



Press release

The multivision production 2012: "For the Alps" A unique and original audiovisual experience brought to you by ALPARC - the Alpine Network of Protected Areas

ALPARC, or the Alpine Network of Protected Areas, is the umbrella organisation for over 900 protected areas in the Alps. The protected areas pool their technical, scientific and practical expertise, pursuing a shared strategy designed to raise public awareness of the need for conservation and sustainable development in the Alpine regions. They also work together on hot topical issues, such as restoring ecological connectivity and adapting to climate change.

Over the past 15 years, ALPARC has been actively involved in raising awareness. Through its activities, the network has provided information for a wide range of target audiences throughout the eight Alpine states – from experts to the general public, from Alpine residents to city-dwellers, from amateur naturalists to walkers, from researchers to rangers.

The For the Alps multivision presentation is part of these ongoing activities.

It is an audiovisual production built around just 400 photographs painstakingly selected from the 10,000 shots taken and shortlisted by park officers in nearly 60 protected areas. These areas are represented by 20 management bodies who are full partners in this unique creative piece.

Based on the idea of a glorious technicolour letter sent to someone who is missing their beloved mountains, **For the Alps** explores different facets of this unique place, with a particular emphasis on the work and lives of those for whom the mountains are a daily reality. But **For the Alps** also pays visual tribute to the diversity found in the Alps: landscapes, cultures, habitats, lifestyles, and the potential for creating links between these areas that are slowly being fragmented.

This song of praise is aimed at every one of us, depicting the landscapes, the people, the plant and animal life, the elements and seasons, and reminding us of how precious and vital they are.

The audiovisual production also takes the viewer on an unusual journey through the Alps, travelling from the lofty mountain heights to inhabited areas, from East to West, North to South. It is like being picked up and carried along at the will of the four winds.

For the Alps is a showpiece: a grand tour of natural landscapes, traditional practices and forward-looking innovations designed to ensure that the Alpine protected areas survive to maintain this truly exceptional heritage.

The whistle-stop tour does not merely showcase impressive scenery and invaluable resources: it presents a broad spectrum of activities and raises important questions for all those who engage with the Alps, no matter whether the mountains are home, a holiday destination, or simply a place to explore.

Offering a sensitive and artistic eyewitness account, **For the Alps** lays the foundations for a dialogue between stakeholders, managers and those who come to explore the Alpine regions.

Its ambitious aims are born of passion and leave the viewer with a deep sense of *joie de vivre*.

Grand premiere

The production will be premiered on **24 May 2012**, the European Day of Parks. Twenty protected areas in six Alpine countries will screen the multivision production created by Alex Gordon Rowbotham and set to original music by Sandro di Stefano. The multivision production contains nearly 400 original photographs, most of which were taken by Alpine park wardens.

It will be a big night for more than 15 Alpine towns.

The reality of the Alps will be presented using one of the largest collections of photographs to date. Never before have so many images from such a large area been combined in an audiovisual work.

The creative work and common message are very impressive: we are sure that you too will want to bear witness to this shared culture and vision.

Come and join us!

For further information, visit:

<http://www.alparc.org/event-calendar>

<http://multivision.alparc.org> (*site goes live in May 2012*)

What is a multivision presentation?

A multivision event is a high-definition audiovisual production that presents large vistas and a succession of more detailed elements. The images are set to music and fade in and out on the massive screen: it is more akin to a sophisticated slide show than a film. By using stills, the images can be arranged and presented so as to convey simple messages, mainly visual and acoustic. It is hard to describe a multivision presentation in words: it is best seen and heard.

Some technical information about the production

Producer: Alex Gordon Rowbotham

Original music composed by: Sandro Di Stefano

Original work designed in cooperation by 20 partners (see table) from six Alpine countries:

Austria, France, Germany, Italy, Slovenia, Switzerland

Nearly all photographs were taken by Alpine park staff

Available in five languages: English, French, German, Italian and Slovenian

The production will touch any and everyone.

Financing

The multivision production has been co-financed by the partner protected areas who helped to create it (see above) and by:



Bundesministerium
für Umwelt, Naturschutz
und Reaktorsicherheit



[ALPARC](#), the Alpine Network of Protected Areas, which is based in Chambéry. ALPARC is mainly funded by the French Ministry for Ecology, DATAR (French interministerial body responsible for rural development and spatial planning) and the Rhone-Alpes and Provence-Alpes-Côte d'Azur regions.

Official project partners, by country					
Nationalpark Hohe Tauern	A	Nationalpark Berchtesgaden	D	Parco dell'Adamello	I
Nationalpark Gesäuse	A	ASTERS - Réserves naturelles de Haute-Savoie	F	Parco Naturale Alta Valsesia	I
Nationalpark Kalkalpen	A	Parc national de la Vanoise	F	Parco Naturale del Monte Fenera	I
Landschaftspark Binntal	CH	Parc national des Ecrins	F	Parco Nazionale Val Grande	I
Naturpark Pfyng-Finges	CH	Parc national du Mercantour/Parco naturale Alpi Marittime	F	Parco Regionale delle Orobie Valtellinesi	I
Netzwerk Schweizer Pärke	CH	Amt für Naturparke Südtirol / Ufficio Parchi naturali Alto Adige	I	Triglavski narodni park	S
Parc naziunal svizzer	CH	Ente di gestione delle aree protette dell'Ossola : Parco naturale Alpe Veglia Alpe Devero & Parco naturale dell'alta Valle Antrona	I	Coordination by ALPARC, the Alpine Network of Protected Areas (Task Force protected areas of the Permanent Secretariat of the Alpine Convention)	

