

PRESS KIT

# 6 billion Others

A project by Yann Arthus-Bertrand

produced by Baptiste Rouget-Luchaire and Sibylle d'Orgeval

*I looked into the distance.  
I saw something move.  
I went closer.  
I saw an animal.  
I went closer still.  
I saw a man.  
I went closer again.  
And I saw that it was my brother.*

**Tibetan fable**

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## 1 | The genesis of the project

| A simple concept: go and meet the 6 billion inhabitants of the planet, listen to their stories, share with them.

For the past 15 years, Yann Arthus-Bertrand has spent thousands of hours flying over the planet, marvelling at its infinite beauty, deeply moved by its obvious fragility.

*“All this harmony, this great chain of solidarity of elements one upon another, everything that joins, interlinks and perpetuates them, seemed both sublime and tragic to me from up above.”*

It all looks simple from the sky, but down below we are often confronted by borders, antagonism, separations, misunderstanding, ignorance between one and another. So it was important to let the men and women of our planet express themselves, collect their experiences and life philosophies, their visions of the world and to share with them. In this case, 5000 men and women describe their lives and hopes, their joys and woes, laughter and tears and relationships to God, the devil, love, life, death, and so on...

The Malian fisherman, the Brazilian labourer, the Armenian mother, the Afghan fighter, the German priest, the American farmer, the Russian merchant, the Japanese rebel, the Australian road sweeper, the Rwandan refugee... All speak to each of us in the major exhibition “6 billion Others” to be held from 10 January to 12 February 2008 at the Grand Palais in Paris.

We will listen, finding ourselves so different and yet so similar, so far and so near from all the inhabitants of our planet.

**Filming took place in the following countries:** Afghanistan, Algeria, Antarctica, Argentina, Armenia, Australia, Balkan, Bangladesh, Benin, Bolivia, Bosnia Herzegovina, Brazil, Burkina Faso, Cambodia, Canada, Chad, Chechnya, Chile, China, Colombia, Cuba, Czech Republic, Denmark, Dubai, Ecuador, Egypt, Ethiopia, Finland, France, Germany, Great Britain, Greece, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Kenya, Kosovo, Kyrgyzstan, Lebanon, Madagascar, Mali, Morocco, Mexico, Micronesia, Montenegro, Nepal, New Zealand, Pakistan, Palestinian Territories, Papua New Guinea, Netherlands, Portugal, Qatar, Romania, Russia, Senegal, Serbia, Singapore, Slovenia, South Africa, Spain, Sweden, Switzerland, Syria, Taiwan, Tanzania, Thailand, Tibet, Tunisia, Turkey, Ukraine, USA and Yemen

## | A project by Yann Arthus-Bertrand, produced by Baptiste Rouget-Luchaire and Sibylle D'Orgeval

The two project directors, Sibylle D'Orgeval and Baptiste Rouget-Luchaire, along with other reporters who carried out interviews, were driven by a double desire throughout the project:

- to set out a sensitive, representative and respectful portrait of the persons interviewed; to allow each one to share his/her personal experiences, hopes, dreams, fears, life philosophy with everyone;
- to offer these accounts to as many people as possible.

Putting all these voices together not only highlights our differences but also, at times, a surprising closeness of thought. All these encounters respond to three features of the human condition: testifying, feeling and thinking.

**TESTIFYING:** This means narrating our life experiences. Everyone knows about History, but it is ultimately forged out of billions of destinies. Listening to these stories is to listen to History from an individual perspective.

**FEELING:** This means emotional perception, the irrational part that touches the everyone. It is a wholly individual aspect of our lives but at the same time a universal language. Love, hate, joy, sorrow and fear – these are some of the ways to see ourselves, Others and our environment. Loving and hating, crying and laughing... is this the essence of Man?

**THINKING:** Moving away from feeling. Education, along with the backdrops of our lives, forges thoughts and convictions. Ideas are fed by experiences and feelings, a link to a more complex and more truly human world.

Listening, so as to better understand, is one of the aims of the "6 billion Others" project.

## I A filming procedure to promote intimacy and authenticity.

Between 50 and 300 interviews were carried out per country, seeking the most diverse possible characters, while remaining representative of the whole population. The various social and professional backdrops, different religions, ethnicities and age groups, all determined our choices.

The interviewee addresses the audience directly, looking straight at the camera, while the reporter appears neither in sound nor in the picture.

The direct rapport with the person interviewed creates a bond of intimacy. In this way the spectator is drawn into their words and facial expressions. With these words the spectator can identify with people from very different backgrounds and more easily “pick up” their stories.

Each reporter is independent. The equipment is minimum and discreet. The interviewer and interviewee are face to face with only an occasional interpreter to assist with translation.

## | A project made possible thanks to the support of BNP Paribas

BNP Paribas has supported "6 billion Others" since the inception of the project. This partnership has moved forward not only thanks to its financial support, but also because its teams have been involved in the project for the past 4 years. It is a real collaboration, set forth with shared values (diversity, solidarity, innovation) and boundless enthusiasm.

In addition, BNP Paribas has supported the project by sharing its expertise in new technologies, notably taking part in the development of the "6 billion Others" website.

BNP Paribas is a renowned patron of the arts on the cultural, social and community levels. Its role dovetails with its 'raison d'être': to give life to forward-looking projects...

"6 billion Others" would like to thank its lead sponsor, without which the project would not be what it is today.

## | 6 billion Others, in figures

**4 years of filming** were required to gather all these precious accounts.

**6 reporters**, passionate about the project, embarked on this formidable human adventure. Each with his or her approach and sensitivities made a mark on the project.

**20 hours** of personal narratives to discover at the exhibition in the Grand Palais

**40 questions**, always the same, posed to each of the interviewees.

**75 countries crossed:** covering the entire planet was not possible unfortunately. But our journey was guided by a spirit of fairness, which was not an easy thing to achieve. All the continents are represented, town and country as well as the most emblematic areas of conflict.

**150 adverts on TV**, broadcast for 2 minutes in approximately 20 countries: one of the aims of the project authors is for these images to reach the greatest number of people, so that as many as possible may share, exchange and be touched.

**288 pages** of the catalogue enable us to identify more deeply with the words expressed by the interviewees.

**300 portraits** of those interviewed, from over 120 hours of testimonials: the individuals who stood out, touched and affected us the most. These can be viewed on the website: [www.6billionothers.org](http://www.6billionothers.org) (version 2 of the site planned for early December 2008).

**485 minutes** of footage in a 3-DVD box set: play and replay at home a selection of video montages from the exhibition, plus 26 minutes of topical documentaries not forgetting the unmissable 'making-of' video.

**5,000 video portraits:** a unique database.

## 2 | The exhibition at the Grand Palais from 10 January to 12 February 2009

### | Meeting, testifying, sharing: the values of the exhibition

#### **MEETING**

The core of the exhibition is made up of projections of the filmed interviews, in large or more intimate format, in places that instil a feeling of confidence. Each space will host a film on a different theme. For each film there will be a corresponding video installation comprising between one and 14 screens.

Visitors will discover all the words recorded: from the most light-hearted to the most profound interview, from emotion to reflection, engaging with individuals they are unlikely ever to meet.

#### **TESTIFYING**

During the exhibition, visitors will also be able to become part of the project. Several recording studios will be available in order for the visitors to answer these great questions and so enrich the project by their own testimonials. There will also be internet terminals at the exhibition, allowing visitors to log on to [www.6billionothers.org](http://www.6billionothers.org) to see the portraits in their entirety... or to record their own testimonial via a webcam.

#### **SHARING**

In between films, the audience will be encouraged to express their feelings and to give their opinions on the testimonials gathered by "6 billion Others". Meeting spaces ideal for exchanges have been set up and "mediators" will help to enliven the debate.

### | The original scenography by Guy-Claude François

Guy-Claude François is a scenographer renowned for his productions, installations and sets for theatre and opera. His designs for show halls and scenographies for exhibitions have won him numerous awards. He has also collaborated on countless films (including "Molière", "Capitaine Conan", "Le Pacte des Loups" (aka Brotherhood of the Wolfs), etc.).

With his company 'Scène', he now designs and renovates show sites in France and overseas. Venues as varied as the Palais Omnisports of Paris Bercy, the layout of the Court of Honour of the 'Palais des Papes' for the festival of Avignon or the IRCAM at the Georges Pompidou centre.

His scenographic choices clearly merge with the desires of the project authors as well as with the majesty of the Grand Palais. The plan draws on two principles:

- Limiting the great amount of light in the Nave of the Grand Palais.
- Providing convivial and intimate settings.

"The idea that immediately came to mind is a village of tents... which later became yurts," explains Guy-Claude François.

### Why yurts?

- Their cylindrical shape, reinforcing a sense of audience conviviality.
- They are mobile.
- They help to constitute a village in which the audience can roam at will.
- They are also a rather compact group regarding the immensity of the Nave. Once darkness has fallen, chandeliers on luminous cables will light the spectators' way. They will at first penetrate a somber space animated by projected fixed faces, punctuated with the sound of the 40 questions posed to the "witnesses".

After this initiation to the subject, the audience is faced with a mosaic, a light box, diffusing around 100 faces, from which some will enlarge to highlight their testimonial, in the same way as the "6 billion Others" website.

## I Countless testimonials: too many to see in just one visit

The exhibition is composed of around 20 hours of video projections spread across various locations... That is excluding the 52 minute "making-of".

In other words, it is impossible to view everything in just one visit... or even two!

Visitors are encouraged to plan their visits: whether seeing the montages in their entirety, roaming at will or according to their fields of interest, from one projection to another...

Everyone can make up his own exhibition!

In order to facilitate the encounter of the visitor with all these portraits, a special entry ticket, valid for the entire exhibition period is available.

## I The majesty of the Grand Palais

Built in 1897 for the 'Universal Exhibition', the Grand Palais has long been at the core of cultural life in Paris. Recently renovated, this dome of glass and steel by the architect Henri Deglane, is now more admired and treasured than ever. Marked by its dimensions, its great volume of space, its heritage value and location in the heart of Paris, it has been a public building since 2007. The monument is run by par Yves Saint Geours, who describes its program as shaped "by the guiding values of excellence and aestheticism".

The Grand Palais and especially its Nave, have hosted a wide array of temporary exhibitions since 1900. Today these are principally expositions of a cultural or scientific nature, linked to innovation, or encounters noted for their social, leisure or factual nature.

"6 billion Others" is happy and proud to present this project in such a unique location.

### 3 | Confirmed desire: to accompany the visitor in meeting the 6 billion Others.

## | Become part of the project

Several recording studios have been constructed for anyone wishing to respond to the 40 questions of the "6 billion Others" interview.

Similarly, anyone can leave a testimonial on [www.6billionothers.org](http://www.6billionothers.org) thanks to a webcam on the interactive terminals.

Any interview can be forwarded from the website via email, thus further extending the chain.

## | A fine mediation to share in words

The visitor passes via "plots" between the different projection areas, recreating the meeting places that we find in all the world's villages, where people can stop and chat with anyone they find there. To this end, there will be a team of mediators to spark or rekindle debate with anyone who so desires. This allows people to share their emotions, surprise, indignation, joy or pain... Or just to stop and take on board all these testimonials... before moving on to new encounters!

## | Option of seeing all the testimonials on internet terminals

300 portraits will be available for viewing on version 2 of the website [www.6billionothers.org](http://www.6billionothers.org) (released December 2008). This site is accessible in the exhibition from the 40 internet terminals.

## | Four debates co-organised with 'Essential Conversations'

Our relationship with the Other has long been a matter of reflection and discussion. 4 debates, 4 'Essential Conversations' on 4 ways on how to deal with the Other will give visitors the chance to listen and debate with prestigious guests, promoters of humanity and key actors in this dialogue from the cultural, scientific and humanitarian world, etc.

The Conversations will be held on 17 and 28 January, 4 and 8 February 2009 at the Grand Palais in Paris. They will focus on our relationship with the Other, along the following lines:

- How can we make our social, professional, platonic and romantic relationships more authentic?
- How can we encourage communication between generations, communities and cultures?
- How is reconstruction possible in the wake of suffering or conflicts?
- Are we in control of our destinies, and how can we influence our world?

For more information, visit: [www.conversationsessentielles.org](http://www.conversationsessentielles.org)

## I A specific accompaniment for pupils

With a view to promoting education and dissemination to the largest audience possible, especially among young people, the project authors wanted to reach the greatest number of students (from age 12 to 17). This is why 600 teenagers will come to visit the exhibition each day, in visits organised in partnership with the Ligue de l'Enseignement (League of Teaching) during the first 2 hours of the exhibition's opening and on week days (except Tuesday, when the exhibition is closed). An educational pack is now available for teachers, to help them prepare their visits to the exhibition and to work with pupils on the subjects raised.

Moreover, a specific brochure will be made available to young audiences to help them find the most suitable projections for their age group.

## I Outstanding testimonials to find again after the exhibition

### **DVD**

A 3-DVD box set is due for release, dubbed and subtitled in English, French and Spanish. The box set includes documentaries and montages from the exhibition – not forgetting the 'making-of' video! (485 minutes of video footage – €29.90 – on sale from 6 January 2009)

### **BOOK**

The '6 billion Others' exhibition book goes on sale on 8 January 2009, published by 'Éditions de La Martinière'. (288 pages – €19).

[www.editionsdelamartiniere.fr](http://www.editionsdelamartiniere.fr)

Sophie Giraud, Press Officer, [sgiraud@lamartiniere.fr](mailto:sgiraud@lamartiniere.fr), +33 1 56 81 25 81

### **TV**

150 x 2 minute clips covering all themes tackled by the "6 billion Others" project, as well as special thematic documentaries released in France and abroad.

### | Practical information

#### **Exhibition "6 billion Others" from 10 January to 12 February 2008**

Nave of the Grand Palais  
Avenue Winston Churchill  
75008 Paris

#### **ACCESS**

##### **MÉTRO**

Station: Champs Élysées – Clémenceau  
Station: Franklin D. Roosevelt

##### **BUS**

Lines: 28, 42, 52, 72, 80, 83, 93

##### **VÉLIB (Free bicycle hire)**

Station: 1 avenue Franklin Roosevelt (beside the 'Palais de la découverte')  
Station: avenue Dutuit (beside the 'Petit Palais')

#### **PEOPLE WITH REDUCED MOBILITY**

Access to the exhibition via avenue Winston Churchill

#### **TICKET OFFICE**

##### **PRICES**

Full: € 5

Half: € 3

Unlimited entry pass: € 10

"Tick and go" ticket: 2 places

##### **RÉSERVATIONS**

Tickets can be bought at the Grand Palais or at:

- [www.fnac.com](http://www.fnac.com)
- Sales points: Fnac, Carrefour, Géant, Magasins U, Bon Marché
- Telephone: 0 892 684 694 (€ 0.34/minute).

#### **EXHIBITION SHOP**

The exhibition shop is open everyday (except Tuesday, when the exhibition is closed).

The exhibition catalogue and DVD box set will be available.

#### **RESTAURANT**

The exhibition restaurant is open every day (except Tuesday, when the exhibition is closed).

The restaurant will feature organic and fair trade products (wherever possible).

#### **EVENTS / GALA EVENINGS**

During the exhibition, the Nave of the Grand Palais will be available for rental for private events.

Do not hesitate to contact us (Galitt Kenan: +33 6 76 57 94 70).

## | 6 billion Others is brought to you by the GoodPlanet Organization.

GoodPlanet is a non-profit organization created by Yann Arthus-Bertrand in July 2005 and working on increasing public awareness. It provides practical solutions for a more responsible way of life, respectful of the planet and its inhabitants.

### **GOODPLANET'S MISSION**

Increasing public awareness of the world's problems to get everyone to take part in the future of the planet and its inhabitants through a series of educational projects based on the protection of the environment.

Mobilizing economic and political players by involving them in the organization's projects and helping them to take their own steps towards promoting sustainable development. Taking action by setting up programmes that bring practical answers to the environmental crises.

### **ACTION CARBONE**

Cutting our greenhouse gas emissions and carbon offsetting are key ways to fight climate change while "reimbursing" our planet for what we emit. In order to fight together against climate change and with the support of ADEME, "Action Carbone" offers companies, institutions and individuals the possibility to offset their greenhouse gas emissions by funding energy efficiency and renewable energy projects developed by Southern countries' NGO's .

### **GOODPLANET JUNIOR**

GoodPlanet Junior is an educational project focusing on the environment, backed by the Ligue de l'Enseignement (League of Teaching). It offers holidays to deprived children every year and teaches them 'eco-citizenship'. These trips aim to incite children to change certain habits once back home with their parents or at school. The pilot session took place on the Island of Port-Cros in August 2008, with 120 children aged from 8 to 12 years with the cooperation of the Port-Cros National Park.

GoodPlanet Junior also includes "le Développement Durable, pourquoi ?" ( Sustainable Development, Why ? ), an educational exhibition involving a distribution of free posters to schools by the Education, Sustainable Development and Regional development National Ministries. These can be used as educational tools on the environment for over 10 million children and their teachers, with a different theme every year ( Energy for 2008 ).

### **GOODPLANET.INFO**

A bilingual website with information on the state of the world, encyclopaedia files, analysis by international experts, country profiles, good practices and a press review on the major ecological and social issues of our time.

### **GOODPLANET CONSO**

A non-profit website aiming to guide the public towards more responsible lifestyles and consumer trends. The website presents organic, fair trade, natural and traditional products, as well as documents on everyday themes, on which consumers and producers can have their say.

For more information: [www.goodplanet.org](http://www.goodplanet.org)

## I Project partners

"6 billion Others" sincerely wishes to thank the organisations whose belief in our work has enabled the project to become what it is today.

First and foremost, our lead sponsor **BNP Paribas** with its support it has shown its calling as the "Bank of a changing World". Its backing throughout the project, from its inception to the Grand Palais exhibition, signals a meeting of shared values and the boundless enthusiasm and commitment of a dynamic and effective team.

**Air France** which carried our teams to the four corners of the planet.

**United Nations** and **Doctors of the World** who helped us prepare for interviews and supported our teams on the ground.

**Samsung** whose contribution allows us to showcase these testimonials on high quality screens.

**Sanyo** who enables us to produce all the video-projections, including the spectacular central mosaic.

**The Harman/JBL group** who installes sound systems in all the yurts at the exhibition.

**Fondation d'Entreprise France Télévision:** who provides film studios at the Grand Palais, allowing us to interview visitors to the exhibition.

**The Grand Palais** which is hosting us at a reduced cost and stands beside us in its prestigious venue.

**League of Teaching** who is helping us to share this adventure with over 600 students every day.

**Essential Conversations** who are helping us to go further, and think more deeply, both during and after the exhibition.

**JC Decaux** who enables us to produce and publicise the '6 billion Others' mosaic in Paris and its suburbs.

**La Fnac** who is supporting us not only by looking after the ticket office but also by allowing visitors to continue their quests through the bookshops of Fnac.

**Euro RSCG Events** who are helping to host private and prestigious events throughout the exhibition period.

**Le Monde** and **France Info** who have done us the honour of becoming our media partners and are therefor relaying information to the widest possible audience.

For a detailed description of our partners and their involvement in the project, please see the attached document.

## | Interview guide (questions posed face to face)

- 01 | Start the interview by asking the person to introduce him or herself, giving name, age, profession, family situation and nationality.
- 02 | What is your profession? Do you enjoy it?
- 03 | What does family represent to you?
- 04 | What do you want to hand down to your children?
- 05 | What did you learn from your parents?
- 06 | What do you find difficult to say to your children? Your family?
- 07 | What is your greatest joy?
- 08 | What is your greatest fear?
- 09 | What angers you the most?
- 01 | What did you dream of as a child?
- 11 | What is your greatest dream today?
- 12 | What have you renounced?
- 13 | Are you happy?  
How do you define happiness?
- 14 | What would you like to change about your life?
- 15 | How do you define love?  
Do you think you give and receive enough love?
- 16 | What was the last thing that made you burst out laughing?
- 17 | When was the last time you cried? Why?
- 18 | What has been the most difficult test you have had to face in your lifetime?  
What did you learn from it?
- 19 | Do you have enemies? Why?
- 20 | What angers you the most? And why?

- 21 | What would drive you to kill someone ?  
For what would you be willing to lay down your life ?
- 22 | Do you find it easy to forgive yourself ?  
What would you not be able to forgive ?
- 23 | Do you feel free ?  
Out of all the days in your life, which could you not do without ?
- 24 | Do you like your country ?  
Have you ever wanted to leave your country ? Why ?
- 25 | What does nature mean to you ?
- 26 | Have you seen nature change since your childhood ? And what would you do to save it ?
- 27 | Do you live better than your parents ? Why ?
- 28 | What does money represent to you ? Why ?
- 29 | How do you define progress and what are your expectations ?
- 30 | What is man's greatest enemy ?
- 31 | What is man's greatest friend ?
- 32 | Why do men wage war ? What can we do to reduce the number of wars ?
- 33 | Do you confess to a God every day of your life ?
- 34 | What do you think there may be after death ?
- 35 | Do you know a prayer ? Can you say it to me ?
- 36 | What for you is the meaning of life ?
- 37 | What would you like to say or what questions would you like to ask the people who will see you ?
- 38 | What is your favourite song ? Sing it...
- 39 | What do you think of this interview, this exchange ? What do you think is its aim ?
- 40 | Do you want to add anything else in conclusion ?

## | Exhibition credits

This project by Yann Arthus Bertrand, produced by Baptiste Rouget-Luchaire and Sibylle d'Orgeval would not have seen the light of day without:

### **6BO TEAM**

#### **images**

Sibylle d'Orgeval  
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#### **GoodPlanet**

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Émilie Plumail  
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Alain Menuau (directeur technique)  
Christophe Rochard (chief scenic artist)

#### **EXHIBITION CATALOGUE**

Emmanuelle Gachet (équipe 6mA)  
Isabelle Grison (éditions de la Martinière)

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Galdric Pons (BNP Paribas)  
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Joëlle Bitton et Christophe Macabiau  
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Stephan Rouin (Gandi)

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Anne-Sophie Sergent (Euro RSCG C&O)  
Sophie Giraud (éditions de La Martinière)  
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