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To: jeevacation@gmail.com
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This week's projects want you to go play outside. Take advantage of the last weeks of autumn to build a forest in midair, market Mother Nature to the masses, and pedal the streets in comfort and style.

 [Urban Air - Los Angeles](#)

[Urban Air - Los Angeles](#)

by Stephen Glassman

 [Category](#) Art

 [Location](#) Los Angeles, CA

Forest above the freeway

Surrounded by concrete, bad drivers, and worse advertising, the Los Angeles commute feels like the ultimate environmental disconnect. Urban Air seeks to subvert that daily alienation — one billboard at a time. The idea is pretty simple: Take disused billboards, remove the commercial facade, and install a living, breathing cloud forest of bamboo. Time to reclaim the asphalt jungle and score one for the trees.

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PROJECT WILD THING: A feature-length documentary

PROJECT WILD THING: A feature-length documentary

by David Bond & Ashley Jones

 Category Documentary

 Location London, United Kingdom

Iva Jean: Bike Fashion for Women, Spring 2013

Iva Jean: Bike Fashion for Women, Spring 2013

by Ann DeOtte

 Category Fashion

 Location Seattle, WA

Nature's salesman

Filmmaker David Bond wants to know what happens when an entire generation grows up without going outside. In an era of proliferating screens, kids are spending less time in nature than ever before — and the consequences for our well-being could be profound. In a satiric twist, Bond enlists a team of marketing experts to help him sell Mother Nature back to our society in this cheeky doc.

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Women on wheels

Ann DeOtte's designs solve a basic problem: Can you bike in comfort and dress with style? Her clever answer is Iva Jean, a line of functional clothing for women cyclists that works on and off your ride. From a skirt with an invisible zipper that frees up extra fabric while peddling to a reversible vest made from reflective ripstop, Iva Jean is a tribute to women on two wheels.

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