

# Review of: "Reforesting\_now"

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The idea of calling attention to deforestation by using software tools that enable artistic interventions is promising. However, the authors make some statements in the introduction that reveal lack of expertise in the topics of deforestation/conservation. They make general and naïve assumptions, such as “There isn’t a well disseminated preservation culture within the population”. In fact, there is a great diversity of social groups in the Amazon region. Indigenous people and “Ribeirinhos” are recognized by their contribution to forest preservation. On the other hand, illegal logging, mining and extensive livestock are the economic activities that really contribute to large-scale deforestation.

Besides, the statement that “In Pará (one of the amazonic states) the fire starting practice by the common people is very common” [sic] leads to misinformation. Once again, they implicitly blame common people for deforestation instead of pointing out the responsibility of ‘environmental militias’ or the unsustainable practices in large rural properties (vide INPE/CAR). This misinformation contributes neither to raise environmental awareness in the larger audience nor to promote a well-informed public debate on preservation policies. Therefore, I do not recommend the publication of this article.