

# 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/b9njkdn>
- 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 («gigapixel») 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/3rtjm7wy>
- Graphics for scenography to be used as background on walls: ex.: <https://tinyurl.com/mwc8yrmn>
- Multilingual descriptive texts (scientific, historical, geographical)
- 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
- 
- 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 (*the association as been officially recognized by Italian Law*).

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.



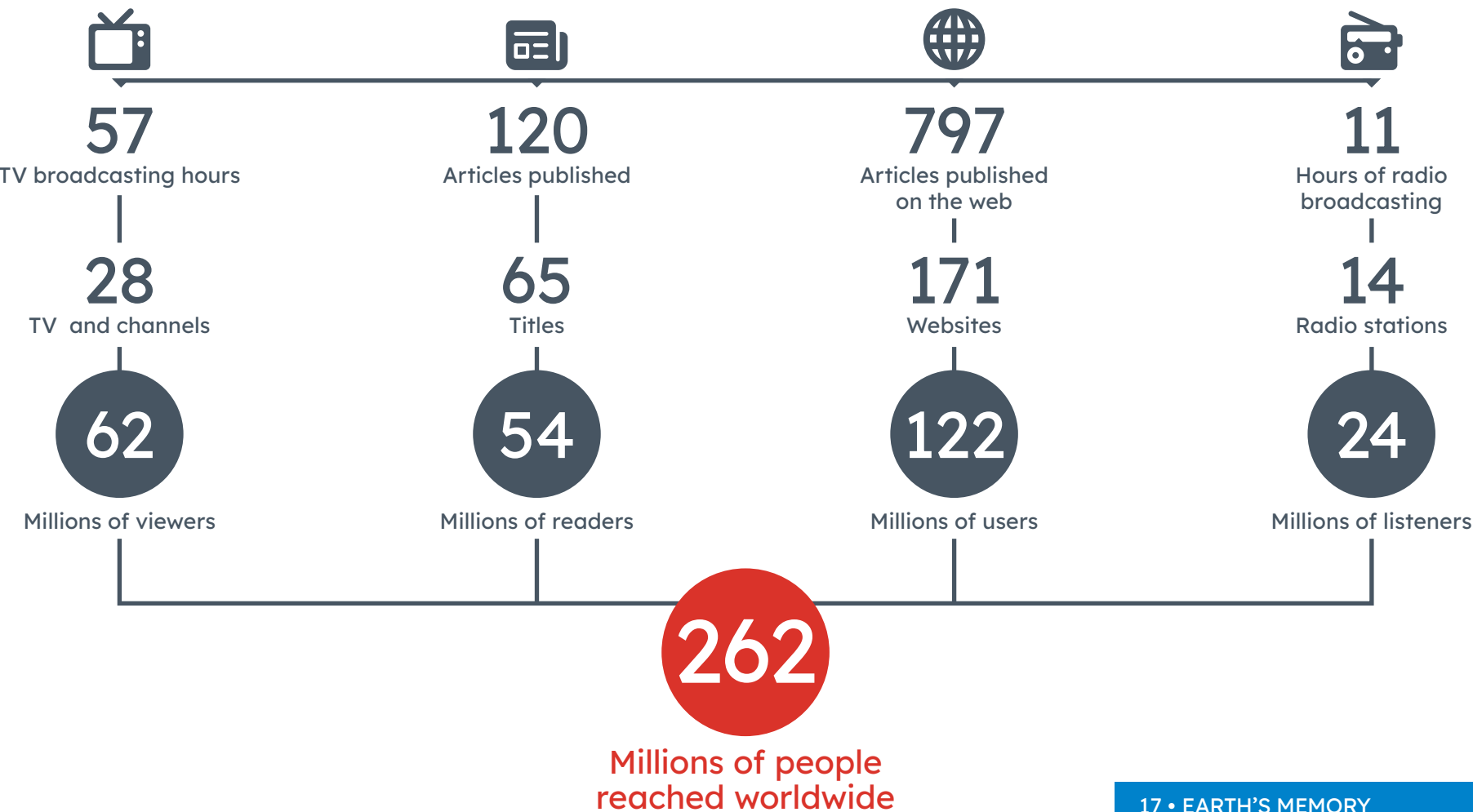


# The results





# 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**  
Cultural  
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](https://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



## Scientific Partners





ALPS, SUMMER 1897





ALPS, SUMMER 2020





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More information on the project:

[onthetrailoftheglaciers.com](http://onthetrailoftheglaciers.com)

