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

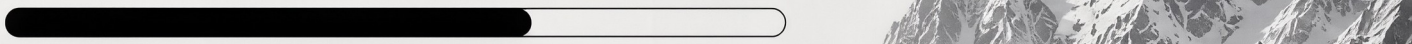
EARTH+™

2041 ACCESS INTERFACE

AIR ACCESS™

TIER 03 / CITIZEN

12 HOURS REMAINING



DAILY QUOTA

12 / 24 HRS

NEXT RENEWAL

11:58:32

AIR	WATER	SHADE	BIODIVERSITY	UPGRADE PLAN
12h / day	10L / day	15min / day	BASIC	EARTH+ ELITE →

NOTICES

Natural exposure beyond your plan is not covered under standard access.

MEMBERSHIP ID

STEC-2041-03-45921

EARTH+™ CORPORATION

Regulating access.

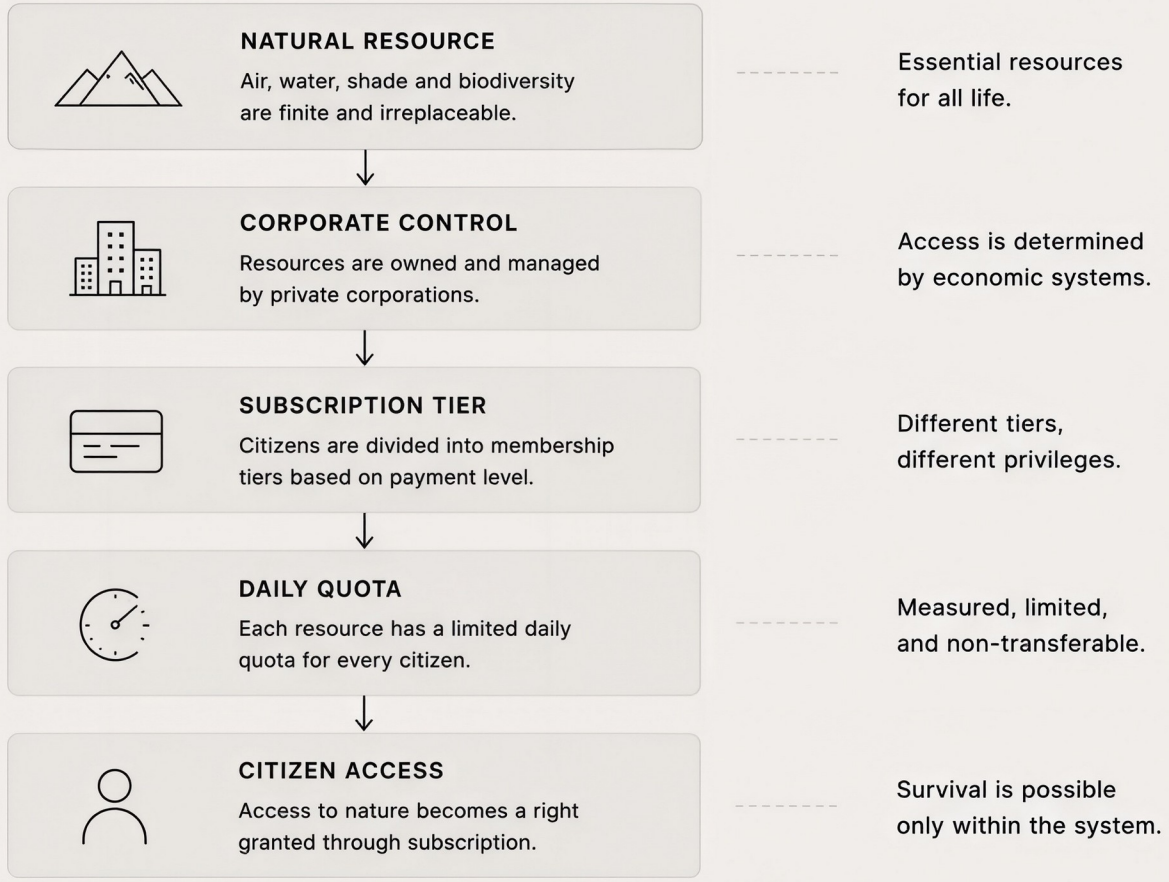
Preserving value.

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.

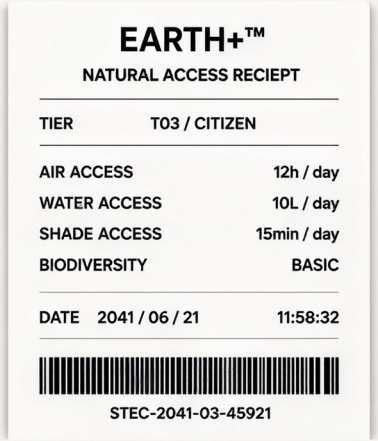


Publishing as Infrastructure

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

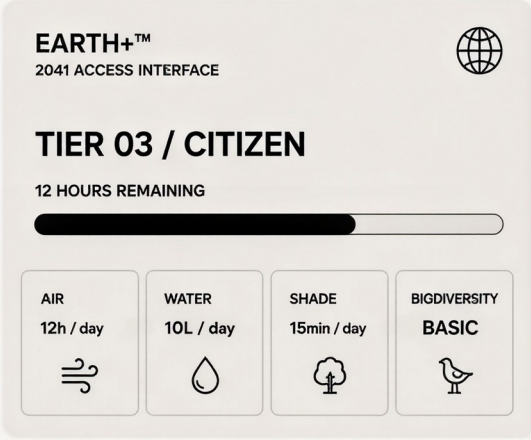
Sell the Earth™ treats retail systems as publishing platforms. Information circulates through receipts, packaging, membership access, QR activation and environmental notifications.

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.

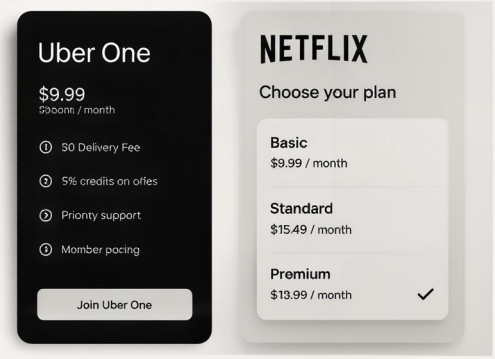
Existing Systems of Access

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 & MONTORING



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	MEMBERSHIP	STATUS
STEC-2041-03-45921	EARTH+™ STANDARD	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

68% / 100%

AIR	WATER	SHADE	BIODIVERSITY
68%	50%	32%	15%

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 →

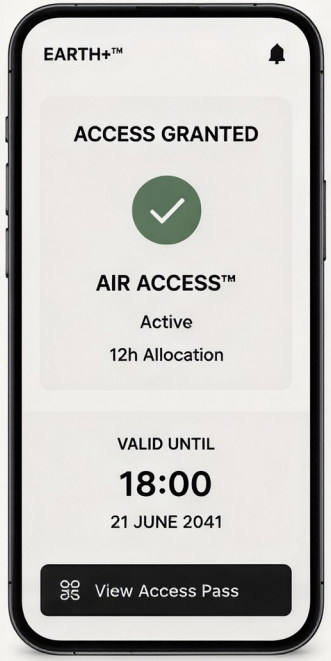
Identity verification and access check



Scan your Citizen ID or device to verify membership status.

02 ACCESS →

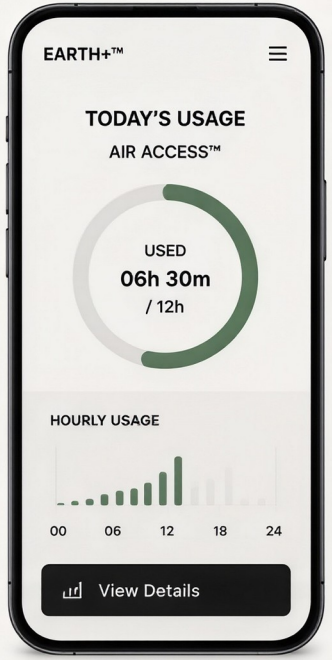
Access granted for allocated resources



Access is activated based on your daily allocation and tier.

03 TRACK →

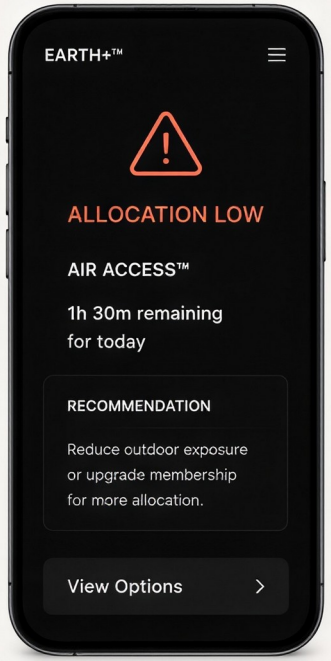
Monitor usage in real time



Track your usage and remaining quota throughout the day.

04 WARNING →

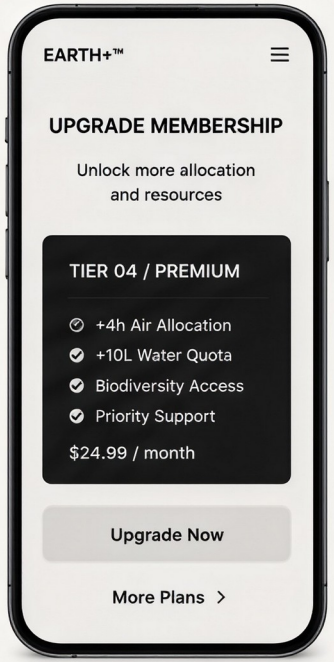
Receive alerts when quota is low



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	AIR ACCESS™	TIME	STATUS
TRX-2041-06-21-8931	12h Allocation	21 JUNE 2041, 08:24	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

ZONE TYPE	LOCATION	ACCESS MODEL	ENVIRONMENT	SYSTEM STATUS
AIR ACCESS ZONE™	GLOBAL ACCESS POINTS	TIER-BASED ALLOCATION	CONTROLLED INDOOR	OPERATIONAL

Managing Public Behaviour

CONTROL BECOMES EFFECTIVE WHEN IT FEELS LIKE PUBLIC RESPONSIBILITY.

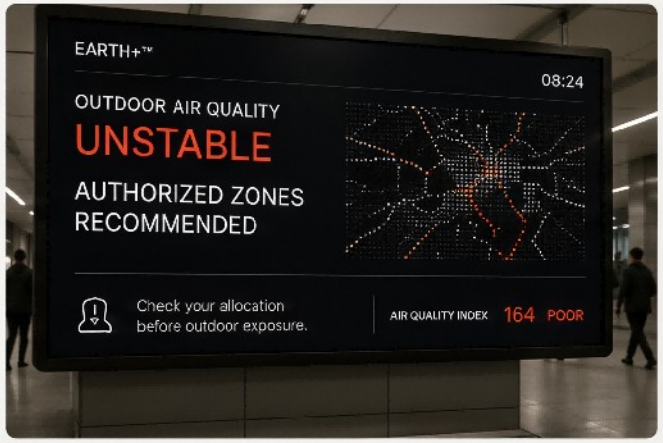
EARTH+™ communicates environmental conditions, access rules and behavioural guidance through public systems, ambient interfaces and real-time notifications.

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

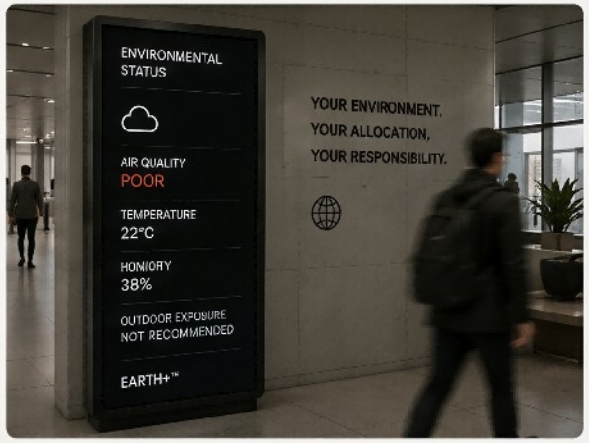
01 METRO INFORMATION SCREEN



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 ID 01-17-8A2F
LOCATION DENSITY ZONE 7B
MEMBERSHIP BASIC
INCOME BRACKET LOWER 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	LIMIT REACHED	OUTDOOR BANNED	COMPLIANCE SCORE
4 DAYS	2 DAYS	1 DAY	62 / 100



TIER 04 / PREMIUM MEMBER



CITIZEN ID 04-91-7X9P
LOCATION GREEN ZONE PRIME
MEMBERSHIP PREMIUM
INCOME BRACKET TOP 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	NO ALERTS	OUTDOOR ACCESS	COMPLIANCE SCORE
7 DAYS	7 DAYS	7 DAYS	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.

REPORT ID	DATA SOURCE	REPORT DATE	ANALYST	CLASSIFICATION
EARTH+-IR-2041-09	EARTH+™ CENTRAL DATABASE	21 JUNE 2041	ENVIRONMENTAL ETHICS UNIT	INTERNAL USE ONLY

FOR AUTHORIZED CITIZENS ONLY

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

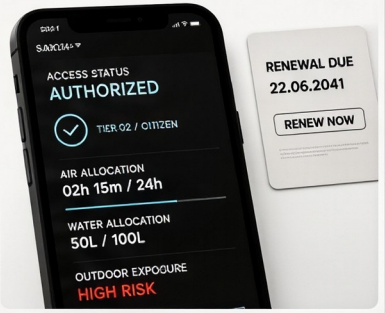


SYSTEM INFORMATION FLOW

CITIZEN IDENTITY	ACCESS VERIFICATION	ENVIRONMENTAL MONITORING	RESOURCE ALLOCATION	ACCESS DELIVERY	PUBLIC COMMUNICATION	DATA RECORD
Tier & status registration	Identify check & tier validation	Environmental data collection	Daily quota calculation	Controlled access or restrictions	Messages, alerts & instructions	Behaviour, exposure & compliance log

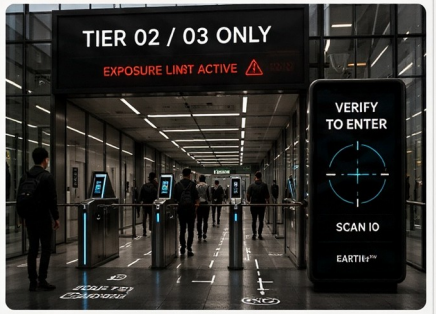
ALL DATA IS ENCRYPTED. ACCESS IS CONDITIONAL. RIGHTS ARE NOT UNIVERSAL.

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



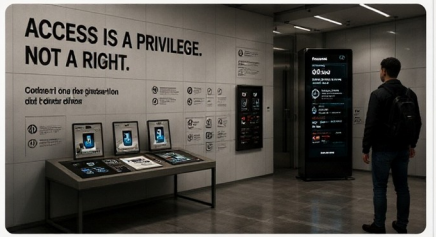
Tier-based identity cards determine privileges and access rights.

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.

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

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.

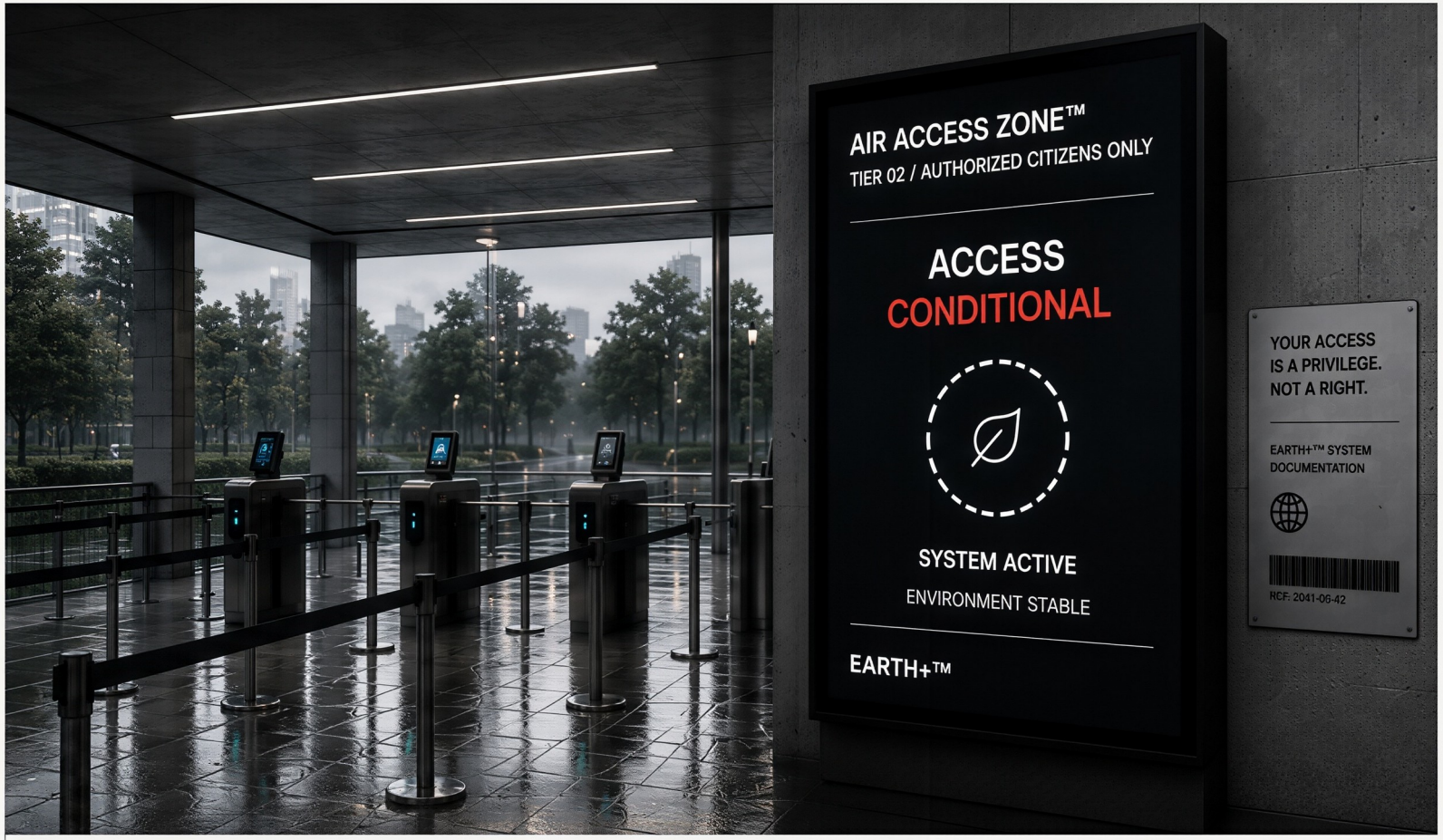
What happens when survival becomes a subscription?

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.**

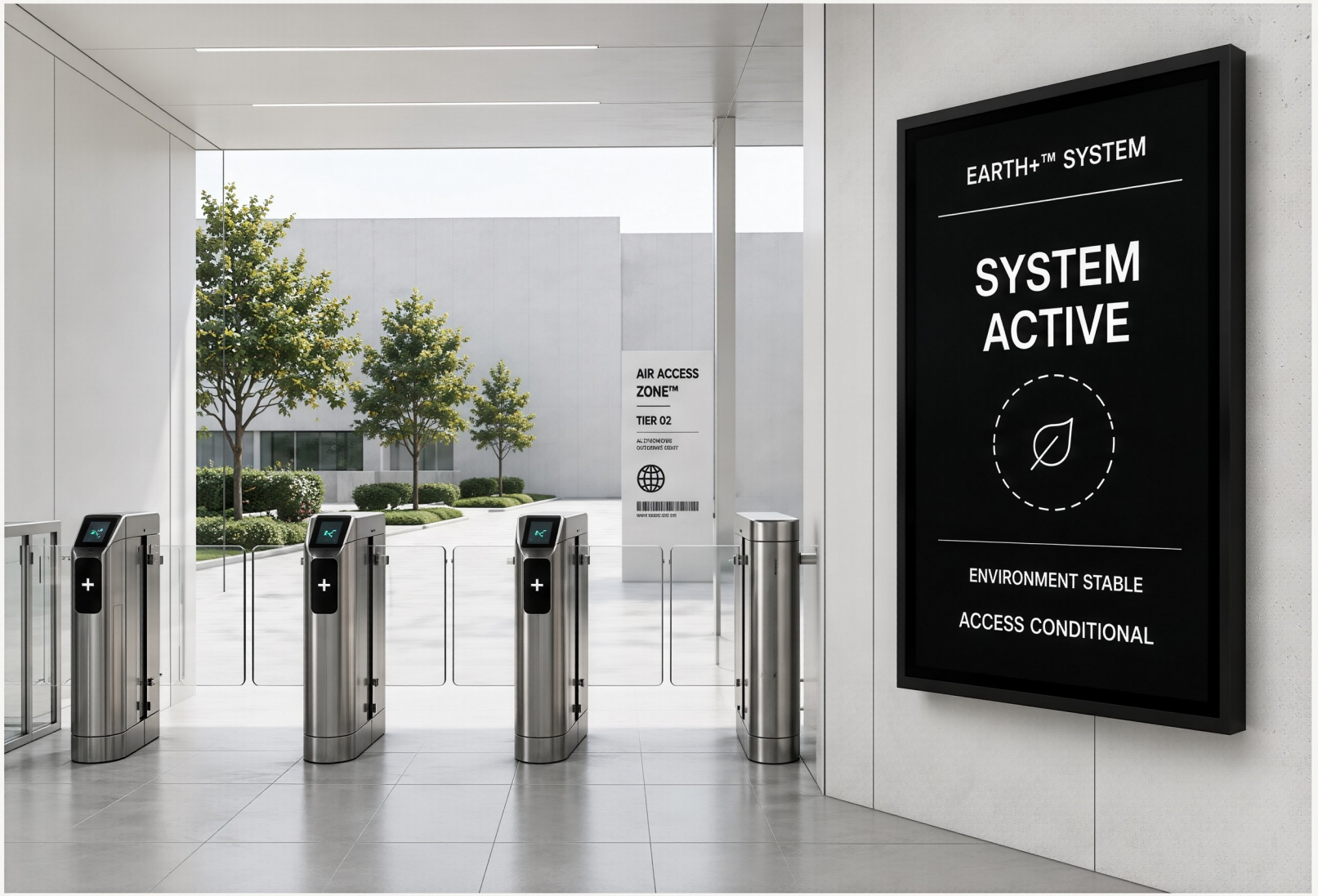
EARTH+™
2041 ACCESS INFRASTRUCTURE

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

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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
EARTH+™ ENVIRONMENTAL ACCESS SYSTEM	SPECULATIVE COMMUNICATION DESIGN	2041	SYSTEM DEPLOYED	GLOBAL URBAN ENVIRONMENTS	CRITICAL / SYSTEMIC / POLITICAL

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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

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

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EARTHPLUS-2041-SYSTEM