

the3six5

365 days, 365 points of view.



the3six5

365 days, as told by 365 different people.

This project is run by [Daniel Honigman](#) and [Len Kendall](#), who both live in Chicago.

Click [here](#) for a full description of the project.

We are now taking applications for [2012 authors](#). The 2012 author list is currently being built [here](#).

IF YOU'D LIKE TO APPLY, PLEASE FIRST READ OUR [AUTHOR GUIDELINES HERE](#)

For more information, please [e-mail us](#) at the3six5 [at] gmail [dot] com.

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April 22, 2010: Peter Korchnak



I could not have missed today's observance if I wanted to. The 40th Earth Day has been a media event for a month now. And now that it's finally arrived, the piece of news that has stuck with me was that the Earth Day organizers said the levels of carbon dioxide in the atmosphere warranted immediate action. The problem is, they said it already back in the 1970s.

Then, instead of horror and indignation, a weird association took me by surprise: I thought about Battlestar Galactica. If the show had a chorus, as the ragtag heroes searched for the Earth, it must have been, "All this has happened before, and all this will happen again". Fatalistic as it may sound,

proceeds will go towards purchasing hard copies of the3six5 as well as other merchandise supporting the project.



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Earth Day feels the same way.

Similar to Valentine's Day or Mother's Day, Earth Day is a holiday that arrived to Czechoslovakia, the country where I was born and that no longer exists, in 1990 together with capitalism. Though I care about what it (and all the other holidays) stands for, it never grew on me. Earth Day was something that came from the West dressed in a bright-colored sports coat and driving a fancy car.

Ironically, a major source of dissent against the communist regime had been the underground environmental movement. What emerged as a concern for natural habitats destroyed by heavily subsidized heavy industries, ended up as the opposition to the regime itself. Earth was the starting point.

Today, someone said to me, "Every day is Earth Day". Portlanders can be like that. Everywhere is Earth, I thought: it isn't something out there, to be saved, it's all around us. Earth is us, we just don't realize it.

All this has happened before, and all this will happen again. The fictional characters of Battlestar Galactica's colonial fleet eventually found the Earth they were looking for. We're still searching.

About the author: Peter Korchnak is a Slovak man in Portland, Oregon, exploring the [intersection](#) of marketing and sustainability. He loves good reads, guerrilla yard work, trail running, mountains, and hockey.

Posted 1 year ago

4981 Views

Filed under: [April 2010](#)

4 responses



(Facebook) responded:

almost 2 years ago



And since Earth is us, I'm not all that chuffed about dirtying it up all the time. I think



a constant awareness of my own impact on my surroundings and trying not to live like a pig is as good as I'm going to get... and does me more good than actively remembering Earth Day. However, the very first one I was ever aware of back in 1991 did a lot for my awareness of myself in my environment. Interesting post. ps- I was in Czech Republic a few years ago- the part I saw was beautiful. :)



(Facebook) responded:

almost 2 years ago



ps- is that a tomato bud?



Peter Korchnak responded:

almost 2 years ago



@Anita: How to move from awareness to action, that is the question. The image is that of a sunflower just before bloom, taken in my back yard last year.



(Facebook) responded:

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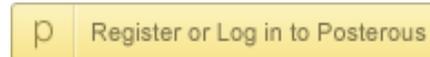


ok- I see the leaves in the background now that don't look so much like a tomato. Thanks.

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Posterous theme by [Cory Watilo](#).