



COMMITMENT  
SCIENCE  
TRANSMISSION

# INTRODUCTION TO THE ICEBREAKER PROJECT

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IMMERSIVE CULTURAL EXPERIENCES  
AT THE CROSSROADS OF EXHIBITION,  
CINEMA, ART AND SCIENCE



UNDERSTANDING  
LEARNING  
SHARING  
INSPIRING  
**TAKING ACTION FOR THE PLANET**

ICEBREAKER STUDIOS

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# LUC JACQUET

EXPLORER  
FILMMAKER  
CREATOR OF EXPERIENCES

Icebreaker's philosophy is built on the personal values and beliefs of **Luc Jacquet**, who has spent the last 35 years working tirelessly to raise awareness about the need to protect our natural environment.

With his academic background in ecology, Luc Jacquet has always wanted to work with nature, collaborating closely with scientists. With the release of the film "March of the Penguins", the entire world was introduced to the life of the emperor penguin and its fight for the survival of its species. What could be more effective than cinema, as a way of reaching out to millions of people globally? The film was a huge hit and was rewarded with an Oscar.

Which raised the question: how can that new **popularity be used to the benefit of nature and science?**

During his travels and film shoots, Luc Jacquet has explored some of the planet's most remote locations, and seen at first-hand all the beauty and fragility of nature. As the years have passed, he has seen



We are convinced that the need to love and understand the world and nature is universal.

The more we understand them, the better we will take care of them in.



the environment under attack, but along the way he has also met people and communities who retain close links with nature. He has contemplated **the relationship between mankind and nature.**

His travels have seen him talk to scientists all over the world, specialists in their fields, who taught him to better understand and appreciate the true genius that lies at the heart of nature.

Over time, he increasingly came to believe that **our current model needs to change, that mankind needs to be reconnected with nature.** Dire warnings and lectures do not work. **Positive messages are needed, to make people want to bring about change themselves.**

That's why Luc Jacquet aims to take a different tack when it comes to talking about the immense upheaval wrought by mankind on our planet.

“ All our stories have their roots in science. To pass on the most up-to-date and accurate knowledge, we work hand-in-hand with scientists who are experts in their field. ”



To tackle the issue of climate change, he tells the epic story of glaciology in Antarctica through the life of French glaciologist, Claude Lorius.

To denounce the damage caused by deforestation, he explains how it takes 800 long years for the first tiny shoots to grow into a vast primary forest, humming with diversity.

He finds positive angles **to share positive values and get as many people on board as possible.**

Nature is a universal language that speaks to us all, no matter where we live. Luc Jacquet brings this to light by sharing his films with audiences around the world.

Luc Jacquet devoted his life to telling amazing stories that encourage people to think about the beauty and fragility of our planet, understand the messages from scientists, and share them in a simple, visual way.

The aim is to reforge a humanist relationship with the world.

ICEBREAKER STUDIOS et Luc Jacquet feel they have a duty to future generations, to take action, bring about change and ensure we leave them a livable planet.



# ICEBREAKER EXHIBITIONS: INSPIRING IMMERSIVE LEARNING FOR ALL

interactivity

immersive  
EXPERIENCE

emotion  
WRIT LARGE

**An ICEBREAKER exhibition is an invitation to journey into the mysteries of science and to the most stunning locations on the planet.**

## Wonder

Incredible biodiversity, spectacular landscapes, fascinating species stories... narrative journeys make visitors travel, explore and discover.

## Learning

Exploring the relationship between humans and nature with immersive and engaging learning, ICEBREAKER exhibitions enrich visitors with transformative experiences. They leave nourished with emotions, sensations, knowledge, reflection and values.

## Awareness building

ICEBREAKER exhibitions are more than pure entertainment. They are designed to engage visitors for a long lasting impact and inspire their minds and hearts.



## CONCEPT

Our exhibitions have been designed as a new medium, somewhere between exhibition, film, artistic experience and scientific outreach. It is a medium that blends pure entertainment, emotion and storytelling with education and popular science. The sharing of knowledge is supported by digital art, interactivity and scenic effects. Natural and physical phenomena are revealed with very different medium, spectacular projections, hands on moments, artistic experiences, soundscapes. Some climax moments change with time, the seasons, presence sensors... It is never the same experience twice.

Each issue addressed is the result of intensive collaboration with scientists. The exhibitions provide an opportunity to communicate and share current scientific understanding.



# OUR MISSION : SHARING KNOWLEDGE AND WONDER

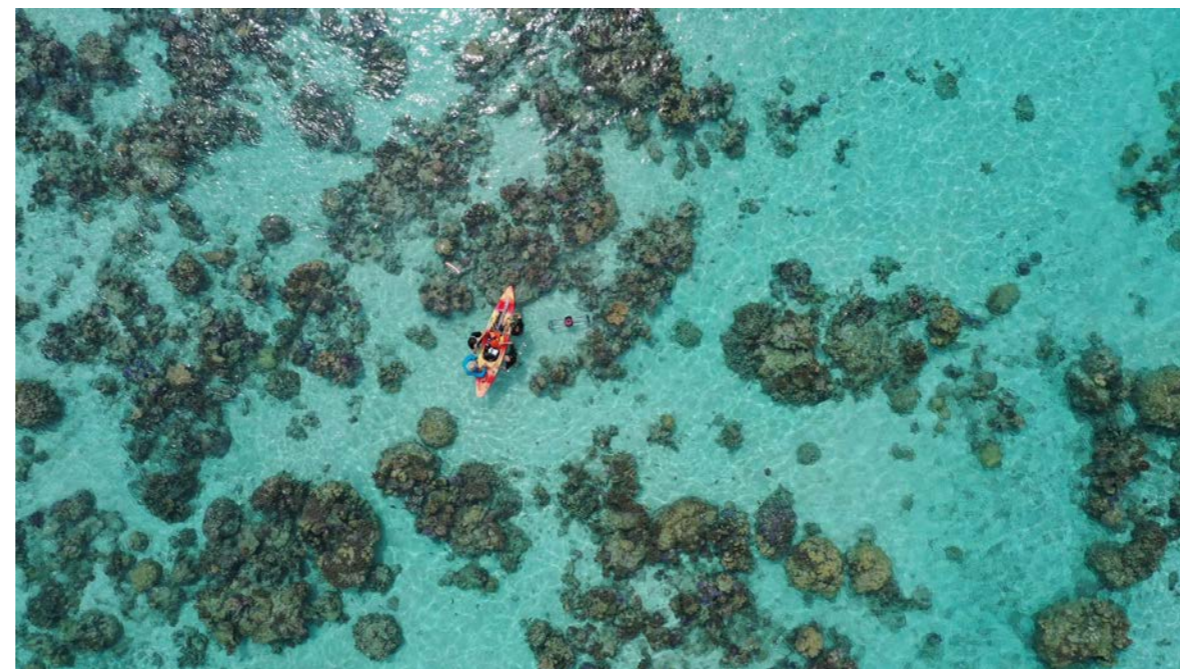
We are lucky enough to visit some of the remotest places on the planet: Antarctica, Galápagos, protected marine areas, rainforests... All fascinating destinations that showcase nature's tremendous beauty, the interaction between environments and species, and the richness and fragility of our planet's ecosystems.

During these expeditions, we are accompanied by leading experts, and we act as intermediaries between the scientists and the public.

We make science accessible.



*Expedition to El Chato - Galápagos Reserve of giant tortoises*



*Expedition to Mooréa - French Polynesia CRIOBE coral reef research center*



## AVAILABLE THEMES

During their latest expeditions, Luc Jacquet and the ICEBREAKER teams produced and recorded unique images and sounds of:

- **Antarctica**
- **Icebergs**
- **Caspian seals**
- **Rainforests**
- **A collection of sound experiences**

These are universal subjects for which we own the image rights, a unique collection of images and sounds enabling us to imagine new creative and educational experiences sharing this unique knowledge and wonder with the largest audiences.



### **ANTARCTICA** EXTREME ENVIRONMENTS, LIFE ON THE EDGE

Antarctica EXPERIENCE offers a unique opportunity to set foot in Antarctica, this continent dedicated to scientific missions, through unbelievable images, Antarctica Experience takes you on a journey of visual and audio immersion, on and under the ice floe. Wonderment guaranteed.

The journey begins with a cinematic teaser, the visitor heads towards Antarctica, sailing with the whales. After this introduction, he discovers the cartography room before entering the explorers' cloakroom where the men are busy with long and meticulous preparations. Then, the visitor is invited to dive alongside Weddell seals, Emperor penguins and Adelies into the depths of the Southern Ocean. Immersed, guided by the divers, he discovers the abundant life of the seabed. Returning to the surface, surrounded by screens several meters high, he witnesses scenes of the daily life of the penguin colonies, immersed in the beauty of the ice floe that stretches as far as the eye can see.



### **ICEBERGS** GIANTS OF ICE, OBJECTS OF FEAR AND FANTASY

When I arrived at the Larsen platform on my last trip to Antarctica, one thing struck me: the emptiness.

The emptiness left by the icebergs, the mountains of ice that were there but eventually broke away from the glacier. We came across them further out, drifting on the Southern Ocean. Like a symbol of something disappearing.

I couldn't help but observe them, mindful of the fate that awaited them. I became attached to them as if they were characters with their own personalities and idiosyncrasies. And I want to share that unique feeling with visitors, to let themselves be won over by the icebergs and what emanates from them.



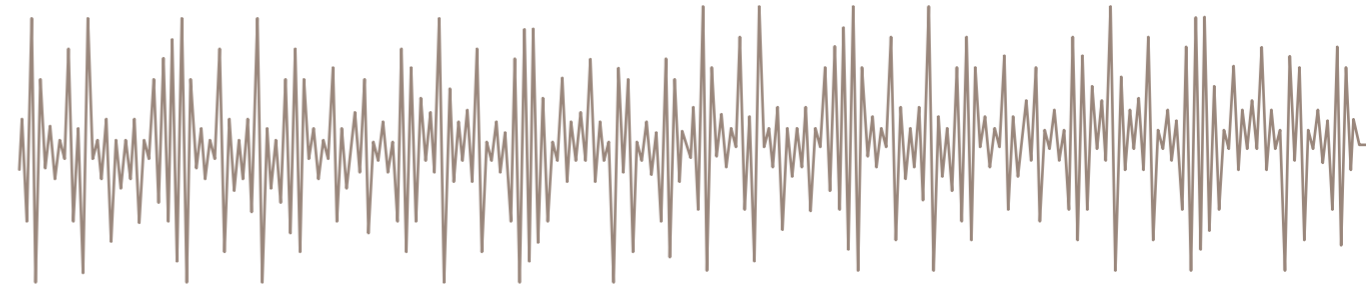
## **RAINFORESTS** AN ODE TO THE FOREST, LIVING AND INHABITED

Trees seem silent and immobile, yet they are prodigiously alive. This project takes us into the fascinating world of plants and trees. The primary rainforests, like Amazonia, are home to one of the most abundant fauna and flora on the planet. Life abounds on all levels, animals and plants are interconnected. You have to change your perspective to observe the constant interactions between trees, but also between trees and animals. We can see that trees deploy strategies to compensate for their immobility. They use mobile beings to live, reproduce and even travel. They are also true virtuosos of biochemistry, capable of communicating by sending out scents. This exhibition is a journey that invites us to discover this «plant intelligence» and forces us to rethink the way we see the world and consider trees and plants.



## **THE CASPIAN SEAL** AN ENDANGERED SPECIES

Like other endangered species, the Caspian seal is prey to melting ice and oil exploitation, which are damaging its habitat, as well as poaching, which is threatening its main food resource, caviar. Its population has fallen by 90% over the last 100 years. There are now only around 100,000 individuals living in the Caspian Sea. Find out more about this endemic species, its particular characteristics, the threats it faces and the measures that are taken and will be needed to protect it.



## **EFFONDREMENT [COLLAPSE], AN IMMERSIVE SOUND MANIFESTO**

**EFFONDREMENT [COLLAPSE] is a collection of immersive audio works imagined by Luc Jacquet. It plunges the listener into the heart of extreme natural phenomena. We bring the microphone where the chances of survival are zero...**

**Visitors are entering into a closed space. In the utter blackness, they refocus on their senses. A powerful emotional experience begins.**

**With EFFONDREMENT, Luc Jacquet is sharing with visitors a wake-up call to a world that is changing and where nature is under threat.**



### **MELTING ICE**

The experience plunges the audience into the center of the action during one of the most worrying phenomena on the planet: the break-up of the biggest glaciers in the polar regions.

We are on the edge of the Antarctic continent, under the vast cliffs of the Astrolabe Glacier.

It is spring in the Southern Hemisphere, that extraordinary time when life returns to the small nearby islands after the forbidding polar winter. Penguins, seals and seabirds all come back at this time of year to give birth to their young. There are tens of thousands of them. Except this year, temperatures have never been so high...

*Created for Tech For Planet, this audio installation was then taken to the Natural History Museum in Neuchâtel, the National Museum of Singapore and, for the last Nuit Blanche, to the forecourt of the Cité des Sciences in Paris, in partnership with Devialet.*



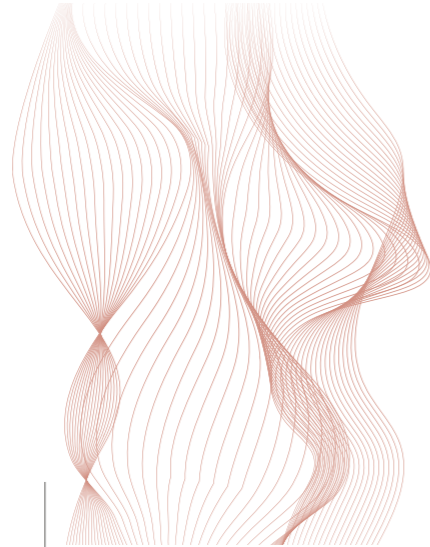


### LOSS OF BIODIVERSITY

Hedged farmland in Normandy. Stretching from the 1950s to today, this audio experience confronts listeners with the reduction in biodiversity through a symphony that declines in intensity.

We are in an area of hedged farmland in France, early on an April morning. It's spring, that special time of year when all the birds and insects sing, creating an outpouring of sound. The experience begins some forty years ago.

The years pass, and the listener notices that all the soloists, the instrumentalists of this animal concert are gradually disappearing, impoverishing the production, as if musicians little by little stopped the pieces they were in the process of playing.

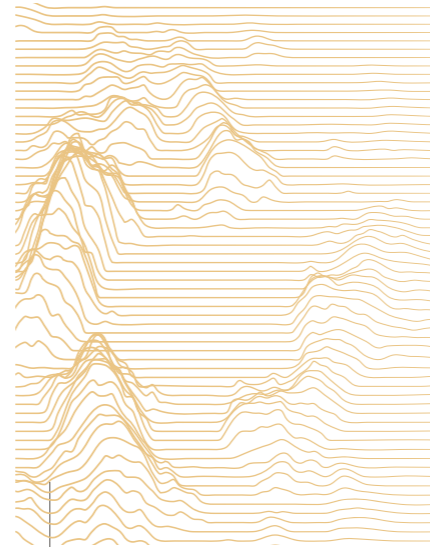


### DEFORESTATION

This experience is the result of Luc's work in the tropical forests of Gabon. It relates the various phases of deforestation and its impact on the biodiversity of these forests. When you enter a primary forest, it is teeming and noisy. An initial team of men arrives to disrupt the symphony, marking out the trees to be cut. The great apes and birds are on alert. A second team comes through to build vast access roads. This first clearance work frightens and displaces the animals.

And now it's time to cut. We hear the cutting front approaching. At the foot of a giant marked for felling, we will experience its fall. The deafening noise of chain saws, the creak of the trunk as it falls and, suddenly, an intense silence.

*This audio installation will be presented at the Musée des Confluences in Lyon in 2021.*



### FOREST FIRE

This experience recounts the progression of a fire that will devastate hundreds of hectares of forest.

A major fire in a forest is a wave, it's like a tsunami coming through. Its beginnings can be heard from a distance, a general warning is sounded. Panic ensues. The animals shriek. Those that can, flee – running, flying. The fire can be heard approaching. The tree trunks explode, the nearby stream dries up in the heat. The fire submerges us, and then moves away. Silence falls.

## THEMES IN PRODUCTION

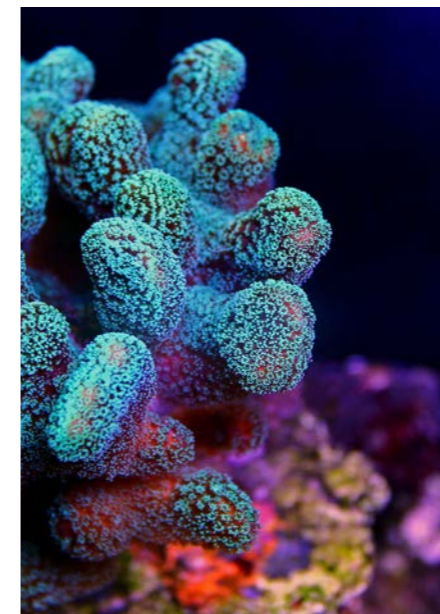
Over the coming months and years, Luc Jacquet and his teams will be setting off on expeditions to collect images of:

- Galapagos
- Coral reefs



### GALAPAGOS A BIODIVERSITY SANCTUARY TO UNDERSTAND EVOLUTION

Welcome to the Galapagos, the laboratory of evolution that inspired the naturalist Charles Darwin when he was young. On this island sanctuary, the first quivers of life and all its creative power can be experienced. From one island to another, species have adapted to the differences in environment: here and there, we see a longer neck, a multicolored paw, a curved beak... We understand that life is in perpetual motion. This setting is the starting point for a dive into the story of evolution, this fascinating and invisible process that unwittingly transforms the living beings of planet Earth. Understanding the mechanisms of evolution also means improving our understanding of the future of our species and the impact of the upheavals that are taking place on our future. The Galapagos are rich in didactic value in this field. This project is a paean to science, the same science that enables introspection and understanding of the world we live in.



### CORAL REEFS DISCOVERING AN UNDERWATER PLANET

The destination is warm seas and coral islands. We become Lilliputians to enter a world city, this huge coral edifice constructed by creatures as tiny as they are mysterious. The coral polyp, a creature that builds, whose patient ingenuity gives rise to a primordial world, where living beings are all connected to each other. On this coral planet, thousands of living things find the conditions they need to survive in a warren of reefs. Alliances take place between species here, interspersed with fierce battles for territory. A true marine epic is played out every day and every night. We all know that coral reefs are now a threatened environment. As explorers, we embark on an adventure in this beautiful and amazing world. Using unique filming techniques, we slip into this labyrinthine universe to witness the infinitesimally small, never before seen by human eye.

# SCIENCE AT THE HEART OF OUR SUBJECTS

**LINKS  
PRIVILEGED**  
WITH THE SCIENTIFIC  
WORLD

**All our stories have their roots in science.** The research and development done for our work provides us with an extensive basis of documentation and knowledge. That research also gives us the opportunity to forge privileged links with knowledge producers, including scientists, experts, specialists in the field and others, providing us with access to the latest first-hand information.

We bring **unique content** back with us from our expeditions, from interviews to video footage and still images. We want to **share that content with the largest audiences.**

## SCIENTIFIC COLLECTIVE

### CERTIFIED CONTENT

Each of our projects is accompanied by a scientific team. Made up of specialists in the subject we are exploring, they enable us to work on original angles and support and scientifically validate the development of our content.

### UNIQUE ENCOUNTERS

Each scientist in the collective lends himself to the game of a filmed interview to talk about his specialty and subject of study. Our teams also follow scientists in the field to film them in their research programs. This raw material is a rich resource we rely on to support our educational content, our exhibitions, our books.



# PAST PROJECTS BY ICEBREAKER

## ANTARCTICA, THE EXHIBITION

In 2015, ten years after *March of the Penguins*, director Luc Jacquet, accompanied by photographers Vincent Munier and Laurent Ballesta, is leading a unique expedition in the world. The meeting between the expedition teams and the Confluences museum in Lyon gives rise to a sensitive and unique exhibition, a true ode to polar biodiversity and its protection.



more than an exhibition,  
a journey...



Hélène Lafont-Couturier  
Director of the Musée des Confluences in Lyon - France

ANTARCTICA takes you on a trip to Antarctica, a land only accessible to international scientific missions. For the first time, an exhibition offers an immersion in the beauty of this ice oasis: visitors dive into the depths of the Antarctic Ocean and venture onto the ice floe to discover the extraordinary biodiversity of the white continent.

ANTARCTICA was the 3rd most visited exhibition in France in 2017, before traveling to the Ubersee Museum in Bremen in Germany and to the Royal Belgian Institute of Natural Sciences in Brussels where it, each time, broke exhibition records.





## TERRA INCOGNITA, THE EXHIBITION

**Six years after ANTARCTICA, Lyon's Musée des Confluences once again opens its doors to Luc Jacquet for an exhibition, from Patagonia to the South Pole: TERRA INCOGNITA, RENDEZ-VOUS AU BOUT DU MONDE.**

Long fantasized about, the «terra incognita» appeared on world maps centuries before it was even discovered. It attracted generations of navigators who tried to approach it, until in 1819 they finally began to trace its coastline.

All those who have approached it or trodden its ice have only one idea in mind: to return, despite the dangers and extreme conditions. Whether explorer, scientist, writer, philosopher or sailor, whatever the era, the words they use to describe this polar region are almost always the same: a language of powerful fascination, a magnetic call. What goes on in these remote landscapes? What lands can fascinate travelers like that?

With words, sounds and images, let yourself be transported from Patagonia to Antarctica to feel the very unique appeal of the Magnetic Continent.

**TERRA INCOGNITA invites visitors to enjoy a unique, immersive experience: a journey from Patagonia to the South Pole, through soundscapes and black-and-white film sequences projected onto a giant, moving structure. With this exhibition, Luc Jacquet follows in the footsteps of the great explorers and shares the «fever» of Antarctica, that magnetic attachment to polar lands that are nonetheless inaccessible and inhospitable.**





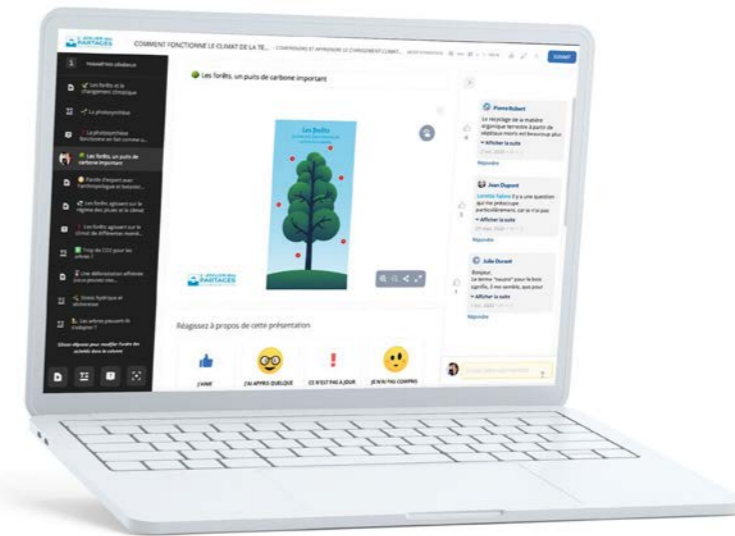
OVER  
4 HRS  
OF LEARNING

OVER 40 VIDEOS  
BY CLIMATE EXPERTS

## UNDERSTANDING AND LEARNING ABOUT CLIMATE CHANGE, THE E-LEARNING COURSE

More than ever, scientists are sounding the alarm: the Earth's climate is warming at a rapid pace, and this under the impact of human actions. It's hard to make sense of all the information out there and to understand what's at stake in climate change, yet this knowledge is essential if we are to be alarmed, take action and change our behavior.

The planetary machine is running out of control, because everything is connected: the atmosphere, the oceans, the forests, the ice caps, biodiversity. This training course explains how these major elements work, and the effects of climate change on each of them. It also provides a better understanding of the notion of climate, traces the Earth's climatic history through time, and reveals how Antarctic ice is an extraordinary archive of this history, as it contains capsules of the atmosphere of the past.



### A VARIETY OF TEACHING AIDS

The program includes nine major themes, with **texts, videos, expert commentaries** and **computer graphics** to help you understand the science behind the climate. There are also **quizzes** along the way to test your knowledge.



### THEMES COVERED

Understanding the **climate**; **Climate change**; The role of the **atmosphere** on climate; The **cryosphere** impacted by climate change; Ice, the **memory of climate**; **Oceans** and the climate machine; **Forests** and climate; **Biodiversity** threatened by climate change.



### COLLABORATING SCIENTISTS, CLIMATE EXPERTS

**The testimonies of renowned experts shed light on these subjects:** climatologist Jean Jouzel, climate physicist Hervé Le Treut, science and environmental historian Jean-Baptiste Fressoz and glaciologist Jérôme Chappellaz.

# OURS PARTNERS

ICEBREAKER has forged privileged partnerships with major international institutions that are benchmarks in their fields.



The GFCR Coalition is a public-private partnership driven by Member States, UN Agencies, financial institutions, philanthropies, impact investors and organisations. The GFCR Coalition includes the Paul G. Allen Family Foundation; Prince Albert II Monaco Foundation; Minderoo Foundation; the Governments of Germany, France, Canada, the United States and the United Kingdom; the Green Climate Fund; Pegasus Capital Advisors; Builders Vision; Bloomberg Philanthropies; the International Coral Reef Initiative (ICRI), the United Nations Development Programme (UNDP); United Nations Capital Development Fund (UNCDF); the United Nations Environment Programme (UNEP); the International Union for Conservation of Nature (IUCN); the Ocean Risk and Resilience Action Alliance (ORRAA) and the Coral Research & Development Accelerator Platform (CORDAP).

## GFCR

The Global Fund for Coral Reefs (GFCR) is the first and only blended finance vehicle dedicated to coral reefs globally. Hosting both a Grant Fund and an Investment Fund, the GFCR is designed to scale financial solutions and blue economic transition that bolsters the resilience of coral reefs and the communities that depend on them. GFCR focuses on incubating and scaling financial interventions and enterprises that address local drivers of coral reef degradation, unlock conservation funding flows, and increase communities' adaptive capacities.

→ <https://globalfundcoralreefs.org/news/monacooceanweek/>



## UNESCO : OUR PARTNER FOR INTERNATIONAL

UNESCO, the United Nations Educational, Scientific and Cultural Organization, works to foster peace through international cooperation in these areas. Acting as a testing ground for ideas, UNESCO runs programs that encourage the free circulation of ideas and the sharing of knowledge. It is around these values that ICEBREAKER and UNESCO came together to sign a partnership, under which ICEBREAKER provides the expertise of its storytellers and creative visual content specialists, while UNESCO shares ICEBREAKER's productions and educational content through its international network.

- Education and political partner, UNESCO opens up its networks :
- more than 11,500 schools in 182 countries
- conference-debates CAMPUS
- Regional Offices
- 199 National commissions
- For setting up exhibitions :
- Mobilize and facilitate contacts with :
- Ambassadors
- National Commissions
- the UNESCO Creative Cities Network

→ <https://en.unesco.org>



# THE ICEBREAKER STUDIO

The Icebreaker studio creates unique exhibitions with powerful narratives, drawing on a strong breadth of creative and scientific experiences, from opera to filming in extreme conditions.

Luc Jacquet relies on the passionate, highly qualified team with cross-disciplinary know-how at ICEBREAKER. A team which works in particular around Charles Sadoul to translate Luc's creative intentions and foster the most innovative, interactive and creative contemporary experiences.

## NARRATION

- International Writer and Director
- Expertise in the creation of captivating, immersive narratives, linear and non linear
- Expertise in integrating complex narrative elements while maintaining accessibility for different audiences

## THE VISUAL, SOUND AND SENSORY EXPERIENCE

- All cinema-related trades, from writing to distribution
- Expertise in graphic design and visual conception
- Ability to create captivating visual atmospheres by integrating artistic and narrative elements
- Experience in spatialized and immersive sound design.
- Expertise in Lighting design
- Expertise in scenic set ups, motion, machinery and automation

## NEW TECHNOLOGIES

- In-depth expertise in **augmented reality** (AR, MR, VR)
- Ability to design **AI-based experiences** in a context of scientific and artistic popularization
- Knowledge of interactive devices and emerging **immersive technologies**
- Creative coding and development
- Web design for **connected and collective experiences**

## CULTURAL MEDIATION

- Expertise in experience **ergonomics** and **flow** management
- Competence in communication and **audience engagement**
- Knowledge of the **educational** and **cultural** aspects of exhibitions
- Ability to design experiences that **stimulate curiosity and reflection**

## PRODUCTION & OPERATION

- Expertise in 3D modeling and real-time rendering software, and development of customized tools for each project.
- Project Manager
- Production Manager
- Production manager
- Copyright management

**This multi-disciplinary team of specialists works together to merge art, technology and storytelling, creating immersive exhibitions that transcend traditional boundaries. This transdisciplinarity guarantees a holistic and memorable immersive experience for visitors, combining innovation, aesthetics and reflection.**



## CONTACT

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supported

