PARTNERSHIP INVITATION

EARTH FROM ABOVE

New York City, Spring 2010
“He uses the beauty of the world to beguile you into a photograph in which a larger lesson awaits... the planet in jeopardy.” - TIME
2009 will unveil the photographer as never before. A household name in France whose eco-message posters display in 50,000 schools, Arthus-Bertrand launched Goodplanet.org, his global non-profit dedicated to sustainable development. With three million books sold in over 21 languages and 500 images on Google® Earth, his green-era United States premiere is poised for widespread attention. EARTH FROM ABOVE will also coincide with the photographer’s other two sister projects, 6 Billion Others, 3,800 hours of video testimonials, and Home, a feature film produced by Luc Besson set to release worldwide June 5, 2009.

www.yannarthusbertrand.org
www.6billionothers.org
www.picture-earth.com
Free-to-the-public, day and night, experiential, and green by design, the 8-week exhibition features 150 images from around the globe captioned by sustainable development experts. With an inspiration pavilion, walkable world map, and exhibit for the blind, EARTH FROM ABOVE will bring into focus our planet's fragility to deliver a poignant, hopeful and educational message.

OUTDOOR EVENT

New York City, record-setting attendance of 2 million visitors expected. Since its Paris premiere in 2000, EARTH FROM ABOVE has been seen on every populated continent by more than 130 million visitors in over 120 cities, including London, Tokyo, Berlin, Seoul, Beirut, Moscow, Sydney, Mexico City, Montreal, Stockholm, and Reykjavik.

2 MILLION VISITORS
A destination for families, friends and the classroom, the event will galvanize a new form of forward-looking human activity through a corporate, municipal and consumer showcase of innovative and practical solutions for sustainable living.

INSPIRATIONAL

From field trips to experiential lessons to classroom tools, EARTH FROM ABOVE offers turnkey support for K-12, college and adult curricula. Picture Earth will collaborate with Goodplanet.org to launch a national poster program, adapted for the American market, already on permanent display across 50,000 schools in France.

EDUCATIONAL
SUSTAINABLE DESIGN
Green by example, EARTH FROM ABOVE will introduce a new paradigm for art exhibition. Leveraging value-driven craftsmanship and public education resources, a multidisciplinary team led by landscape architect educators will guide production using sustainability principles following the Cradle to Cradle dictum of William McDonough and Michael Braungart. Adding a scientific layer to the technical process, designers will give consideration to the life cycle of every material, each engineering decision, and overall construction technique.

CONNECTEDNESS
EARTH FROM ABOVE brings us together, drawing us in to share each other's humanity. Using striking photography to capture the perspective of our planet across borders, the event empowers, stimulates and facilitates idea exchange across cultural barriers. It illuminates that our abundant renewable resource to address our environmental, social and economic opportunity is an understanding and appreciation for each other.
Picture Earth is working with Arthus-Bertrand to produce the green-era United States premiere of EARTH FROM ABOVE. Launching his global sustainability campaign with the American public, collaborations with universities, city and state agencies, non-profits, and local businesses in the world’s largest media market will pose the New York City exhibition to become one of the most important environmental public art events of our time.

UNPRECEDENTED

VENUE

EARTH FROM ABOVE will take place on World Financial Center Plaza in Battery Park City. Neighboring the future Freedom Tower site, the exhibition will be displayed outside the Winter Garden, a shopping and restaurants venue hosting 1 million monthly visitors. Highly accessible and serviced by the Downtown Connection, a clean-diesel bus shuttling 20,000 people each week, this mixed-use financial district destination sits at the heart of New York City’s sustainability precedent. With views of the Statue of Liberty, Ellis Island and New Jersey, the waterfront exhibition site elicits a poignant message about the relationship between ecology and economy.
Fusing the exhibit experience with a variety of multiplatform media, from on-air broadcast to mobile to online, EARTH FROM ABOVE promises to reach millions beyond visitors to the exhibit.

MULTIPLATFORM

SPONSORSHIP

EARTH FROM ABOVE will attract brand leaders, innovators, voices across the green movement, and major media. The event offers corporate partners a spectacular and supportive, world class vehicle for demonstrating commitment to environmental responsibility through industry practices, green initiatives and consumer products.
PARTNERSHIP GUIDELINES

Is your organization redirecting its priorities to balance people, planet and profit? Are you leading industry innovation with R&D, or market introductions for green products and services? Does your company engage employees and customers to encourage change of consciousness and behavior?

If you're already doing something to reshape our future, EARTH FROM ABOVE may be your platform. Corporate partners sharing Arthus-Bertrand’s vision and leadership will be rewarded with a spectacular, unparalleled communications vehicle, powerful brand alignment, and an uncluttered sponsor environment.

Contact us if you think you’re the right fit.
Sustainable Printing

This booklet was printed by Toppan America with the fullest sensitivity to the environment. Toppan is the only printer named to the “Global 100: Most Sustainable Corporations in the World” list in recognition of Toppan’s worldwide commitment to sustainable business practices. As you might expect from one of the world’s most environmentally aware printers, we produced the booklet you are now holding with the goal of making the lowest possible impact on the earth.

The cover stock was produced by Mohawk Fine Paper’s process chlorine-free Beckett Concept Glacier – an FSC certified sheet which is 100% PC, made with 100% post-consumer recycled fiber. The text stock was produced by Appleton – U2:XG is an FSC certified sheet which contains 30% recycled material and is made with green power, acid free, ph neutral and elementally chlorine free.

Special Thanks

Emerge Studio, School of Environmental and Biological Sciences–Rutgers, The State University of New Jersey, College of Art & Architecture–University of Idaho, EarthColor, arts>World Financial Center which is sponsored by American Express, Battery Park City Authority, Brookfield Properties and Merrill Lynch; Battery Park City Conservancy, Alliance for Downtown New York, NYC & Company, the Office of the Mayor–The City of New York, New York City Department of Parks & Recreation, Central Park Conservancy, and the United States Environmental Protection Agency Climate Change Division, BKSK Architects and the Picture Earth advisory team.

Picture Earth

Established in 2006 to bring Yann Arthus-Bertrand’s EARTH FROM ABOVE to the United States, Picture Earth LLC is the American producer for the New York City event and future exhibitions nationwide including San Francisco, Los Angeles and Miami. Based in New York City with an office in San Francisco, Picture Earth is responsible for all aspects of exhibit production, marketing and operations.

EARTH FROM ABOVE is an eco-educational project of Matter of Trust, a 501(c)(3) public charity and fiscal agent for Picture Earth LLC. Sponsorship, grant and individual contribution checks should be made out to Matter of Trust with Earth From Above USA in the memo and will help fund future exhibitions of EARTH FROM ABOVE nationwide.

For more information visit www.earthfromaboveusa.com.
“A magnificent trove of aerial photographs that capture the essence of our planet.”

- CONDE NAST TRAVELER