone receives the same environment.



PUBLISH INFORMATION
Information shapes behaviour.



ALLOCATE RESOURCES
Resources are limited and distributed by rules.



COMMUNICATE CONSTANTLY
The system speaks through every channel.



DOCUMENT EVERYTHING
Every action is recorded and evaluated.

Access was never equal.

The EARTH+™ system does not emerge from fiction. It emerges from existing systems of inequality, privatization and environmental control.

This project asks what happens when access to nature is no longer considered a universal condition, but a managed resource distributed through **economic systems.**

What happens when survival becomes a subscription?



NATURE IS LIMITED
Environmental stability is no longer guaranteed. It is allocated.



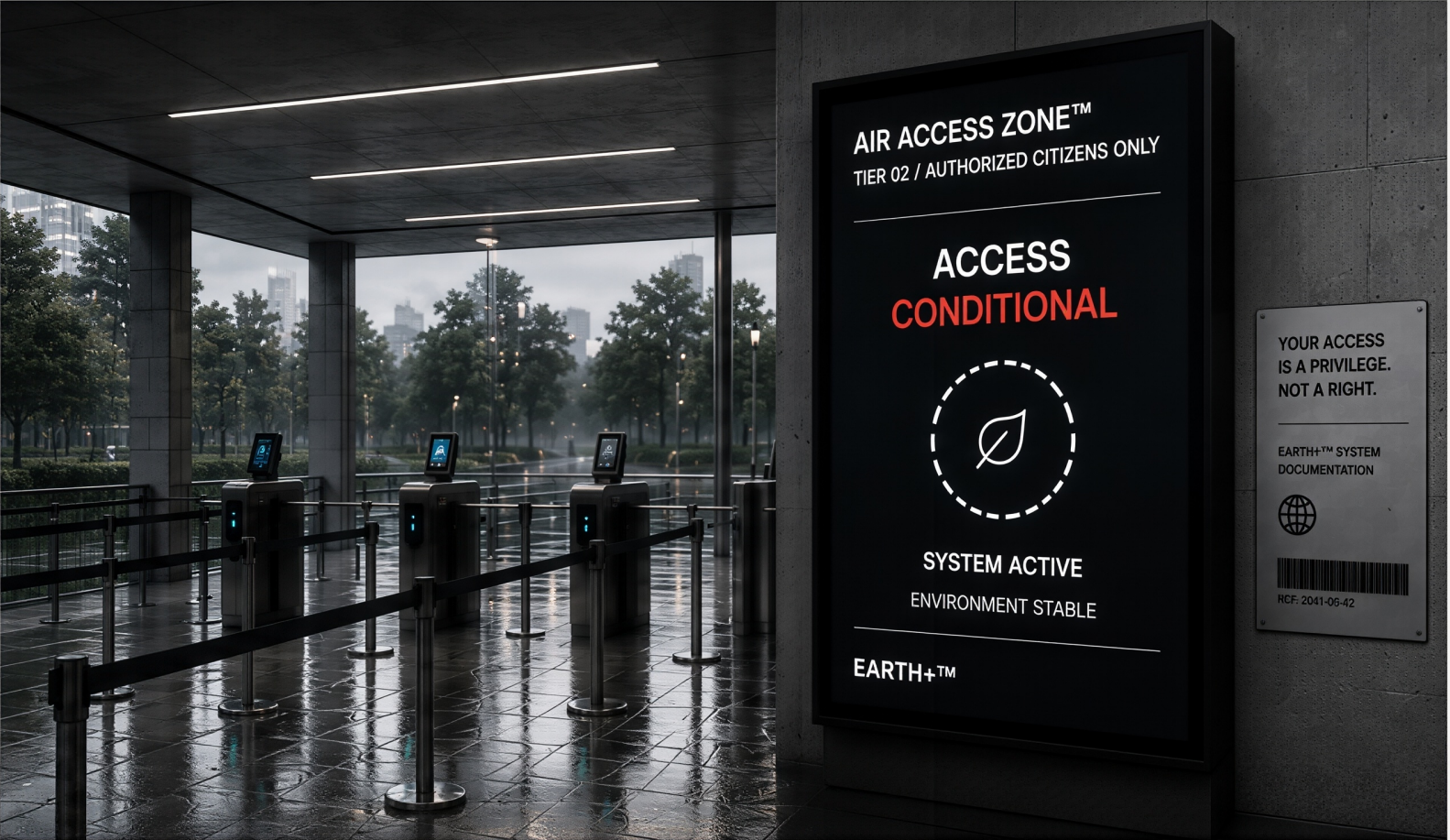
ACCESS IS CONDITIONAL
The right to experience nature is defined by compliance.



INEQUALITY IS BUILT IN
Different tiers. Different rights. Different futures.



CONTROL IS NORMALIZED
Systems of monitoring, restriction and evaluation become invisible.



The system is operational.
The environment is measured.
Access is managed.
The future is already being prototyped.

Not a prediction.
Not a solution.
A condition.

SYSTEM NAME	PROJECT TYPE	TIME FRAME	STATUS	LOCATION CONTEXT	DESIGN APPROACH	
EARTH+™ ENVIRONMENTAL ACCESS SYSTEM	SPECULATIVE COMMUNICATION DESIGN	2041	SYSTEM DEPLOYED	GLOBAL URBAN ENVIRONMENTS	CRITICAL / SYSTEMIC / POLITICAL	FOR AUTHORIZED CITIZENS ONLY

What happens when survival becomes a subscription?

The presentation ends.
The system continues.

Sell the Earth™
Communication Design Project 03
Nan Liu · 2026



SYSTEM NAME	PROJECT TYPE	TIME FRAME	STATUS	LOCATION CONTEXT	DESIGN APPROACH	FOR AUTHORIZED CITIZENS ONLY
EARTH+™ ENVIRONMENTAL ACCESS SYSTEM	SPECULATIVE COMMUNICATION DESIGN	2041	SYSTEM DEPLOYED	GLOBAL URBAN ENVIRONMENTS	CRITICAL / SYSTEMIC / POLITICAL	

Design Statement

Sell the Earth™ is a speculative communication design project that reimagines a near-future where essential natural resources are managed, controlled, and sold as a subscription through a corporate system called EARTH+™.

Set in 2041, EARTH+™ operates as an environmental access system that allocates clean air, water, shade, and biodiversity through membership tiers and daily quotas. The project explores how environmental crisis can be normalised by design — where control is not enforced through violence, but through interfaces, rules, permissions and neutral visual systems.

My work translates this system into a series of communication touchpoints, including UI screens, physical signage, digital notifications, membership cards, receipts, public information displays and spatial environments. Each element communicates rules, limits and permissions, shaping how people understand, behave and move within the system.

The project does not predict the future, but amplifies existing logic: when survival becomes a subscription, communication design becomes the infrastructure that makes inequality appear natural.

Core Findings

- 1



Access is not universal.
Environmental resources are allocated, not guaranteed.
- 2



Control is normalised.
System design turns restriction into everyday behaviour.
- 3



Visibility shapes perception.
Interfaces decide what people see, understand and accept.
- 4



Inequality is built into the system.
Different tiers. Different rights. Different futures.

Reflection on ethics: what is revealed and what is concealed.

References

REVISION • EDITED

Theoretical Framework

- Peluso, N. (1995). Counter-Mapping Forest Territories.
- Harley, J.B. (1989). Deconstructing the Map.
- Plutchik, R. (2001). The Nature of Emotions.

Case References

- Parish Maps Project (UK, 1985–)
- Counter Cartographies Collective
- Forensic Architecture

Data Sources

- Interface Studies on Environmental Control Systems
- Speculative Research on Resource Privatisation
- Project Development and Visual Experiments (2026)

PROJECT	Sell the Earth™ / EARTH+™ Environmental Access System
LOCATION CONTEXT	Global Urban Environments
TIME FRAME	2041
PROJECT TYPE	Speculative Communication Design
AUTHOR	Nan Liu
COURSE	Communication Design Project 03 - 2026



FOR AUTHORIZED
CITIZENS ONLY



EARTHPLUS-2041-SYSTEM