

EARTH'S MEMORY

GLACIERS, WITNESSES TO THE CLIMATE CRISIS



The exhibition

The Planet Side srls - Italian company specialising in the organisation of cultural events on the environment – proposes the exhibition [Earth's Memory](#), that presents the results of the photographic-scientific project "[On the Trail of the Glaciers](#)", which over the last 13 years has documented the effects of climate change on the Earth's most important mountain glaciers.

The comparative diptychs, in which restored historical photographs of mountain glaciers are placed side by side with new images showing the collapse of glacier masses caused by global warming, constitute unique works in terms of aesthetics and communication. The images, presented in large format and very high quality, were taken during six glacier expeditions to the Karakorum, Caucasus, Alaska, Andes, Himalayas and Alps in the period 2009-2021.

Thanks to a proven graphic concept and the synthesis of artistic experience and scientific research, the exhibition presents comparative images and collected data during the project's expeditions, iconic photographs by Fabiano Ventura (author and creator of the project) and backstage images that recount the team's research work. The exhibition is completed by the projection of videos taken from the expeditions' documentaries, collections of historical and modern photographic and mountaineering equipment and collections of documents and maps of particular historical-scientific value.

The contents are presented using the most modern techniques of interactive design and data visualisation: large-screen projections, interactive video installations and immersive images lead the visitor to explore the complex topic of climate change.

The exhibition received UNESCO patronage and boasts a scientific-dissemination collaboration with the ESA (European Space Agency).





The values

The [Earth's Memory](#), thanks to the power of the images and the engaging exhibition itinerary, unequivocally communicates the effects of climate change on ecosystems, involving the visitor in an intense reflection on the delicate relationship between human activities and nature.

The exhibition celebrates the beauty of natural environments, while at the same time testifying to their fragility and their importance for the preservation of the human species.

Finally, [Earth's Memory](#) supports the role of research and scientific outreach in the preservation of the environment and highlights the importance of historical and photographic archives as a collective cultural heritage.

The unique content, the importance of the proposed values and the topicality of the subject matter make the exhibition as fascinating as it is meaningful for the new and looming global challenges.



ANDES, SUMMER 1945



ANDES, SUMMER 2016

Contents

The exhibition can be customised according to the client's needs, both in terms of the quantity and size of the content and way of fruition.

The complete set-up includes the following contents:

- 180 images of various sizes relating to photographic comparisons made on the glaciers of the Karakorum, Caucasus, Alaska, Andes, Himalayas and Alps
- 7 iconic large-format landscape images by Fabiano Ventura
- 2 photographic comparisons with immersive effect to be set up on semi-circular structures: ex.: <https://tinyurl.com/2wupfmab>
- Projection of several trailers of the expedition documentaries and interviews with the protagonists of the project: ex.: <https://tinyurl.com/b9njnkdn>
- Presentation of scientific data through animated graphics and the most advanced data visualization tools
- Interactive video installation *Walking Through Time*, created exclusively by video artist Paolo Scoppola: ex.: <https://tinyurl.com/3689t3s9>
- Projection on a large screen of very high resolution immersive images («giga-pixel») created using the digital collage technique
- Impressive timelapses highlighting the retreat of some famous Alpine glaciers: ex.: <https://tinyurl.com/3n7m4vsa>
- Selection of maps, historical documents and paintings on early geographical explorations: ex.: <https://tinyurl.com/mr24nnhc>
- Examples of historical and modern mountaineering clothing and photographic and scientific equipment: ex.: <https://tinyurl.com/3rtjm7wv>
- Graphics for scenography to be used as background on walls: ex.: <https://tinyurl.com/mwc8yrmn>
- Multilingual descriptive panels
- Wide multilingual captions for each work

The contents of the complete exhibition require about 200 linear meters of exhibition walls and dedicated lighting.





Services

The Planet Side provides the following services on request:

- Adaptation of the scenographic route
 - Graphic design of the exhibition
 - Graphic design of communication materials
 - Exhibition catalogue
 - Science room
 - Interactive data visualisation and interaction design tools
 - Original music and sounds to accompany the exhibition
 - Exhibition of original prints by the explorer photographer Vittorio Sella
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- Conferences with researchers and protagonists of the expeditions
 - Screenings of the integral documentaries
 - Guided tours
 - Educational activities
 - Meetings with authors
-
- Fine art prints
 - Posters and postcards
 - Lenticular prints



ALASKA, SUMMER 1941



ALASKA, SUMMER 2013

The project **On the Trail of the Glacier**

On the Trail of the Glaciers is a photographic-scientific project that combines photographic comparisons with glaciological surveys to bear witness to the effects of climate change by observing the changes in glacier masses over the last 150 years.

The ten-year-long, worldwide project represents the largest existing archive of comparative photography of glacial mass variations. The photographic activities were accompanied by scientific surveys on the state of health of the glaciers.

On the Trail of the Glaciers has been conceived and directed by photographer Fabiano Ventura, in collaboration with a technical-scientific staff, and is promoted by the non-profit association Macromicro.

It has received the support of numerous public and private institutions and is supported by an international scientific committee.



Expeditions of the project





CAUCASUS, SUMMER 1884



CAUCASUS, SUMMER 2011

Comparative photography

The technique of comparative photography consists of creating photographic images that are identical in terms of shooting point and time of year to those taken in the glacial environment by the first photographic explorers of the late 1800s and early 1900s.

The use of large-format photographic equipment guarantees a perfect match between the historical and modern images, as well as a very high quality that reinforces their communicative impact and artistic-documentary value.

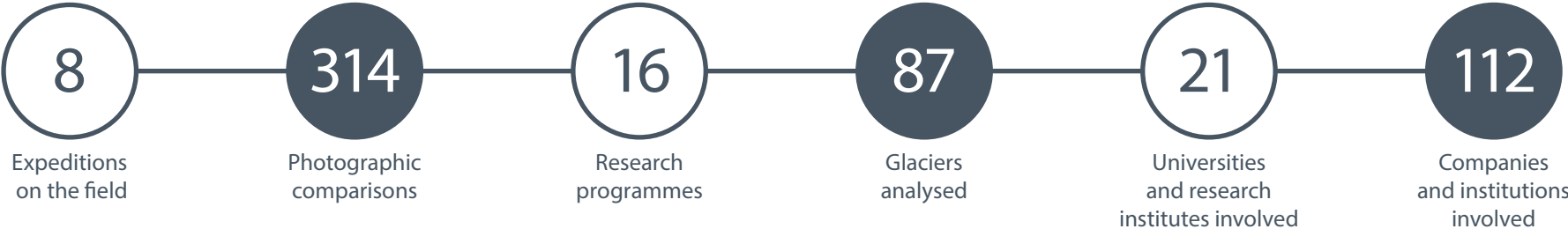


The scientific surveys

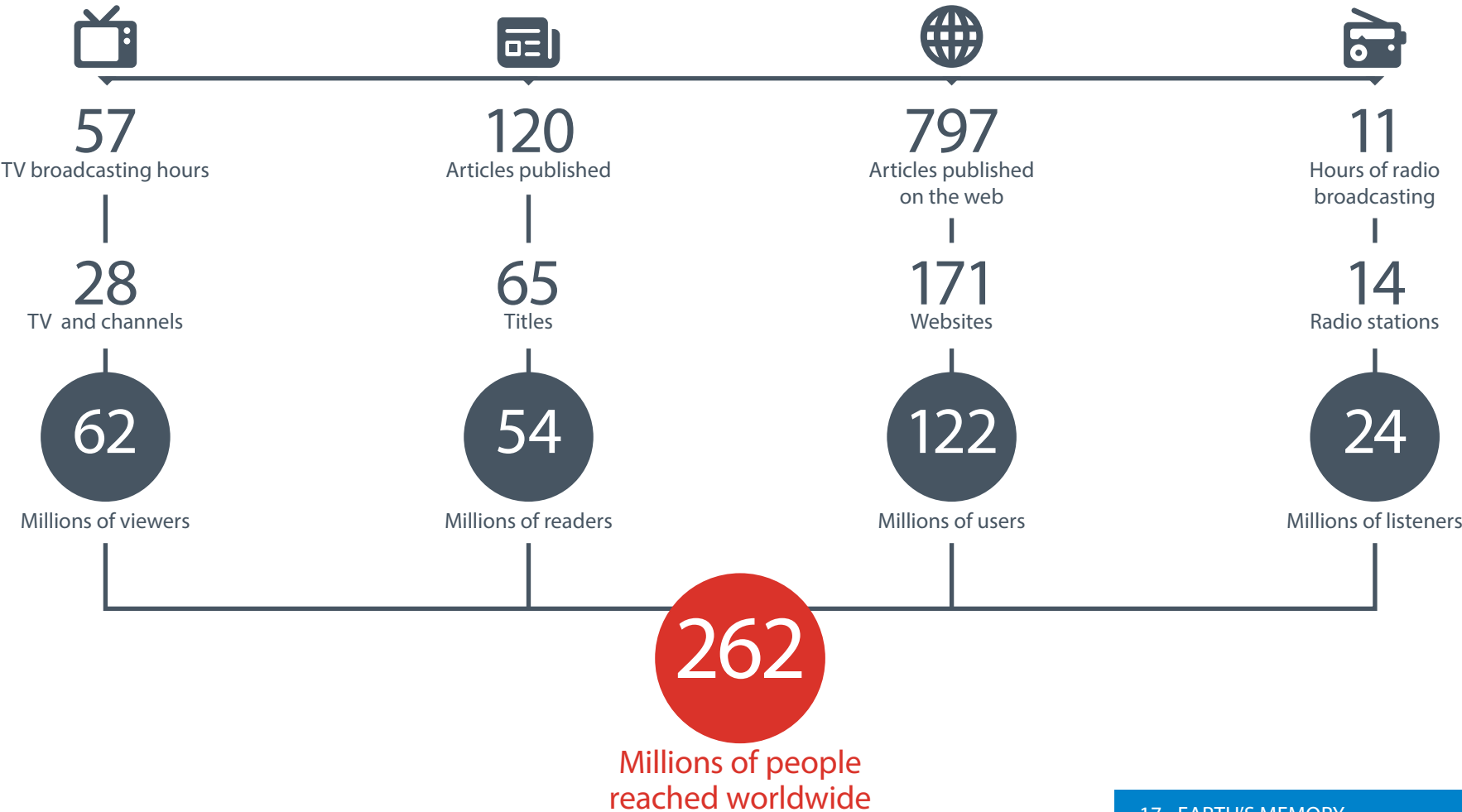
The involvement of experts in glacial environments (glaciologists, geologists, biologists, engineers, climatologists) has led to the production of an original archive of scientific surveys on the state of health of the planet's glaciers.



The results



Media impact





HIMALAYAS, SUMMER 1921



HIMALAYAS, SUMMER 2018

Permanent team



Fabiano Ventura

Head of the project
and environmental photographer



Federico Santini

Documentary
director



Dario Orlandi

Communication
manager



Elena Giacchino

Press Office



Andreas Ryll

Culture
manager



Pasquale Cimaroli

Designer



Marco Ciapponi

Legal consultant



Matteo Trevisan

Social media
manager



Claudio Palmisano

Post producer



Giuseppe Garimoldi

Photographic historian



Paolo Scoppola

Interactive
media artist

onthetrailoftheglaciers.com/team

Scientific Committee



Claudio Smiraglia

Coordinator of scientific projects, Full professor of Physical Geography and Geomorphology University of Milan, Italy



Christoph Mayer

Bavarian Academy of Science. Munich, Germany



Stefano Urbini

Geologist, PhD in Geophysics Italian National Institute of Geophysics and Volcanology, Italy



Kenneth Hewitt

Professor Emeritus, Department of Geography and Environmental Studies Wilfrid Laurier University | WLU, Canada



Riccardo Scotti

Geologist PhD in glaciology and permafrost, researcher and scientific responsible of Servizio Glaciologico Lombardo, Italy



Bruce Molnia

Supervisory Physical Scientist and Research Geologist at U.S. Geological Survey (USGS) University of South Carolina Columbia Washington D.C., USA



Roman Motyka

Ph.D. Research Professor Emeritus, Geophysical Institute, UAF Arts and Sciences, Natural Sciences Geophysical Institute, University of Alaska Fairbanks, Alaska

Sponsorships



Ministero degli Affari Esteri
e della Cooperazione Internazionale



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Embassy



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in Italia



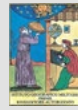
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Italiana



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Italiano



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Scientific Partners



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Italiano



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di Torino



ALPS, SUMMER 1897





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More information on the project:

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