

See the **World** for **FREE** day or night

# Earth from the Air

A photographic portrait of our planet towards sustainable development  
by Yann Arthus-Bertrand



Heart in Voh, New Caledonia  
(French Overseas Territory) S 20°56' E 164°39'

## THE STREETS OF BATH CITY CENTRE

Abbey Church Yard,  
Kingston Parade, SouthGate,  
Union Street & Stall Street,  
Bath BA1 1LY



## FREE OUTDOOR EXHIBITION

Visit the retail shop & information centre at  
34 Stall Street (opposite The Roman Baths Shop)

See a free film narrated by Yann Arthus-Bertrand

September 2009 - January 2010

From November 4th at the new SouthGate



a **w**ecommunic8 event

[www.earthfromtheair.com](http://www.earthfromtheair.com)

“The most **amazing pictures** you’ll ever see” DAILY MAIL

“**Aerial photography** never looked so **glorious**” THE TIMES

“Genuinely **fascinating** and **highly recommended**” DAILY TELEGRAPH



Dromedary Caravans near Nouakchott, Mauritania N 18°09' W 15°29'

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Last century, the planet **population** was multiplied by **3**;  
world **water consumption** was multiplied by **6**.

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Make a pledge - Buy prints & diaries

How can I make a difference? - [www.earthfromtheair.com](http://www.earthfromtheair.com)

# Tackling Climate Change

Climate change is a top priority for the Council. Our Carbon Management Plan seeks to reduce CO<sup>2</sup> emissions from Council operations 30% by 2014.

“Our Big Energy Challenge” helped the main public sector organisations in the district cut energy use by 10%, and 55 schools participate in our Eco Schools award programme.

Get Involved in Bath & North East Somerset Council. There is so much you can do! You could:

- Take part in important decisions about how our district will respond to climate change. Contact us for details.
- Make your home energy efficient by taking advantage of generous grants. You can call our advice line now to get started: **0800 512 012**
- Get involved with your local environmental group - there are many active groups in the district.
- Make simple changes to save energy and money:  
[www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk)
- For more information email:  
[sustainability@bathnes.gov.uk](mailto:sustainability@bathnes.gov.uk)
- Or go to our website:  
[www.bathnes.gov.uk/sustainability](http://www.bathnes.gov.uk/sustainability)

**Bath & North East  
Somerset Council**



© Bath Tourism Plus

**20%** of the **population** live in **developed** countries. This **20%:**

- **Consume 60%** of the world's **energy**
- **Own 87%** of the **vehicles** in the world
- **Consume** nearly **75%** of available **fresh water**

## How can I make a difference?

We often take for granted the world's resources not realising that, through small changes in our lifestyle, we can help to sustain and protect our world now and for our future generations. The success of our exhibition and our GO MAD campaign - that is, Go Make A Difference, has made us realise that when we group together, we can have a substantial impact... with simple changes to our lifestyle.

## Make a Pledge...

For easy ideas on how to GO MAD, our 2010 Agenda for Change Diary and calendars contain many tips and advice, ecological facts and figures and Yann's wonderful pictures and text. These will help you to choose which pledge will fit easily into your lifestyle, so you can really make a difference. Sign up to pledge to an environmentally focused issue at our **Information Centre** or online:

[www.earthfromtheair.com](http://www.earthfromtheair.com)

**It won't cost a penny - in fact it could save you money!**

- **How much energy do you consume at home?** Could you make savings? Being energy efficient needn't cost you the earth; complete a DIY home energy check - this can be done online - and can show you how you can save you money too.
- **I will turn off the tap when brushing my teeth.** This could save 80% of the water you would normally use. If you brush your teeth for 3 minutes with the tap running, you are wasting 10,950 litres of water a year.
- **Walk, cycle or take public transport whenever possible.** One litre of fuel can carry a person 4 miles in a large car, 31 miles in a bus with 40 passengers and 34 miles in a train with 300 passengers. A double-decker bus can carry the same number of people as 20 full cars, yet takes up just one seventh of the road space.
- **Only boil the amount of water you need to make a cup of tea or coffee.** If everyone did this for just one day, we could save enough energy to light every street light in the UK for the following night.
- **I will switch off my television or computer screen, rather than leave it on standby.** Over 50 million pounds could be saved each year, the equivalent of 200 million cups of tea!

# Together, we can all make a difference!



For local events and lots more information,  
visit our website at [www.earthfromtheair.com](http://www.earthfromtheair.com)



© Yann Arthus-Bertrand / Altitude

# Yann Arthus-Bertrand



A Himba woman and Yann flying over Namibia

## “Our Earth is art, the photographer is only the witness” YANN ARTHUS-BERTRAND

Born on March 13th, 1946, Yann has always been dedicated to nature. He discovered the beauty of the world seen from the air when working in Kenya studying lions with his wife Anne. At first he used a hot air balloon, today he uses a helicopter to capture his unique perspectives of the earth.

His aim was to create a record of the world's environments as a benchmark for the future. He believes the project provokes questions we should all seek to answer: What kind of Earth will future generations inherit? How can we preserve the heritage of natural abundance that we share with past generations?

The impact of population growth and technological progress on the planet has been dramatic, particularly over the last 50 years, and the world's landscapes have been transformed as a result.

Project Sponsors



The photographs in EARTH FROM THE AIR show how human activity has left an imprint. They are a record of what has survived the mushrooming globalised industrial economy and what changes it has wrought.

In views ranging from spectacular panoramas of vast geographical formations to intimate glimpses of small-scale features, Arthus-Bertrand's photographs give a remarkable account of the Earth's surface. His searching lens portrays human settlements (from cities to desert oases), to varied and exceptional vistas in the world in extraordinary compositions of light, colour and form.

This project is only a beginning, which Yann Arthus-Bertrand has initiated and that others, we hope, will pursue after him. The idea is to create an effective working tool for the long term, to lay the foundation of an historical reference library.

Most of the photographs in EARTH FROM THE AIR, were taken from a helicopter at an altitude of 100 ft. to 10,000 ft. Yann Arthus-Bertrand has always worked with Canon EOS-1N, equipped with an L series focal zoom and 17mm to 400mm range. The speed is between 1/250 and 1/1000. Most of the shots use a 24 x 36mm format on Fujichrome film, Velvia 50 ASA. The images are printed on Fujicolour Crystal Archive type CP paper.

The EARTH FROM THE AIR project has been celebrated around the world and in France, Yann Arthus-Bertrand has been awarded the Legion D'Honneur for his environmental work.

“Earth from the Air” is carbon neutral. Yann Arthus-Bertrand and Altitude have invested in re-forestation projects and renewable energy in order to offset the greenhouse emissions caused by this project. [www.actioncarbone.org](http://www.actioncarbone.org)

GoodPlanet is an NGO founded in 2005 by Yann to raise public awareness on environmental issues and to suggest answers to the ecological crisis. For further information visit [www.goodplanet.org](http://www.goodplanet.org)

In 2009 as chairman of the non-profit organisation GoodPlanet, Yann has been officially nominated as United Nations Goodwill Ambassador and also received an Earth Champion Award for inspiration and action.

“It's too late to be pessimistic. It is time to act. With UNEP, I want to help those who act. Because we all need good examples”, said Yann Arthus-Bertrand, after his nomination.

This nomination is a recognition of Yann's achievements in advancing environmental awareness through educational programmes; his touring Earth from the Air photographic exhibitions. and through his TV documentaries 'Earth from Above' for the French public television, broadcasted in 40 countries.

All photos © Yann Arthus-Bertrand/Altitude [www.yannarthusbertrand.org](http://www.yannarthusbertrand.org)  
This Exhibition has been organised by [wecomunic8](http://wecomunic8) [www.wecomunic8.com](http://www.wecomunic8.com)

## Yann takes action on his carbon footprint.

Yann is well aware of the impact his own activities have in generating greenhouse gases. So, he has decided to finance projects which promote renewable energies, are more energy-efficient and encourage reforestation, thus reducing this impact. He is chair of GoodPlanet [www.goodplanet.org](http://www.goodplanet.org), a not-for-profit organisation in France that has decided in partnership with ADEME (French environment and energy management agency) to give means to the public to do the same and combine forces against climate change. [www.actioncarbone.org](http://www.actioncarbone.org) - to play your own part in this visit [www.earthfromtheair.com](http://www.earthfromtheair.com) - make a pledge and take action - NOW!

# Earth from the Air

FREE OUTDOOR EXHIBITION



- An outdoor exhibition of over 120 giant floodlit pictures.
- Earth Facts and Data that will astound and inform you.
- Walk on the giant world map, step from country to country.
- See a FREE short documentary of 'Earth from the Air' narrated by the photographer.
- Exhibition books, prints, diaries and calendars are now available at our shop or online.

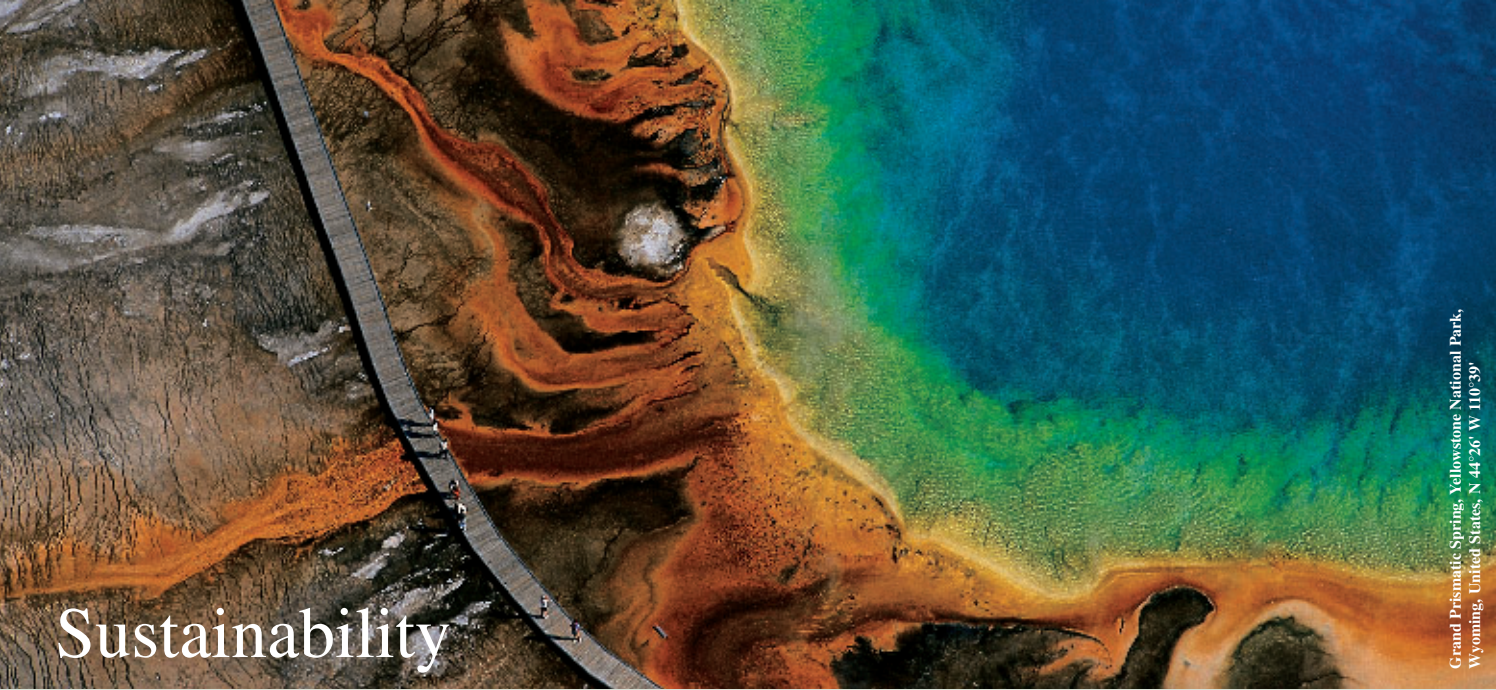


Earth from the Air is a spectacular presentation of large scale photographs of astonishing natural landscapes. Created by world-famous photographer Yann Arthus-Bertrand, every stunning aerial photograph tells a story about our changing planet.

Seen together, they are an outstanding visual testimony to the world we live in today. A world with a growing population, shrinking biodiversity, polluted lands and oceans, a changing climate and a shortage of water. A world nevertheless, of beauty and of wonder. This exhibition organised by [wecomunic8](#) makes a breathtaking impact.

**Tell your friends and don't miss it!**

 [www.earthfromtheair.com](http://www.earthfromtheair.com)



Grand Prismatic Spring, Yellowstone National Park, Wyoming, United States, N 44° 26' W 110° 39'

# Sustainability

Since 1950, economic growth has been considerable, and world production of goods and services has multiplied by a factor of 7. During this same period, while the world's population has only doubled, the volume of fish caught and meat produced has multiplied by 5. So has the energy demand. Oil consumption has multiplied by 7, and carbon dioxide emissions, the main cause of the greenhouse effect and global warming, by 4. Since 1900, fresh water consumption has multiplied by 6, chiefly to provide for agriculture.

And yet, 20% of the world's population does not have safe drinking water, 40% lacks access to improved sanitation, 25% is without electricity, 842 million people are underfed, and half of humanity lives on less than £1.50 a day.

In other words, a fifth of the world's population lives in industrialized countries, consuming and producing in excess and generating massive pollution. The remaining four-fifths live in developing countries and, for the most part, in poverty. To provide for their needs, they make heavy demands upon the Earth's natural resources, causing a constant degradation of our planet's ecosystem and limited supplies of fresh water, ocean water, forests, air, arable land, and open spaces.

This is not all. By 2050, the Earth will have close to 3 billion additional inhabitants. These people will live, for the most part, in developing countries. As these countries develop, their economic growth will jockey for position beside industrialized nations – within the limits of ecosystem Earth, which are not extensible.

If everyone on earth lived the same lifestyle as people in the Western world, we would need at least two extra planets to sustain ourselves. But there is a way of improving the standard of living of all while at the same time preserving natural resources for the generations to come: we need to switch to non-polluting technologies that require less water and energy. The term 'sustainable development' describes this goal: it means getting more from less.

The Earth's situation is not an irreversible fatality, but changes do need to be undertaken as soon as possible. We have the opportunity to turn toward a sustainable development, one that allows us to improve the living conditions of the world's citizens and to satisfy the needs of generations to come. This development would be based on an economic growth respectful both of man and the natural resources of our unique planet.

Such development requires improving production methods and changing our consumption habits. With the active participation of all the world's citizens, each and every one of us should contribute to the future of the Earth and Mankind..... starting right **now**.

## MAKE A PLEDGE AND START MAKING A DIFFERENCE TODAY

 [www.earthfromtheair.com](http://www.earthfromtheair.com)

 Printed in the UK on recycled paper

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The amount of **oil** consumed in **6 weeks**, half of which is used for transport, would have lasted a **whole year** in 1950.

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# Bath and North East Somerset; a great place to live, work and visit

Bath and North East Somerset Council welcomes you to the exquisite Georgian City of Bath. It has ancient roots having developed around the three thermal springs in the City Centre. The Royal Crescent, The Circus, Pump Room and Pulteney Bridge are among the finest architectural treasures in the world. Indeed, the entire city has been designated a World Heritage Site by UNESCO.

This comfortably sized city is packed with places to visit. Bath's rich diversity of museums, galleries, gardens and attractions including the Roman Baths and 15th-century Bath Abbey are all within easy walking distance of each other.

The Roman Baths is one of Europe's finest ancient monuments. Walk where Romans walked on ancient stone pavements and imagine the grandeur of their town of Aquae Sulis centred on the natural hot springs. Bath's status as a world-class city was further enhanced by the opening of the remarkable Thermae Bath Spa in 2006. The revival of this 2,000-year old tradition means that Bath is a fully fledged spa city once again.

Bath's impeccable historic credentials don't tell the full story. Today, more so than ever, it's a thriving, vibrant city. Nineteenth-century Georgian gaiety has been replaced by a decidedly 21st-century cosmopolitan buzz. Bath offers an enviable lifestyle, with a year-round calendar of festivals, theatrical, musical and sporting events. It's a lively scene, with over 150 restaurants and traditional pubs scattered among some of the best quality independent shops in Britain.

## This Autumn and Winter 2009

The Earth from the Air street gallery will be an additional flagship attraction for Bath, allowing visitors and residents to enjoy a 24hr floodlit exhibition situated outside the Roman Baths, the Abbey and along the neighbouring pedestrianised streets.

From November 4th, the exhibition will move to the new highly anticipated SouthGate Shopping Centre. This will be open for business with top names from the high street in addition to the hundreds of well-known and independent retailers already open in Bath's historic Georgian streets and lanes.

The highly attractive Christmas Market will be open from the 26th November - 6th December 2009 leading into the Christmas Shopping season in Bath. A short trip outside of Bath will take you to Radstock Museum, to learn more about the former coal mining communities, or give access to the Chew Valley Lake for long-walks and cycle routes with breathtaking views and quintessentially English tea gardens.

Go to [www.visitbath.co.uk](http://www.visitbath.co.uk) for even more ideas about where to go and what to do.

Bath is serviced by Park and Ride facilities – Lansdown (BA1 9BJ), Odd Down (BA2 8PA), Newbridge (BA1 3NB) & Bath University (BA2 7AY- Saturdays only). The main shopping centres are conveniently served by a new bus terminus and the 1830's railway station originally built by the renowned engineer Isambard Kingdom Brunel .

### Location of exhibition:

Abbey Churchyard next to the Roman Baths and Pump rooms beside the Abbey and Bath Tourist Information Centre, Abbey Chambers, York Street, BATH BA1 1LY. From 4th November the exhibition moves to SouthGate Shopping Centre.

Visit the retail shop & information centre at 34 Stall Street (opposite The Roman Baths Shop) - come and see a free, short film narrated by Yann Arthus-Bertrand.

With the generous support of **The Roper Family Charitable Trust**



The publishers have done their best to ensure the accuracy of the information available in this exhibition. All information is correct at the time of going to print. The authors and publishers disclaim any liability, loss or damage incurred as a consequence, directly or indirectly of the use and application of the contents.



**Be a giant! Walk on the World map, stride from country to country, learn how you can protect our planet.**

Map sponsored by **wecommunic8**

Ever wished you could be a giant and stride from country to country in seconds? - well now is your chance. With our walk-on world map you can plan your next travel adventure, see where you have been, trace your ancestry or just enjoy the journey.

Surrounded with tips and advice, ecological facts and figures and even more of Yann's wonderful pictures and text, learn how to protect our world. So come on down to experience the magic of our HUGE map and tour the world in a whirlwind of images and stories.

Teacher guides are available from our online resource centre at [www.earthfromtheair.com](http://www.earthfromtheair.com); follow the Education link for further details. Also available at the retail shop and information centre at 34 Stall Street (opposite The Roman Baths Shop).

