

I SEE

Awareness is a

Everyone knows that the Earth is a finite resource. The global community is acutely aware of the havoc contemporary lifestyle and the systems that support it has wreaked on the world we inhabit. Yet, despite the increasingly loud alerts and obvious signs of deterioration, we persist in living as if there is no tomorrow.

The world has entered a dramatic state of transition. Change sweeps across the globe, through oppressed states and developed countries alike. The promise of change animates people worldwide. It is more than a simple election theme: it is beholden to and motivated by everything that is lacking in the world today - human rights, empathy, democracy and most importantly, awareness.

Awareness is the singular prerequisite for any change, action or redirection. Without awareness we are doomed to plod on in a myriad of separate and often diverging paths, on the road to nowhere. This is our greatest challenge - to make the world, down to every last individual, aware of the necessity for change. What to say and how to say it is, however, not quite as simple in comparison to raising the alarm.

We wish to empower people everywhere to act in a global interest, to invite everyone to draw their own conclusions and act accordingly from the individual perspective. We propose to spark real and profound awareness of the world as a whole through superimposing and juxtaposing all things global with all things local.

The vehicle we employ to prompt awareness is fuelled by pioneering technology and supercharged by social media. It has the power to transcend cultural boundaries and act as a global catalyst for change through compelling storytelling, open-ended discourse and communication on a massive scale.

This vehicle is set in motion with help from a strong financial and motivational base: governments, cultural institutions and European Community funds chief among them. Now, leading technology corporations, private investment agencies and global development organisations are invited to pitch in and prove that commitment to a sustainable global future is more than a pithy paragraph in the annual report.

A vast conglomerate of statesmen, organisations, corporations, individual professionals and international philanthropists spanning the seven continents are invited to participate in and contribute to this epic initiative. We call it the I SEE project.

precious commodity

The I SEE project seeks to inspire in all mankind a new sense of global belonging and interdependence. We have a shared responsibility for the well-being of the entire planet, for its sum total of human communities, its verisimilitude of resources, living organisms and for all its future generations.

The choice is ours: to form a global partnership that cares for all and everyone, or to continue down the path of destruction that threatens us all as well as the diversity of life on this planet. Fundamental changes are required, in our values, beliefs, expectations and ways of living. We must all realize that when basic needs have been met, human development is primarily about being more, not having more.

The emergence of a global civil society creates new opportunities toward a world where democracy, empathy and insight is the norm rather than the exception. Our environmental, financial, political, social and spiritual challenges are interconnected and indivisible. Together we have the wherewithal to form an inclusive alliance for ourselves where everyone is invited.

Technology and media are important drivers behind awareness and insight. Quite as Google, Facebook and mobile phones have propelled large parts of the developing world into a new dawn, technology that is readily available today can help us make the next bound - to global awareness.

The I SEE project proposes to create a distributed communication arena accessible to people all over the world, an arena that addresses the issues before us through a stunning and compelling audiovisual experience. Both cinematic and documentary in character, the I SEE arena pushes the boundaries of interactive storytelling and non-argumentative communication to an hitherto unrealized level. Using panoramic video and surround-sound recording, content from anywhere in the world is broadcast live in high definition via satellite and broadband internet to... anywhere in the world.

By presenting a series of nodes, either separately, opposed to each other or in a staged sequence, we create a sensation of "NOW" and "RIGHT HERE" that is both profound and unassuming at the same time. These extremely global/local nodes are presented free of charge to the public in a number of exhibition centers, short-term showrooms, permanent venues and other sites with convenient access to technical facilities and bustling crowds. And interleaved with the I SEE project, numerous communication opportunities arise in the context of presenting causes, companies, supporting projects and initiatives, as well as in media and other carriers for the communication of the I SEE project as such.



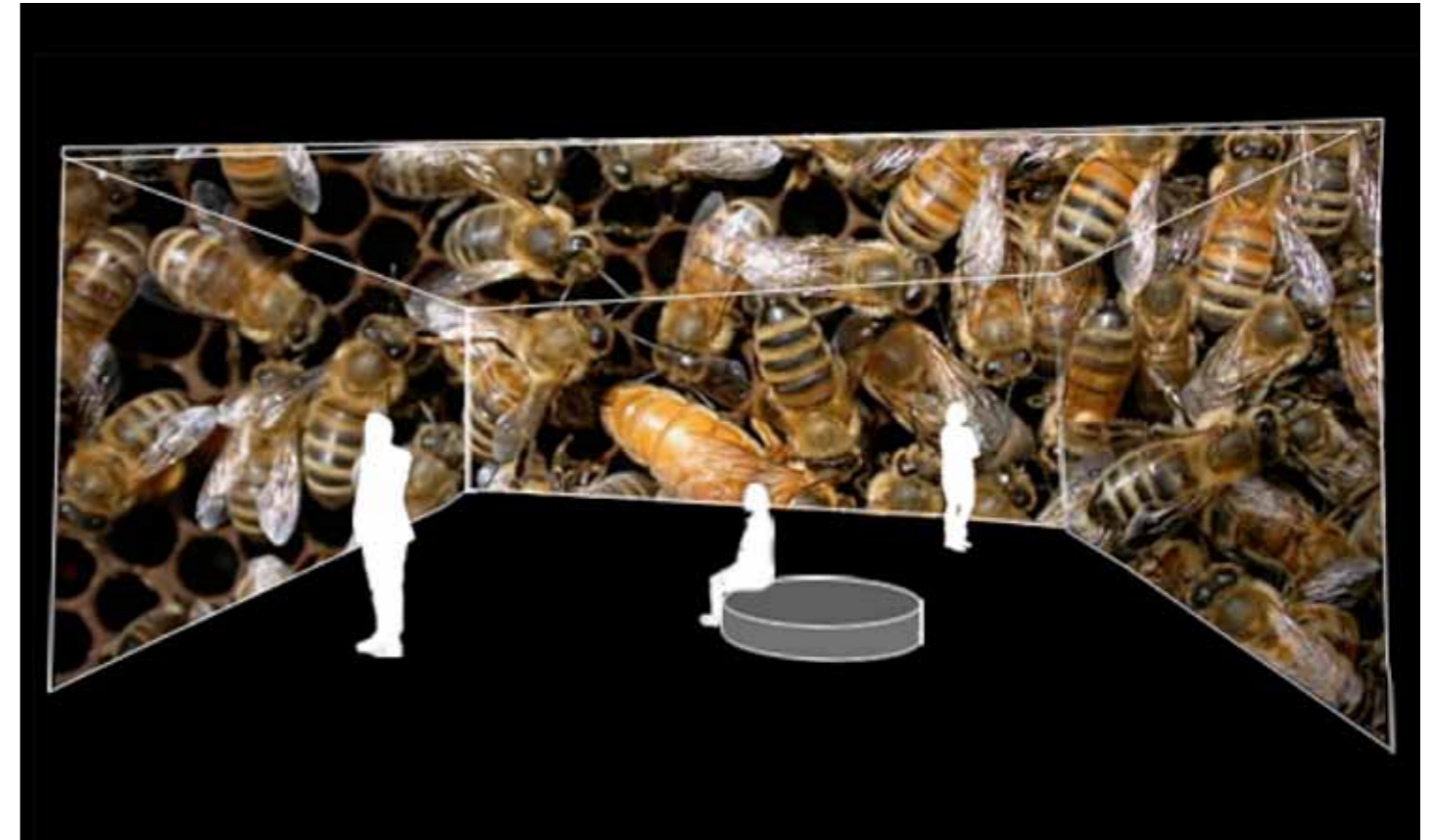
Imagine a pod with five HD cameras and microphones, set in a bustling Tokyo square. Audio and video is uplinked live via broadband internet and satellite.



The Tokyo square scene is projected live onto all four walls and the ceiling of a specially designed viewing room in London Tate Gallery, and simultaneously in other similar rooms in Sydney, Rome, Los Angeles, Stockholm and Paris.



Viewers will experience a series of as-is environments, carefully selected to fit the story framework, with all their senses. It will be like walking into a movie, in real-time.

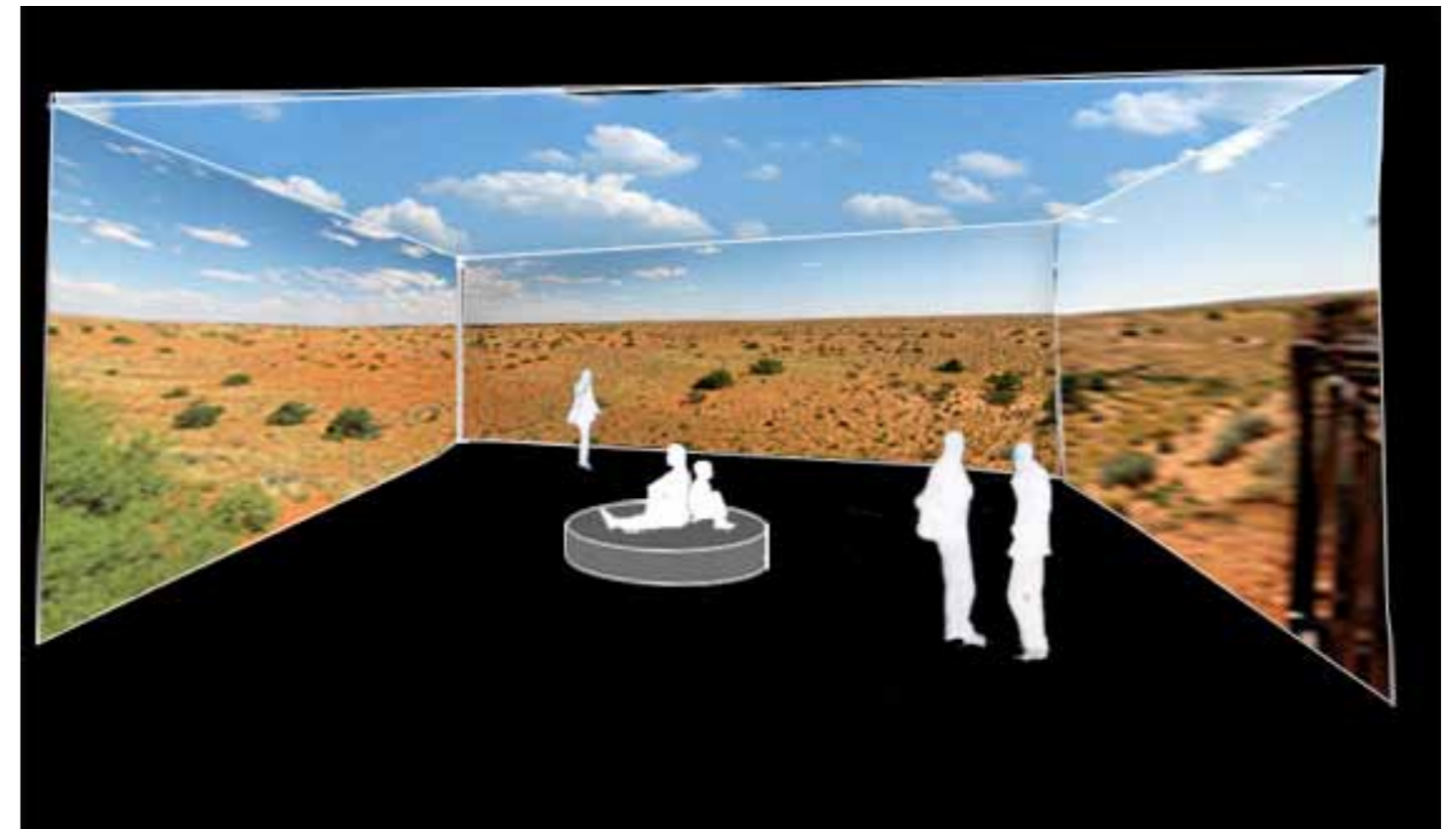


We may present wide and serene scenarios, offset by the interior of a beehive or a scene as seen by a microscope...

...next to a vast desert scene.



By combining many rooms or lean-in windows with scenes from various places in the world, we create a series of live media experiences that tells a compelling story of the planet as it is, right now.



Technology and content

The I SEE project utilizes state-of-the-art audiovisual and communication technology presently available in creating a unified, self-sufficient platform that can be situated in any environment. The platform, currently designated "The Stick", combines this technology into a unique and purpose-built unit capable of transmitting audiovisual content via standardized means to any receiving station (the "scene") designated and equipped to output content. The content is not edited or manipulated in any way but presented live, as is. Suitable additional content such as superimposed texts, atmospheric or tactile content, may or may not be added to the presentation depending on the capabilities of the scene, according to the overall context of the "story". The "story" is, as of this time, in development and will be presented as a separate project as venues and showrooms are designated. In addition, a separate project, tentatively known as "The making of the I SEE project", is currently in development and will be presented to partners in due time.

Origin and people

Michael Stenberg, producer

Michael Stenberg, co-founder and producer at the Stockholm-based Biospheric Pictures AB, is a documentary director and scriptwriter with many years of experience from documentary projects broadcast in Swedish National Television (SVT) and Swedish Radio (SR).



David Österberg, producer

David Österberg, co-founder and producer at the Stockholm-based Biospheric Pictures AB, is also a music producer and sound designer.

David co-produced and co-directed *The Plan*. David has extensive experience from documentary projects as well as sound art and video installations.



The Planet

Initiated at the turn of the millennium and released in 2006, *The Planet* is a Swedish documentary film on global environmental issues. The film was produced by Michael Stenberg, Johan Söderberg and Linus Torell for the big screen and reached an international audience in more than 30 countries. *The Planet* includes interviews with 29 environmental scientists and experts including Dr. Stephen Peake, Herman Daly, Lester Brown, Gretchen Daily, Mathis Wackernagel, Norman Myers, Jill Jäger, George Monbiot, Robert Costanza, Will Steffen and Jared Diamond. The film was subsequently adapted for TV and accompanied by a global internet learning tool.



The Plan

On the heels of *The Planet*, work began in 2008 with the film and TV project *The Plan* as an extension of *The Planet*. The project tells the story of current global challenges from a grassroots perspective, of how ordinary and extraordinary people from all walks of life engage in action to find solutions for a sustainable life on Earth. *The Plan* premiered in December 2010 and has currently found an audience in more than 10 countries.



Project development

An ambitious and far-flung project such as this relies on extensive research and subsequent planning, production and implementation in a far greater business universe than a standard film production. Therefore, the producers have formulated a development plan with four distinctive phases, below.

Phase One - Research and Development

In this phase we collect and analyze business intelligence: we determine whether there are precedents in this particular field; verify and develop technology; secure production competence; partners and investors. The structure of the project is fleshed out by preliminary storytelling concepts and scripts. Finally, an outline is created concerning communication requirements and associated opportunities.

Phase Two - Planning and Production

The infrastructure of deployment is finalized and live tests carried out to validate production logistics and premises. Technology partners are deeply involved at this stage, both in preparatory testing and in deployment. Financing, intellectual rights and other agreements concerning the entire project reaches a terminal state.

Phase Three - Marketing and Preparation

Marketing communication and supporting projects such as the "Making of" project assume definite form and is implemented in tandem with final preparation for worldwide deployment. Venues, showrooms and associated physical locations are set to receive and exhibit content.

Phase Four - Implementation and Presentation

Premiere arrangements and gala presentations are set in motion. The I SEE project reaches full maturity as all stations go online and exhibitions open to the public. The world rejoices and is propelled to a higher dimension of awareness.

The audience is waiting

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P I C T U R E S

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