

Moby

A Pro-Environmental Whale Sculpture



WPI



**MARINE MAMMAL
ALLIANCE NANTUCKET**



Who We Are

Leonardo Go

Mechanical Engineering
WPI '21

Cameron LeBlanc

Biomedical Engineering
WPI '21

Evan Ryan

Mechanical Engineering
WPI '21

J. Henry Stadolnik IV

Computer Science
Interactive Media & Game Development
WPI '21



WPI



Coastal Litter



Photo by
Scott Leonard



Photo by Scott Leonard

Prior Sculptures



Yoshi the Fish
(by Janardhan Rao Havanje)



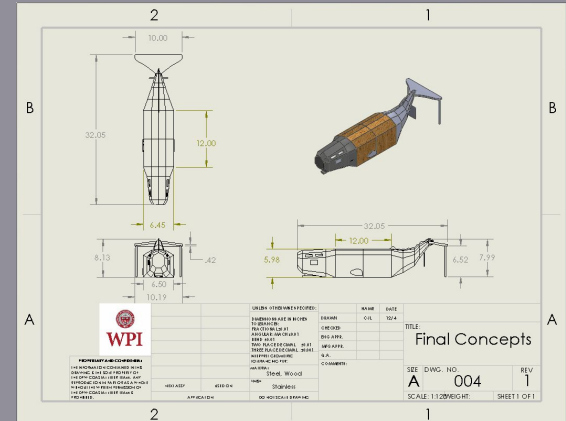
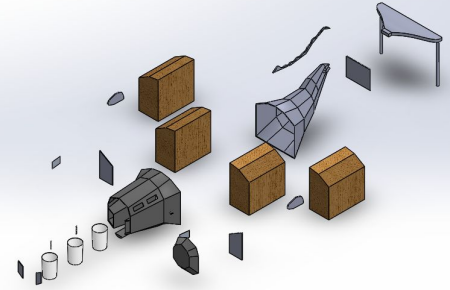
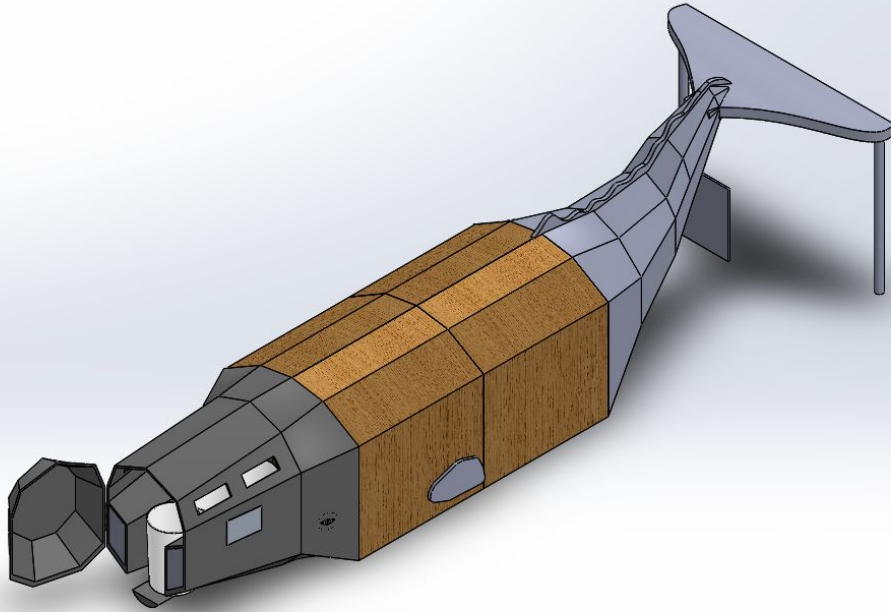
Treadgold Fish
(by Pete Codling)



Photo by Keep
Golden Isles
Beautiful

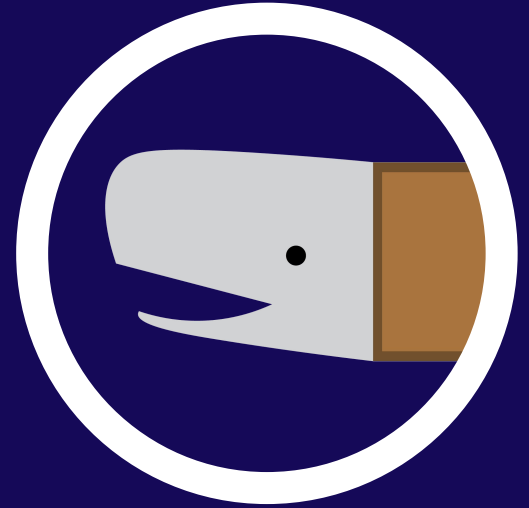
Right Whale
(by Keep Golden Isles Beautiful)

Introducing *Moby*



Objectives for *Moby*

- Raise awareness
- Reduce coastal litter locally
- Encourage pro-environmental behavior
- Promote long-term change



Surfside Beach



Cisco Beach



Jetties Beach



Brant Point



Sconset Beach



Childrens Beach



Location: Surfside Beach



Location: Surfside Beach



Side View



Back View

DPW Wooden Enclosure

Side



3'

Front



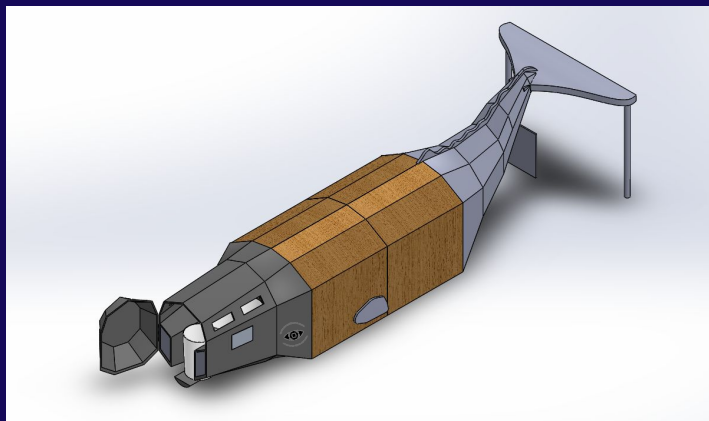
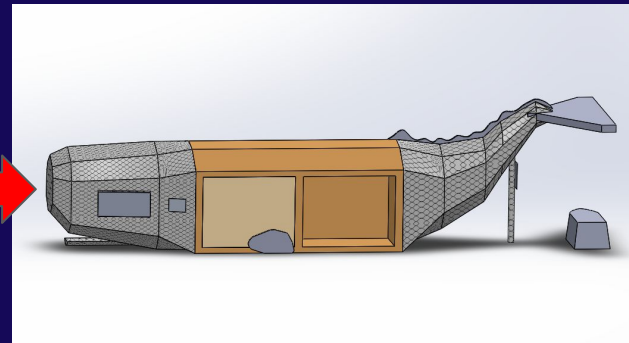
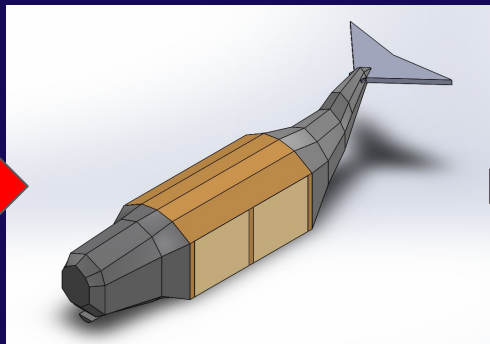
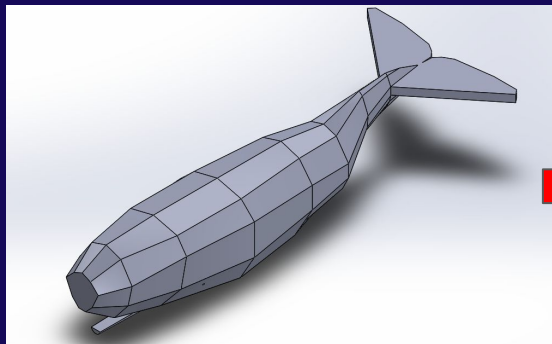
5'4"

Back



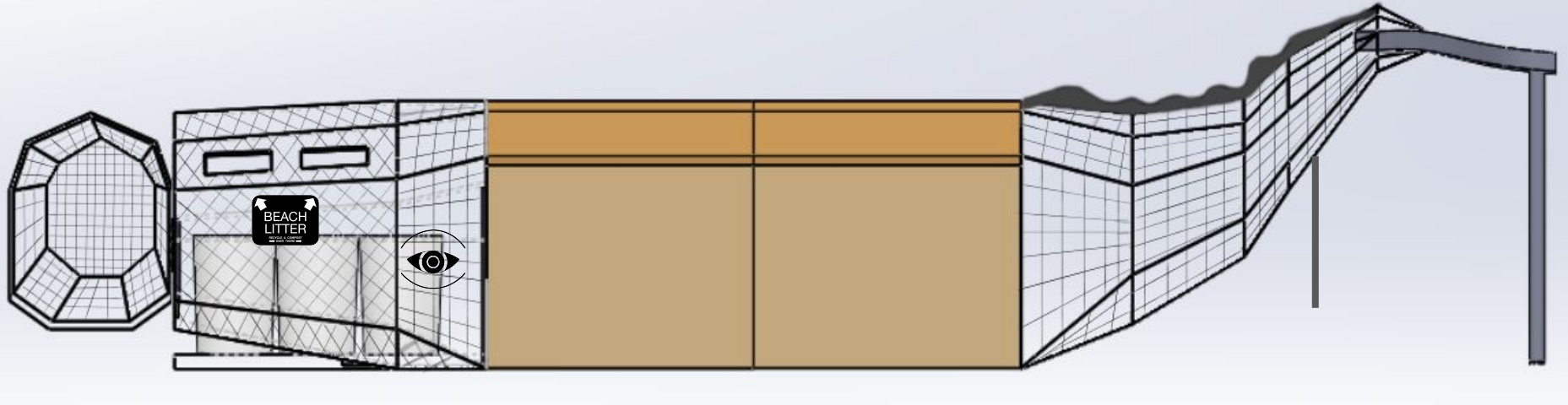
5'4"

Previous Assembly Iterations



Moby's Anatomy

33'



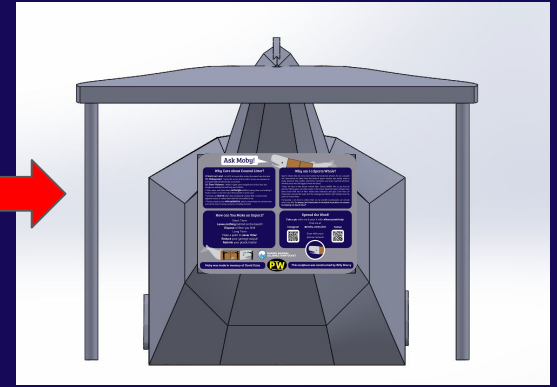
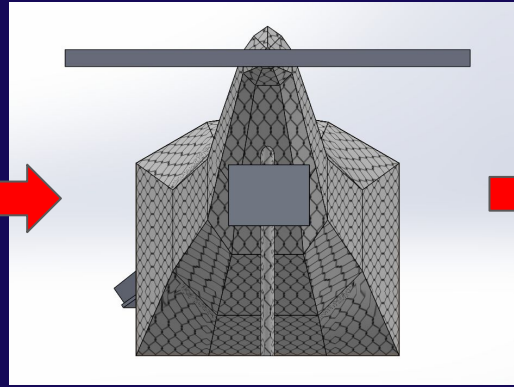
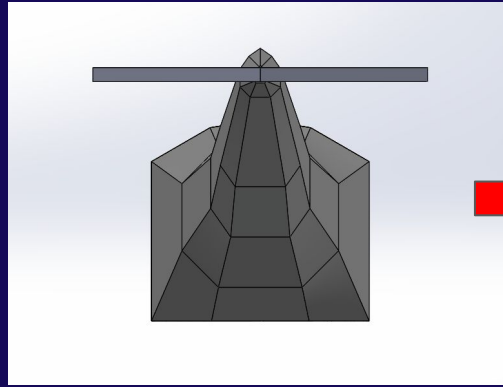
Static litter walls
Litter bins in
center

Wooden enclosures
4 bins per side with other
waste streams

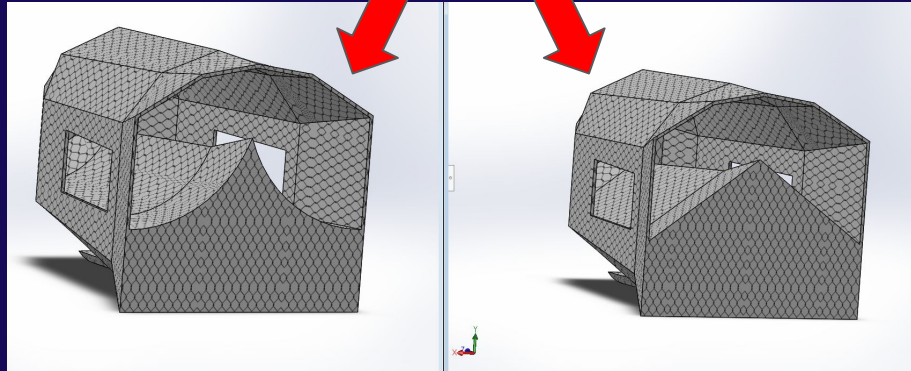
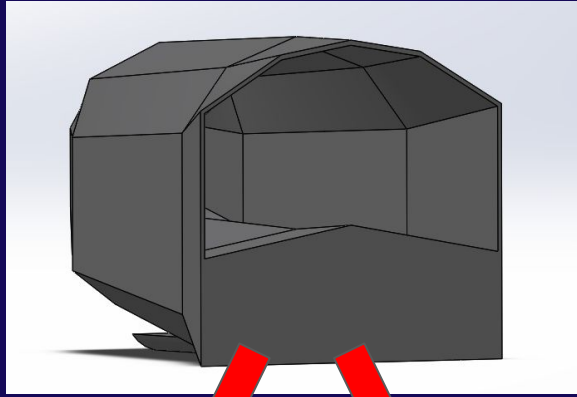
Static litter

Bus
shelter

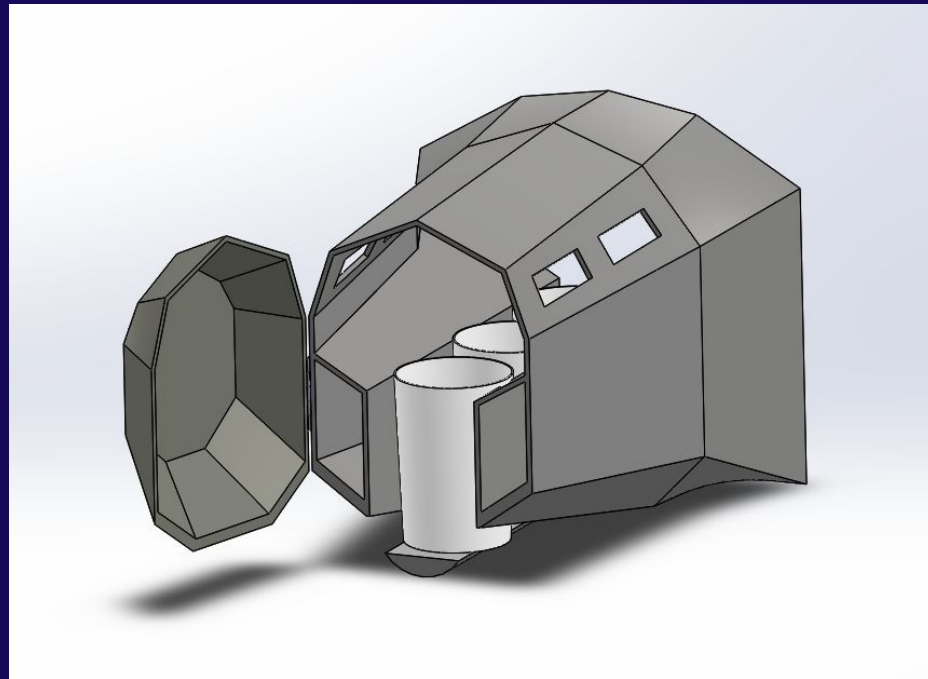
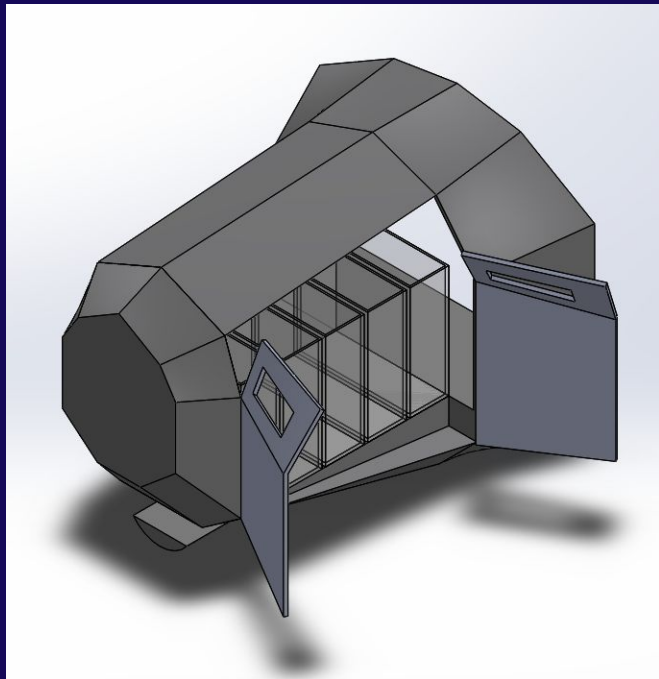
Tail and Enclosure Iterations



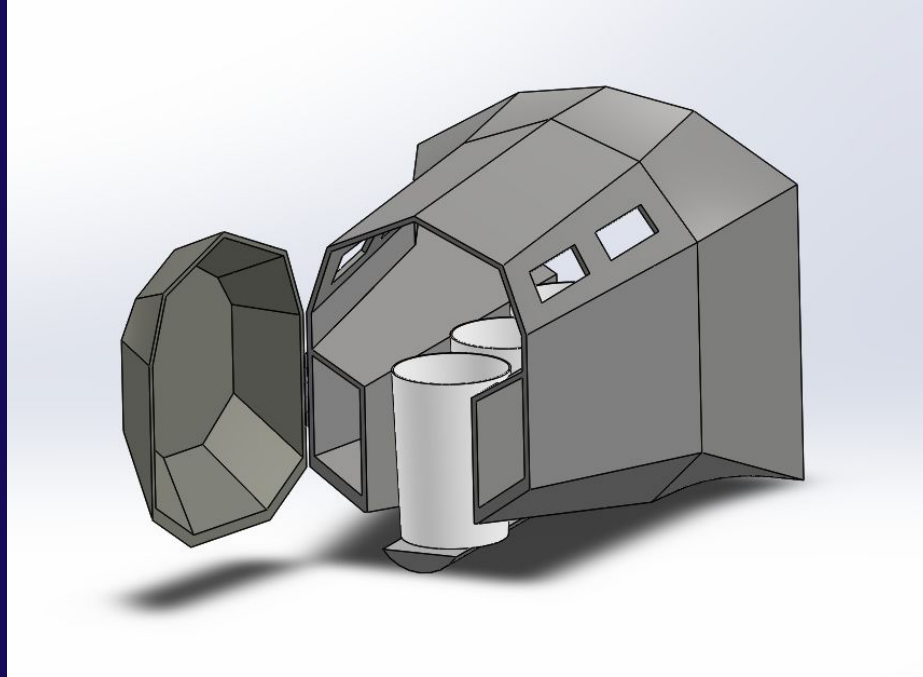
Head Iterations



Head Iterations



Final Head Iteration



Moby Details

Artist: Billy Sherry

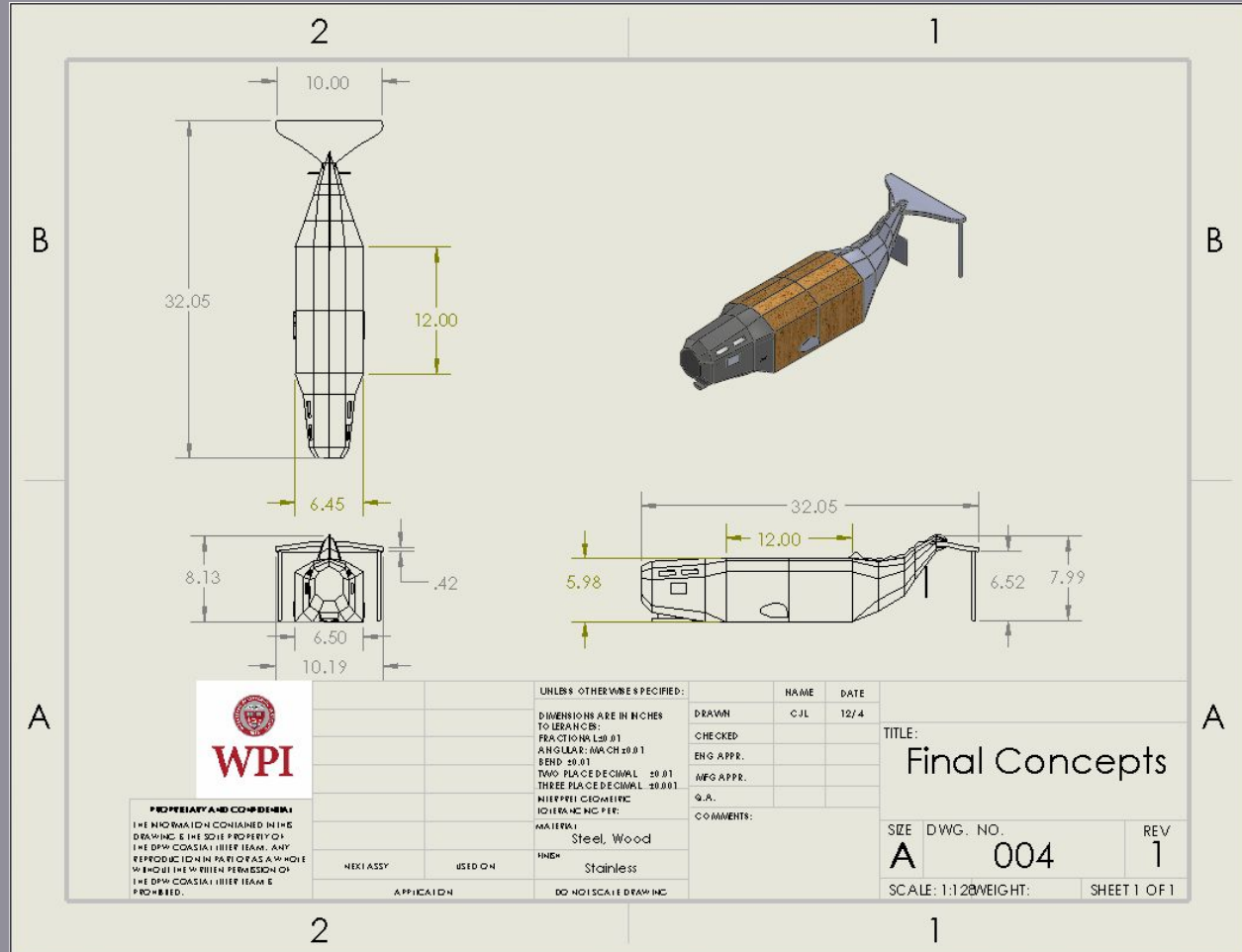
Recommendations:

- Stainless steel
- Wirefab, Inc.

Materials:

- Steel flat or round stock
- Steel wire mesh
- Steel sheet metal
- Wood

Dimensions: 33' x 6' x 6'



Initial Sign

Moby *the* Sperm Whale

My name is Moby. I collect beach litter so it doesn't hurt my ocean friends!

What's the Problem?

Beach Plastic is Harmful!

- Plastic litter traps all kinds of animals, injuring or drowning them
- Animals that swallow plastic will have trouble eating and starve
- Plastic breaks into tiny particles that contaminate the environment

How You Can Help

Feed Me These!

- Empty Bottles
- Plastic Bags
- Plastic Containers
- Straws
- Styrofoam
- Fishing Gear

Not These!

- Personal Waste
- Organic/Compostable Waste



Stay Safe!

- Litter can hurt - watch out for sharp glass and rusty metal!
- **Please DO NOT climb on me!**



SCAN ME

Spread the Word!

- Take a photo with me and share it with **#nantucketmoby!**
- Find me **@moby_nantucket**  



Instructional Sign - Intermediate Version

Moby *the* Sperm Whale

Feed the beach litter you find to me, so it doesn't hurt my friends in the sea!

Feed me these!



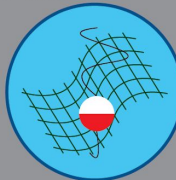
PLASTIC BOTTLES,
CUPS, & STRAWS



PLASTIC BAGS



STYROFOAM
PRODUCTS



FISHING GEAR



CONSTRUCTION
DEBRIS



FOOD WRAPPERS

DO NOT feed me these!



ORGANIC WASTE



PET WASTE



PERSONAL WASTE

Spread the Word!

Take a pic of me & post it with #{INSERT HASHTAG}

You can find me at @moby_nantucket!  



WPI



Town & County of
NANTUCKET, MA



MARINE MAMMAL
ALLIANCE NANTUCKET

Instructional Sign - Intermediate Version

Moby *the* Sperm Whale

Feed Me Beach Litter

Plastic

Styrofoam



Bags



Plastic

Styrofoam

Fishing
Gear

Bags

Other
Scrap

Put these in their own bins

Compostable Waste • Other Recyclables • Other NRNC

Instructional Sign Final Version



18" x 12"

Informational Sign Final Version

Ask Moby!



Why Care about Coastal Litter?

It Starts on Land - 60-80% of ocean litter enters the water from the land
It's Widespread - Marine life across all the Earth's oceans are exposed to and potentially threatened by ocean litter.

It's Slow Violence - While it might seem insignificant at first, litter has dangerous widespread and long-term effects:

- Nets, ropes, and other debris **entangle** wildlife, hurting them and making it hard to move. It can even stunt their growth in some case
- Animals can **starve** when they mistakenly swallow litter. It blocks their digestive tracts or makes them feel full and unable to eat.
- Plastics break up into **microplastics**, which contaminate the environment and can be toxic to living creatures, including humans!

Why am I a Sperm Whale?

Sperm whales like me once were hunted by Nantucket whalers for our valuable oils. Spermaceti oil, taken from the head of sperm whales, was widely used to make products like candles, ointments, cosmetics, and even machine lubricant. Whaling once was the biggest threat we faced.

Today, we face a new threat: marine litter. Ocean wildlife like us are hurt by plastics, fishing gear, and other waste in the ocean. Beached sperm whales have been found with tons of litter inside their stomachs and guts. Even here on Nantucket, animals like seals and the endangered Atlantic right whales face the perils of human litter.

Fortunately, I am here to collect litter so my real-life counterparts can remain safe in the wild. **So please, join Nantucket in the battle to protect our oceans by feeding me beach litter!**

How can You Make an Impact?

Short Term

Leave **nothing** behind on the beach!

Dispose of litter you find!

Long Term

Make a point to **never** litter!

Reduce your garbage output!

Rethink your plastic habits!

Spread the Word!

Take a pic with me & post it with #NantucketMoby!

Find me at

Instagram

@moby_nantucket

Twitter



Scan with your
phone camera!



MARINE MAMMAL
ALLIANCE NANTUCKET



Moby was made in memory of David Ozias

This sculpture was constructed by Billy Sherry

4' x 3'

Educational Outreach



- Met with:
 - Nantucket Intermediate School
 - Cyrus Peirce Middle School
 - Nantucket New School
- Proposed potential future activities
- Presentation on *Moby* & coastal litter

Conclusions

Affecting Change

- Combat slow violence
- Cleanup is a short-term solution
- Systemic change

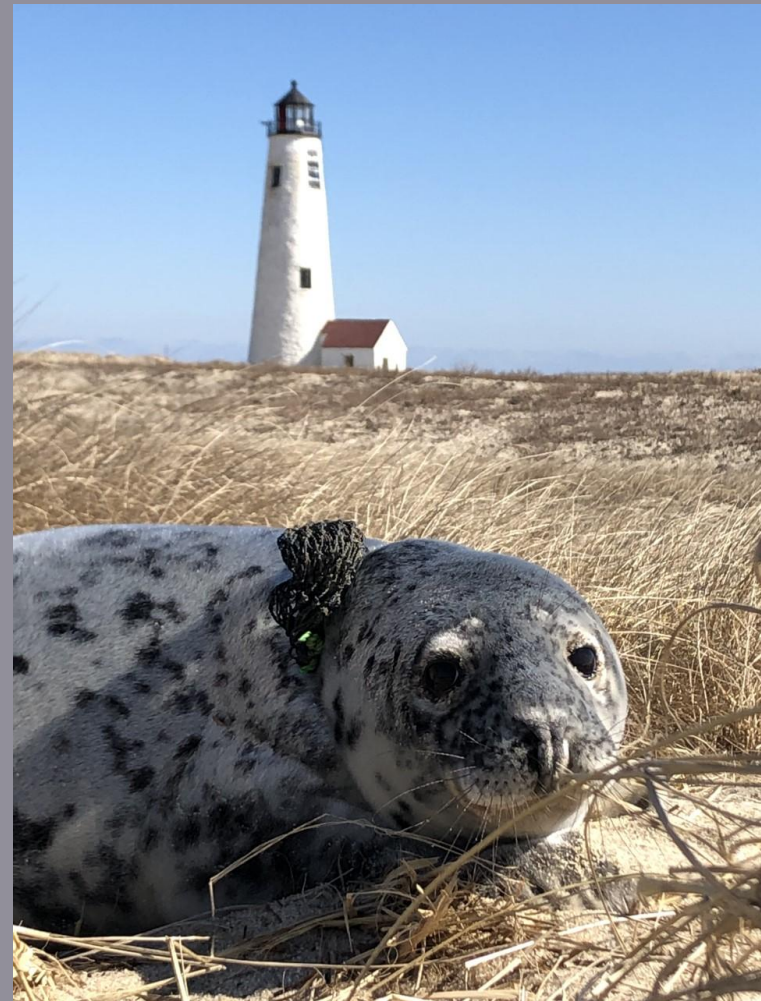
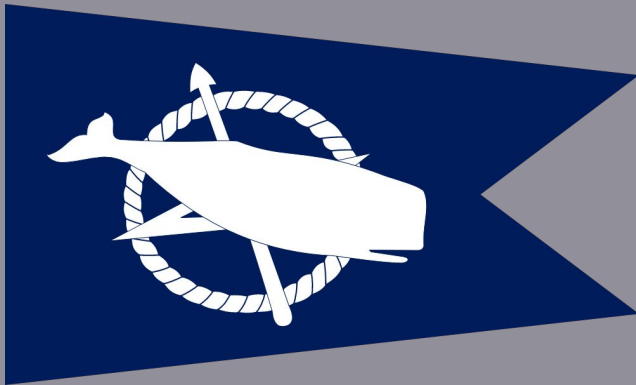


Photo by Scott Leonard

Functional Art

- Creative approach to solving a problem
- Balance of form and function
- Local relevance is key

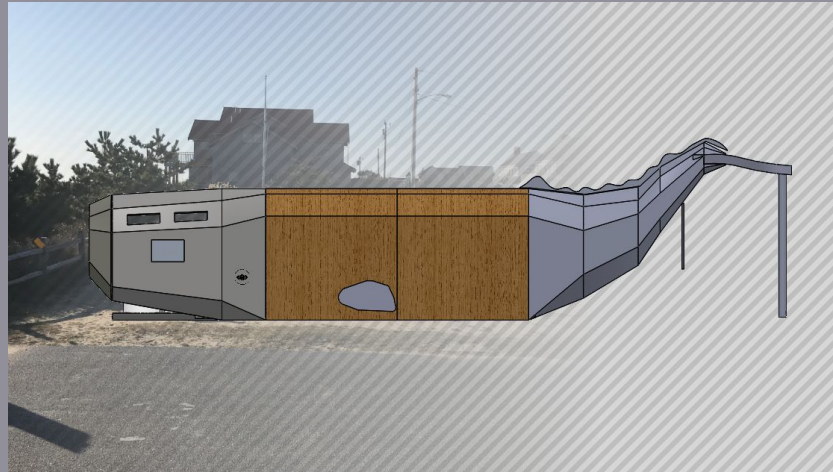


Recommendations

Make *Moby* a Reality

We recommend the DPW, the MMAN, Billy Sherry, and other relevant parties continue collaboration in order to:

- Construct & install *Moby*
- Further promote the project



Use Social Media



We recommend the DPW and MMAN leverage
Twitter and/or Instagram social media pages to:

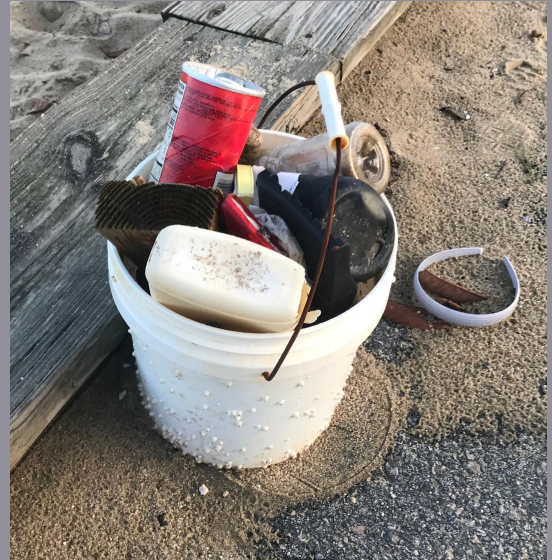
- Inform
- Share photos
- Get students involved



Monitor Results

We recommend the DPW and MMAN monitor the litter collected by *Moby* in order to:

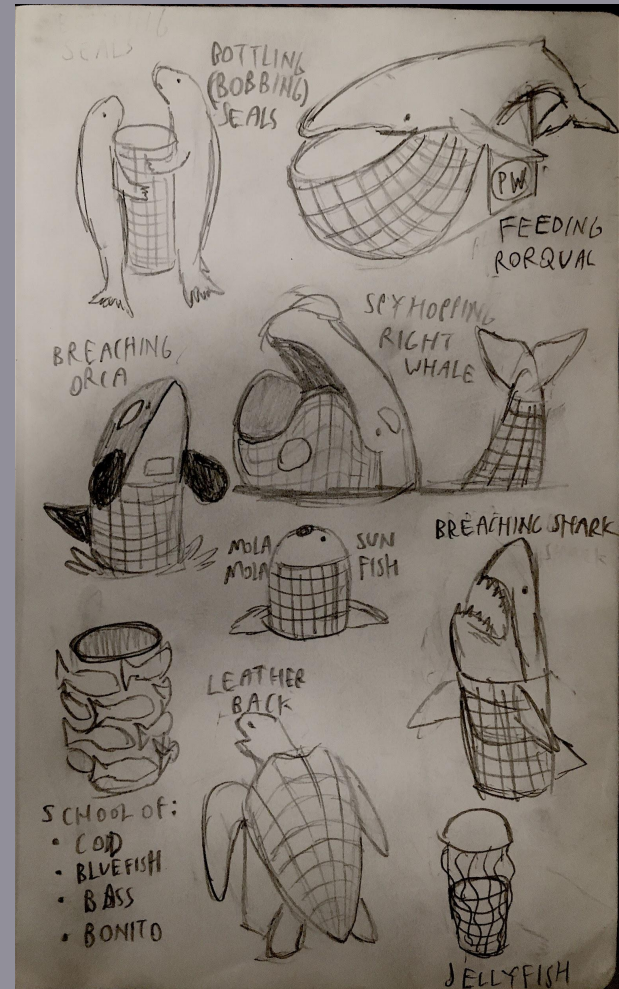
- Evaluate effectiveness
- Identify necessary changes in signage



Expand the Project

We recommend the DPW and MMAN consider installing additional sculptures elsewhere on Nantucket.

- *Moby's Pod*
- Iconic wildlife
- School engagement



Acknowledgements

Scott Leonard

Rob McNeil

Graeme Durovich

Billy Sherry

John Jordin

Stephen St. Pierre

Dominic Golding

Ilaria Wernick

Bill Connell

Jim Hall

Richard Moore

Eric Johnson

Courtney Bridges

Sharon Quigley

Caroline Budney

Jamie Holmes

Evemarie McNeil

Francie Baskett

Jessica Held

Matthew Liddle

Amanda Bardsley

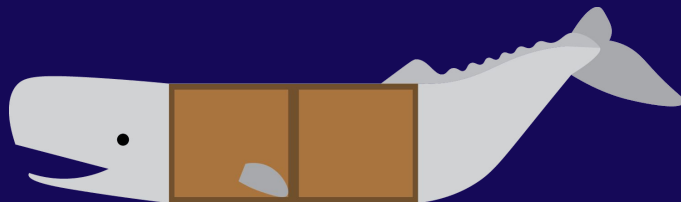
Pete Codling

Janardhan Rao Havanje

Keep Golden Isles Beautiful

Young's Bike Shop Nantucket Yacht Club

Nantucket Land Council ReMain Nantucket



Thank you for your time!

References

Marine Mammal Alliance Nantucket logo[Digital Image]. (n.d.). Retrieved from

<https://images.squarespace-cdn.com/content/536fe6ebe4b059c02f899e51/1507153043692-V1419NBLXK47B5LK3KDY/MMAN-Logo-Web.png?content-type=image%2Fpng>

Nantucket New School logo[Digital Image]. (n.d.). Retrieved from

https://scontent.fbed1-1.fna.fbcdn.net/v/t1.0-9/42469897_10155774527916408_7232411578534985728_o.jpg?_nc_cat=109&_nc_ohc=3QtRudV3ZJQAQlvaEy-jiVLIDD1qK4nsUq5PrM-gKqikBG5Mxm8tZuYtQ&_nc_ht=scontent.fbed1-1.fna&oh=798c17ca17b526f706e5cb382469e1a2&oe=5E84E356

Nantucket Public Schools logo[Digital Image]. (n.d.). Retrieved from

<http://getlocalma.com/wp-content/uploads/2014/07/Nantucket-Public-Schools-300x111.png>

Van Herck, P. (2019). [Treadgold Fish][Photograph]. Retrieved from

<http://www.petecodling.com/wp-content/uploads/2019/08/Paul-Van-Herck.-Treadgold-Fish.-Pete-Codling.jpg>.

[*Yoshi the Fish.*][Photograph]. (2018, June 5). Retrieved from

<https://www.mangalorean.com/wp-content/uploads/2018/06/fish-plastic-environment-day.jpg>.