

BELLA GAIA



ABOUT BELLA GAIA

CRITICAL NEED

BELLA GAIA is an audio-visual presentation that illuminates the connections between natural systems and human activities while inspiring audiences to become active stewards of our shared resources. BELLA GAIA transforms complex scientific data regarding our imperiled ecosystems into an accessible multimedia experience achieving deeper cognitive learning about Earth Sciences that engages both the hearts and minds of audiences worldwide. Go to <http://www.bellagaia.com> to view a video of the BELLA GAIA performance.

METHODOLOGY

BELLA GAIA (Beautiful Earth) is a stunning multimedia performance that combines scientific visual content with a customized original musical score and other elements such as Earth's inter-connected systems. BELLA GAIA captures the astronauts "Overview Effect," creating the feeling of seeing earth from space by using satellite imagery, time lapses, cultural heritage footage and NASA data to present a spectacular journey around the planet. Examples of dynamic content included in BELLA GAIA take the form of animations showing ocean currents, seasons changing, ice melt, carbon dioxide emissions around the world, and fires in the Amazon. BELLA GAIA uses visualizations to make complicated scientific data accessible and understandable for diverse audiences fostering greater understanding of natural systems, human actions, and the relation between the two. In live presentations worldwide, BELLA GAIA has connected with viewers deeply and given them a feeling of great appreciation for our planet. In surveys, people of all ages from 5 – 85 report that the BELLA GAIA experience leads to an improved understanding of our human impact upon natural systems and an increased desire to preserve the beauty and balance of our Earth rather than remain immobilized by the fear of its ecological devastation.

AUDIENCES

BELLA GAIA reaches and engages children, teens, students, adults, seniors, civic leaders, and global leaders through live performances and outreach, generating inspiration-based awareness that leads to a more unified perspective of the relationship between Earth systems and human activities. BELLA GAIA is delivered to audiences at conferences, film and music festivals, museums and science centers, schools and universities, auditoriums, performing arts centers and online. Additionally, BELLA GAIA reaches an audience of five million youths per year via broadcast on Channel 1.

"BELLA GAIA is a response to the perplexing and intractable problems facing our global society. It explores the deep sonic relationships that data reveals. Beautifully crafted soundscapes reflect the magnificence of life while making us aware of our planet's fragility."

– Paul Miller a.k.a. DJ Spooky

PROGRAM COMPONENTS

BELLA GAIA's powerful and informative outreach program conveys Earth Systems Science and cultural diversity information in an immersive experience that is readily understood and appreciated by diverse audiences around the world. The presentation constantly evolves with the creation and inclusion of current scientific, cultural, and artistic content. BELLA GAIA program outreach is presented through the following platforms:

Live Performances	500,000 people to attend
Solo Performance	25 – 45 minute content set
Ensemble Dance Performance	45 – 90 minute content set
Symphony and Choir Performances	45 – 60 minute content set
Planetarium Performances	25 – 45 minute content set
Informal Education	150,000 people participate
DVD Kits for Schools and NGOs	10,000 distributed
Workshops	10 per year
Online Activation	1 million people activate
BELLA GAIA Website	500,000 site visits
Social Media (Facebook, Twitter)	250,000 like or follow
QR Cards & Follow-Up Email Pledges	100,000 pledge to take action
Broadcasts	5 million youth view per year
Channel 1	5 million youth watch BG program

LIVE PERFORMANCES AND EVENTS

BELLA GAIA exists as a global touring multimedia experience, able to accommodate any venue from conferences, planetariums and schools to auditoriums, outdoor festivals and concert halls. Education workshops often accompany live shows, customized for the host venue, through collaboration with NASA. BELLA GAIA live performances feature Kenji Williams playing solo, performing with BELLA GAIA's 8-piece Ensemble, or presenting the BELLA GAIA score with a symphony or choir.

PROGRAM PARTNERS

