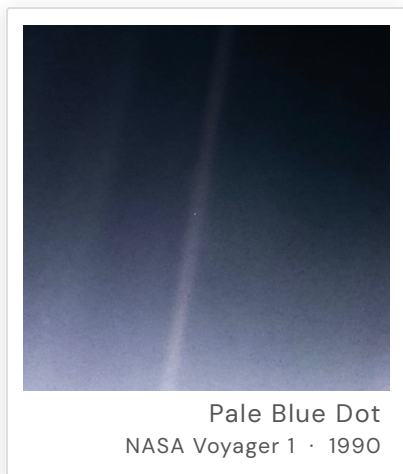


Nature is the original artist.

Everything else is a response.



THE FRAME THAT STARTED EVERYTHING



Pale Blue Dot
NASA Voyager 1 · 1990

1
FRAME

195+
COUNTRIES

8.3B
HUMAN BEINGS

"That's here. That's home. That's us. On it everyone you love, everyone you know, everyone you ever heard of, every human being who ever was, lived out their lives.

CARL SAGAN, PALE BLUE DOT, 1994

From 3.7 billion miles away, Earth is a pale blue dot.

Up close...

it's a tide
a forest floor
a field of spring flowers

EARTH WEEK PHOTO JOURNAL

One week.
One white frame.
One collective exhale.

This upcoming Earth Week, Project White Frame is seeking artists, land stewards, and community members to document and celebrate what they love in their everyday Nature. The ask is simple: find a part of Nature you love — or something designed to protect it — and surround it with a white frame.

Somewhere along the way, Earth Day became a marketing tagline. A limited-edition product drop. This event is a small act of reclamation, designed to remember the why...

Nature is the art.

The white frame is a mark of unity and solidarity. A border that says: this matters. Look here. Remember this...

HOW TO PARTICIPATE: APRIL 19 – APRIL 25

FIND: a part of Nature you love or something designed to protect it.

FRAME: it with a white frame. Get creative, a frame is anything that supports the subject.

SHARE: why it matters. [#ProjectWhiteFrame2026](#)

Be sure to share why this is your favorite part of Nature, or any music, art, dance, or poetry it inspired.

● EARTH WEEK · APRIL 19–25, 2026