

# AETHAER

## Press Pack

### Mission

Our aim is provide Environmental Protection. Our mission is to protect the environment and humans from the negative effects of one another.

### History

2016: AETHAER launched on the 1<sup>st</sup> January 2016, selling limited-edition enviro-political artworks in the form of natural clean, fresh air, bottled in glass jars.

2017: Sales of the artworks enabled AETHAER to invest in sourcing anti-pollution protection products, which we started retailing in early 2017.

2018: We re-invested money from our sales of artworks and anti-pollution products to create a new website and accompanying Air Quality monitoring app. This enables us to notify the public when an air-pollution threat is present, to what severity, and what action should be taken to avoid harm.

### People

Leo De Watts (C.E.O. of MoreChaos Ltd) is the creator of AETHAER. Having spent his early childhood in Hong Kong, he went to boarding school in the UK, and was awarded an art scholarship to Sherborne School in Dorset. Leo went on to graduate from the University of Leeds with a Bachelor of Science (Hons) in Aviation Technology & Management, and a Master of Arts in Terrorism & Security. Leo returned to Hong Kong where he set up More Chaos, a community sports & activities media platform. He later enlisted his mother, Melanie, and sister, Francesca, to help set up AETHAER, and together the three of them became the first Air Farmers.

### Why?

Having spent a lot of time in Hong Kong, air pollution is something that becomes more noticeable each year. While photos of smog-filled cities might be attention-grabbing, in many cases air pollution is invisible to the naked eye. We believe that many people do not consider air-pollution a threat, simply because they cannot see it. Their view out the window does not echo the images they have seen of pollution-clouds across Delhi or Beijing, however pollution still surrounds them, particularly for those living in cities.

AETHAER was created to bring attention to air pollution, which threatens over 90% of the world's population. It was important to create a viral campaign to illustrate that clean air is now so rare it comes with a price. Awareness and education are the first steps required to bring about change, and so we deliver products that raise awareness (Jars of AETHAER), and products and services that protect people (anti-pollution face masks).