





American Forest Foundation: “Just Like Trees”

The American Forest Foundation (AFF) is a national conservation organization that offers help to private and family-owned forests. Families own the largest portion of U.S. forests, yet most of the landowners inherited the land and never received professional assistance from a forester.

KSV partnered with AFF to develop a campaign to bring awareness to their organization and the importance of protecting our most powerful resource in the fight against climate change, our forests. The biggest challenge our agency faced was finding a way to make an authentic connection between trees and humans and to demonstrate the power of the relationship between the two.

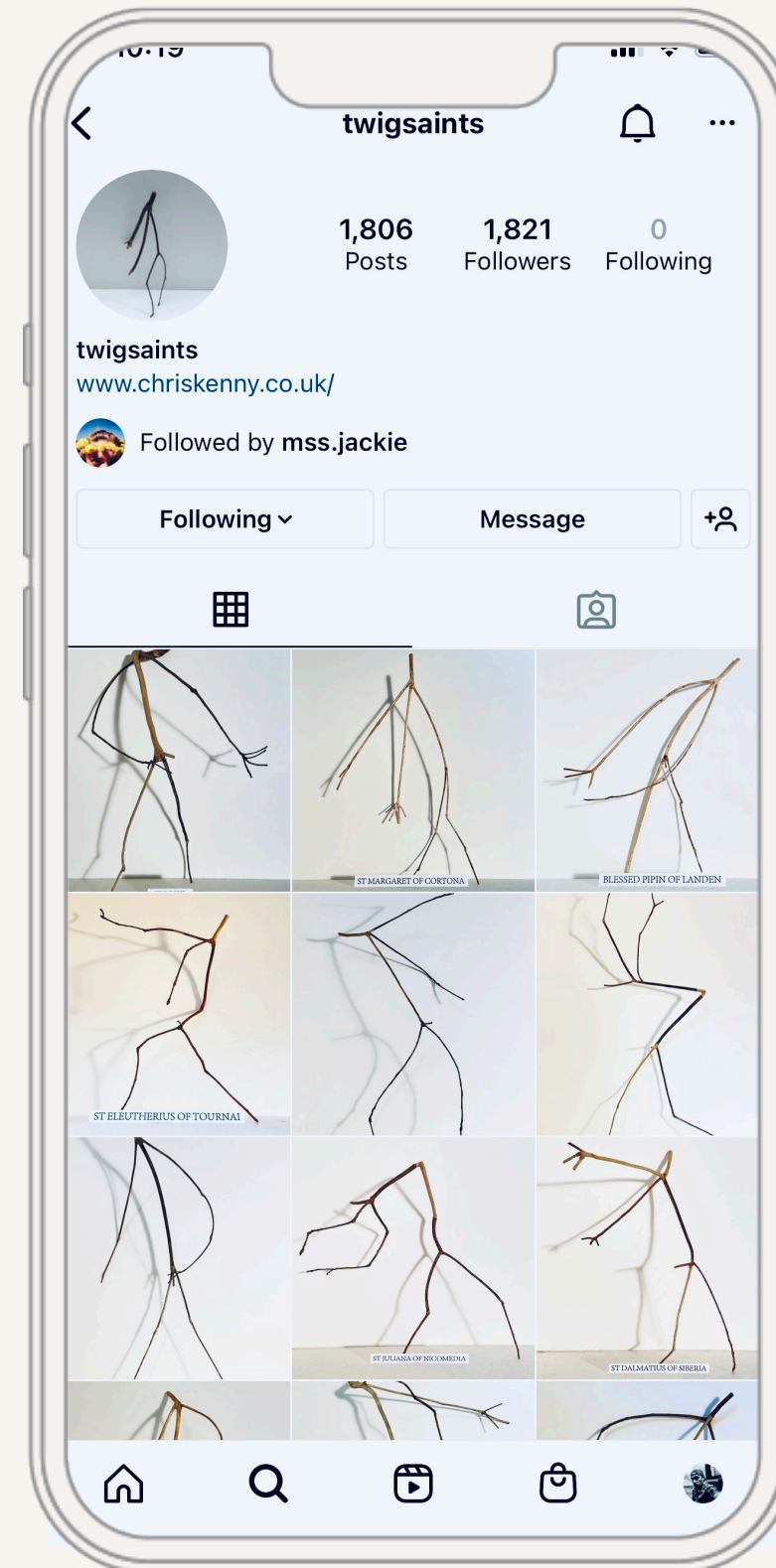
We fell in love with London-based, **mixed media artist Chris Kenny’s Twig Saints**. His emotive and incredibly gestural figures are made entirely of twigs. Their expressive nature felt raw and uncomplicated. They were the perfect vessels to tell our story. Each figure was carefully selected and placed into our environment based on its body language. We matched the twigs to the gestural reaction to one of three treats we were about to amplify: fire, weather, and insects. The vibrant sounds of birds chirping were quickly replaced by the crackling of fire and the roar of rain as the twig stick figures struggled to stand their ground resulting in a heartwarming film that illustrates the cries from our forests for help. We, like our beleaguered trees, had to triumph to call attention to the devastation to prevent further erosion and harsh climate issues. Thankfully, we did. The six-week campaign resulted in millions of video plays, thousands of dollars in new donations that will support post-fire land recovery and site prep for the planting of 5,000 trees in family-owned forests.

A Collaboration:
American Forest Foundation
x
London Artist Chris Kenny

Chris Kenny was born in London and studied art history at the Courtauld Institute. He has been exhibiting since 1985 in Europe and America and is collected internationally.

Chris Kenny works with humble, found materials: fragments excised from books or maps, discarded photographs or books, and fine twigs. He transforms these constructing fragile pertinent worlds that provoke wonder, humour or pathos.

Since March 2017, Chris Kenny has been making a daily sculpture of a saint cut from a twig and posting it on Instagram as @twigsaints . These frail little figures writhe in agony or ecstasy and come together as a portrait of humanity with all our energy and sensuality, our hubris and delusion.





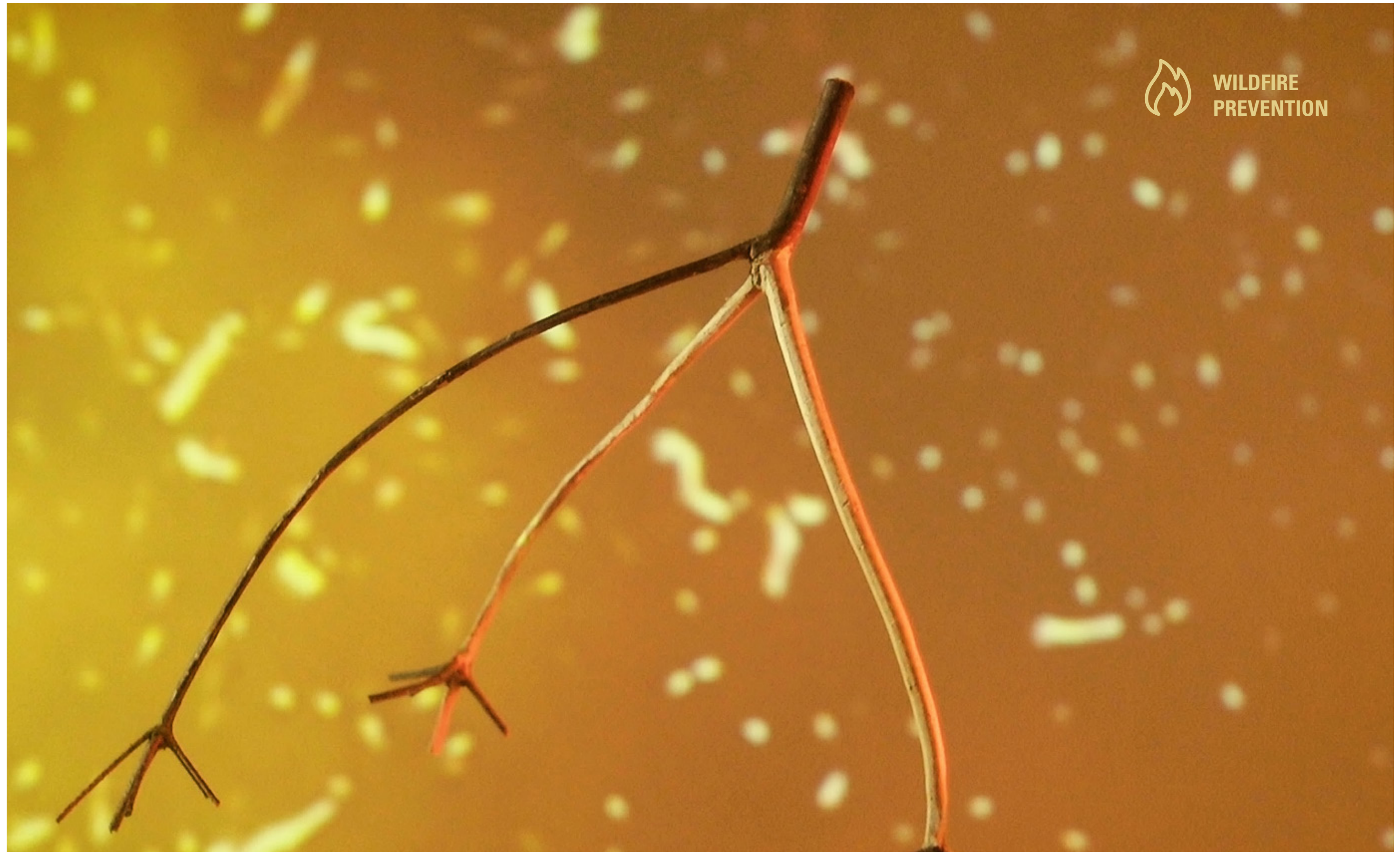


WILDFIRE
PREVENTION





WILDFIRE
PREVENTION









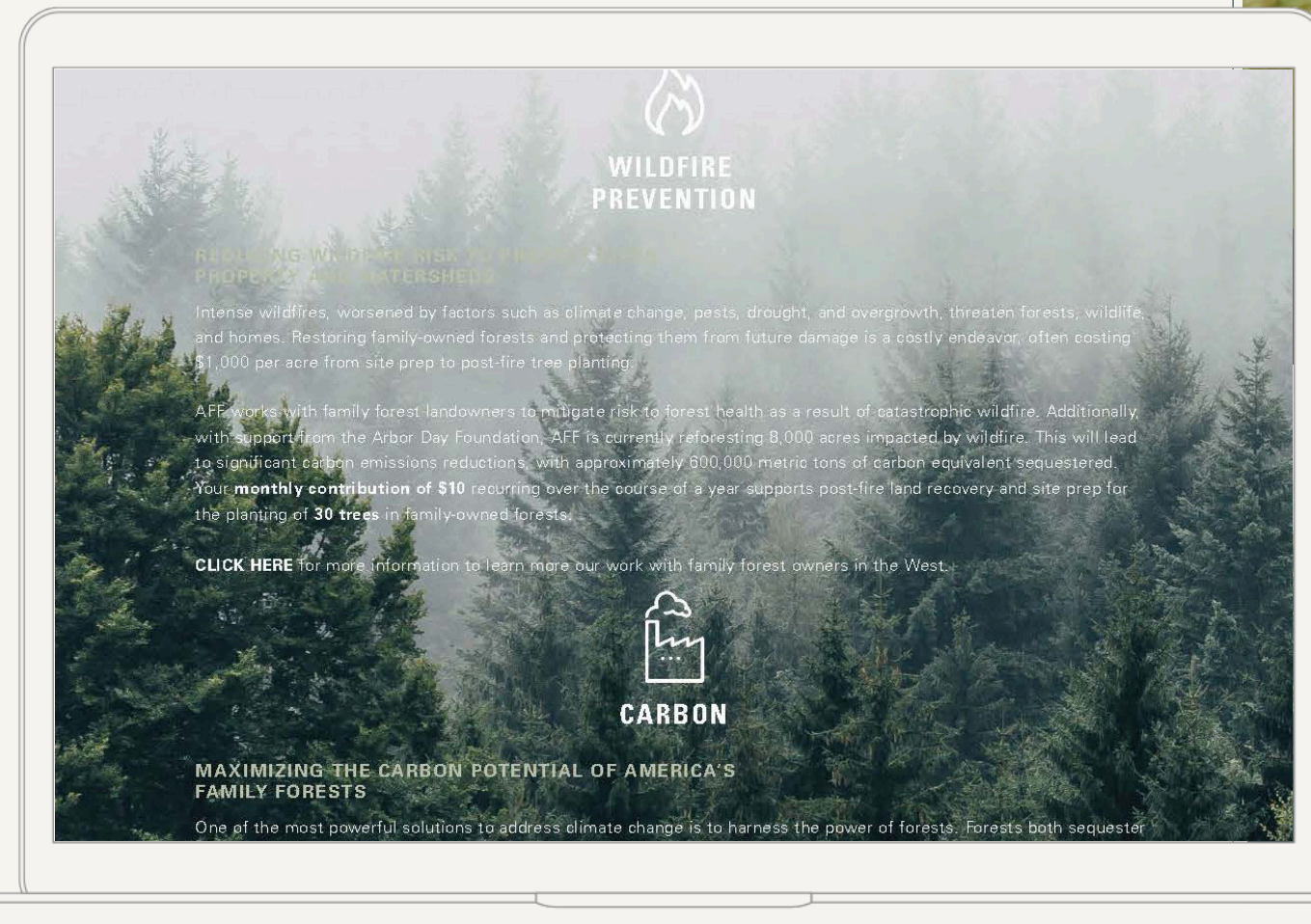
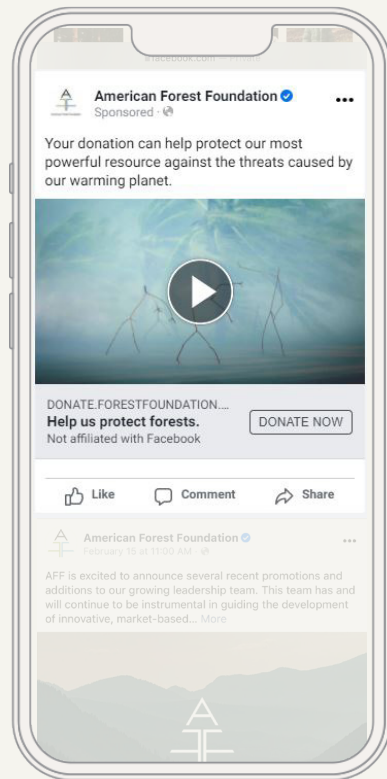
FOREST
INFESTATION





FOREST
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The making of "Just Like Trees":

