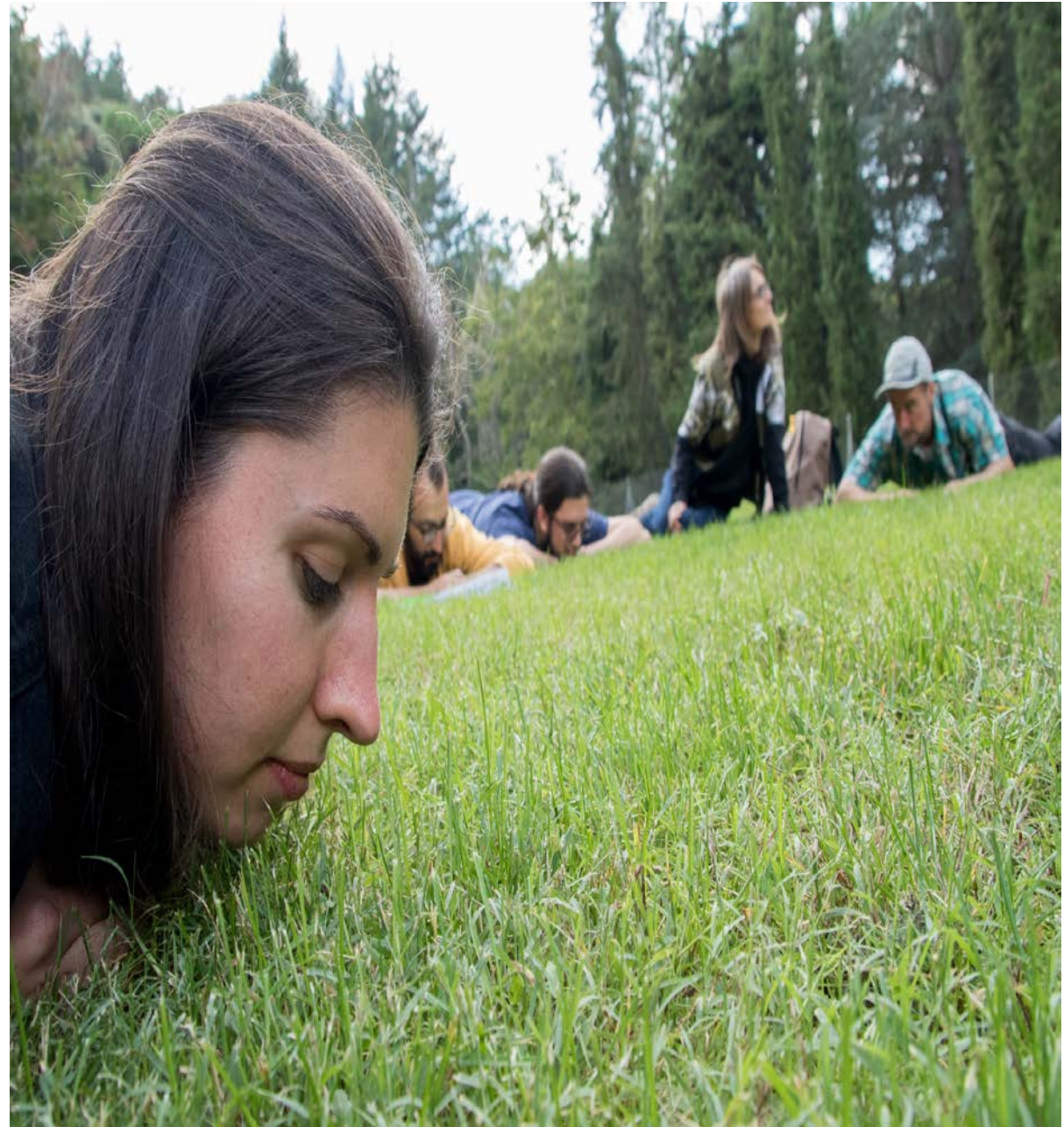


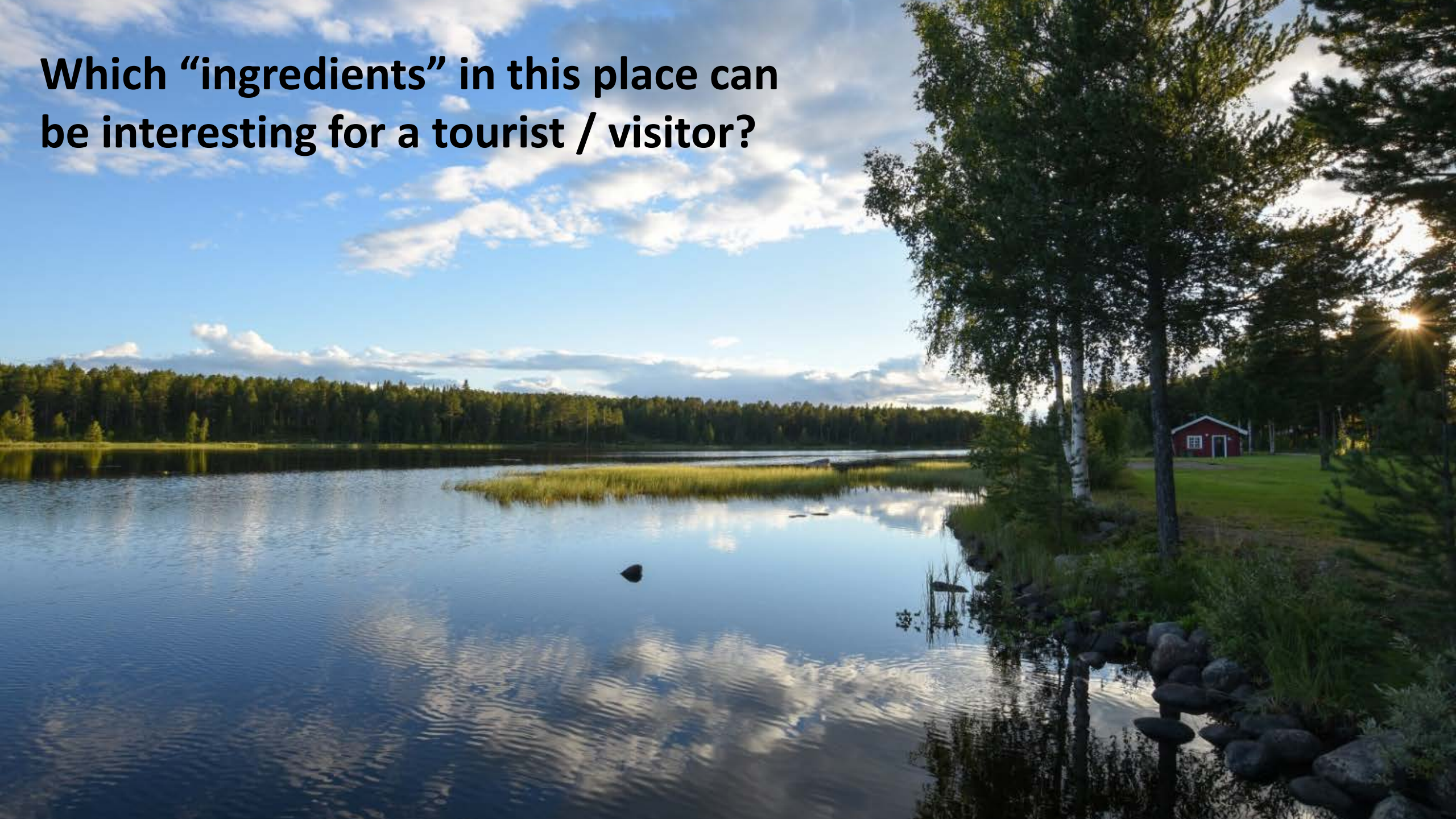
The immensity of the insignificant: showing how to see pure nature where the public only see quotidian colors.

Evarist March Sarlat
@naturalwalks





Which “ingredients” in this place can be interesting for a tourist / visitor?



Which “ingredients” in this place can be interesting for a tourist / visitor?



Hjortron / cloudberries: *Rubus chamaemorus* [L.](#)

¡More far is better!

¡More difficult is better!

¡More exotic is better!

¡More rare is better!

¡More expensive is better!

FALSE!



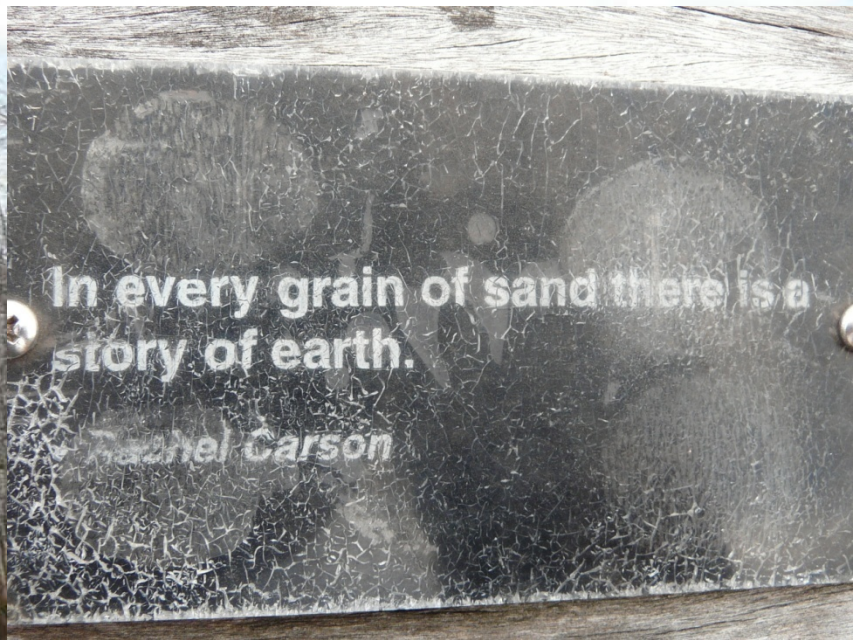
Which general subject can be related with a specific phenomena?

Hjortron / cloudberryes: *Rubus chamaemorus* [L.](#)

Which specific message can be related with this phenomena?



Hjortron / cloudberries: *Rubus chamaemorus* [L.](#)



Everglades, Florida, USA. January

What specifically we can do to convey
this idea through an action?

Hjortron / cloudberry: *Rubus chamaemorus* [L.](#)

INGREDIENTS



GENERAL SUBJECTS



SPECIFIC MESSAGE



ACTION TO CREATE A BRIDGE



CONCLUSION


- Landscape
- Meteorology
- Vegetation
- Fauna
- Geology
- Local culture
- Intangibles
- Etc.

- Conservancy
- Local uses:
Gastronomy
- History
- Science
- Etc.

“In every grain of sand
there is a history of
earth”

- Write a poem
- Show scientific
information
- Make an experiment
- Play a game
- Etc.





See you on the wild!
Thank you! / Tack så mycket!