

For the attention of
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The logo for World Wetlands Day 2016. It features the words "WETLANDS" in a bold, sans-serif font, stacked vertically within a white rectangular border. To the right of this box, the year "2016" is written in a large, bold, sans-serif font.

Proposal for a print and online exhibition to celebrate
World Wetlands Day 2016.

#WWD2016

By Paul Stewart

This document is a brief step by step introduction to the idea of a **print and online exhibition** to celebrate ‘World Wetlands Day 2016’.

A guide on what to expect from my contribution, potentially what it would look like and how other wetland partners participate. How we continuously promote the project as part of the work flow and finally engage the visitors in a touring ‘white wall’ exhibition.

It’s about an ongoing commitment to support the **signatories to the Ramsar Convention**, to provide materials to empower those responsible for the health and vitality of the worlds wetlands. To raise awareness, to refocus peoples perception of wetlands and to offer avenues for them to join in. To **engage the skeptics**.

A simple overview of how we collaborate, develop and finally **bring meaning and context to the value of wetlands** and share this in Washington, Beijing, London and Geneva (for starters).

Subject to agreement between participating organisations this project will be 14 months in the making culminating, as mentioned above, in an exhibition as part of the ‘**World Wetlands Day 2016**’ celebrations.

It is not set in stone. Debate is positively encouraged but the following pages provide clear roles and responsibilities for participating organisations.

Consider this a seed firmly thumbed into the ground.

Just add water.

Paul Stewart

What I do...

Photograph 18/22 Ramsar designated wetland locations in panorama. A period of at least two weeks at each location.

Build the exhibition portfolio and develop online presentations that we trickle out via participating organisations.

What does that mean?

It means that Ramsar has ongoing media features. One every month that can be used to 'highlight' a given wetland type and promote it via social media and other participants websites. These act as teasers developing a ground swell of awareness and ultimately promote the final exhibition.

What participating organisations do...

Supply information and media already available to each wetland exhibition module. Each module represents a particular wetland 'type'.

Leverage support from corporate sponsors to make this happen and reward them with unforgettable imaging.

In the case of Ramsar my understanding is there is a corporate relationship between yourselves and **Star Alliance**. With 27 members and 600+ million passengers annually the media I produce could supply in-flight magazines in the form of a double page spread.

Ideally, other full partners/collaborators would be Wetlands International, IUCN, WWF.

The following pages illustrate a dummy promotional poster and a 'walk through' of a single exhibition module.

WET
LANDS 2016

THE WORLDS WETLANDS

The Photographers Gallery presents the definitive guide to the worlds wetlands in a print and interactive exhibition from February 2016 to April 2016.

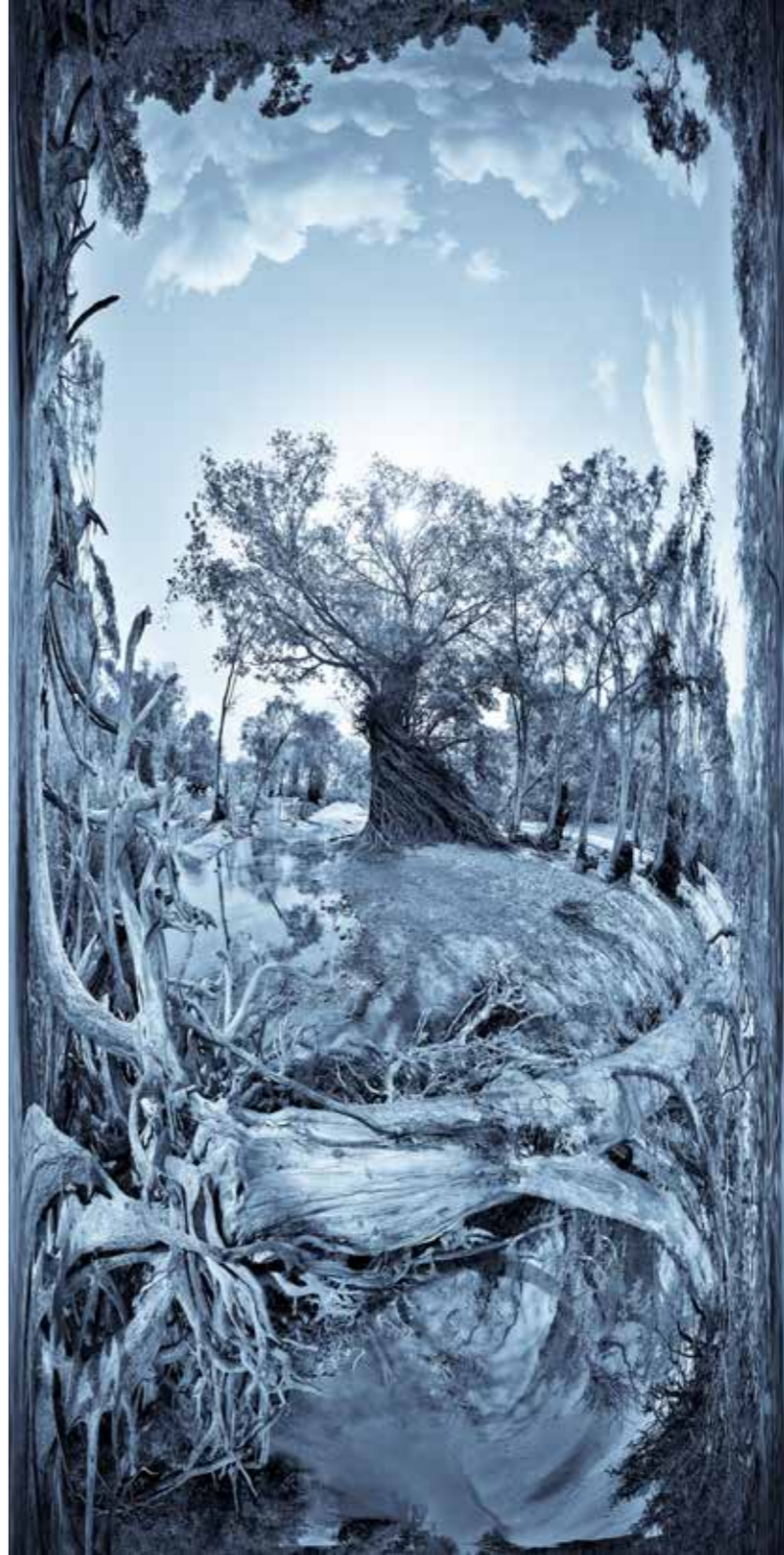


+ Sponsors Logos

The Photographers Gallery
16-18 Ramillies St, London.
Open 10am-6pm.









The print exhibition is modular. Each module represents a particular type of wetland, consists of signature panorama images followed by additional media provided by Ramsar and participating organisations illustrating it's location on the world map, a written description, photos of the biodiversity it supports, threats and benefits.

Ramsar Site 999 - Flooded Forest



Location map + Details of wetland type. Threats and benefits.



Irrawaddy Dolphin - Tan Someth Bunwath / WWF-Cambodia



Giant Mekong Catfish - National Geographic



Mekong soft shell turtle David Emmett / WWF-Cambodia

Encouraging visitors to interact with their mobile devices offers us the opportunity to introduce audio into the overall experience. Short interviews, ambient audio or a particular message from Ramsar. As proof of concept scan or click the QR Code above and take a virtual tour of 4 panoramas and 4 (dummy) audio tracks...



By combining an artistic and scientific approach, integrating mobile technology into the viewers experience I think we have the makings of an exhibition which will be of huge benefit to raising the profile of the worlds wetlands. Drop dead gorgeous, informative and interactive.

The approach is wholly inclusive of all 'wetlands' parties. All wetlands organisations have something they can contribute to the overall exhibition.

The final question is why take this approach?

The loss of wetlands and stress on freshwater resources is being compounded year on year. The catastrophic and wholesale loss of the biodiversity it supports is staggering. It has happened on our watch and we need to address it. Right now.

The 'nexus' approach, the relationship and connections between available freshwater resources and development needs to be clearly illustrated.

It is *essential* to modern civilisation.

This exhibition, I believe, will not only look fantastic but also be a valuable educational tool not only for those standing in the environmental camp but also those who are in the business of using natural resources as the basis of their business model. It will remain as a valuable resource in the medium and long term.

An exhibition brings people together, facilitates debate and in that process what seem to be opposing parties actually discover mutual benefits.

Good art informs. Great art lasts forever. I believe I can produce both and would ask you to support, invest and collaborate on this project.

Thank you. Paul Stewart.



Paul Stewart

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