

Multivision "The Alpine Protected Areas"

The ALPARC "[Joint communication and environmental education](#)" working group is developing an attractive new communication tool for visitor centres in the Alpine Protected Areas.

What is multivision?

Multivision is a top-quality audiovisual experience, a carefully-crafted story featuring impressive scenery and instantly-recognisable elements. A wide-screen presentation with multiple images fading in and out, set to music, more like a stylish slide show than a film. Using stills will allow us to create displays and combinations that convey simple messages, primarily through vision and sound. There are just a few key personal stories included to enhance the experience.



Why choose multivision?

- ✓ A modern, attractive and powerful medium designed to appeal to the general public (suitable for showing in visitor centres and at events)
 - ✓ Easy to distribute: duration 15 minutes; available in the four Alpine languages (French, German, Italian and Slovenian) and English;

According to screen and room sizes as well as the number of viewers, the format of this screening is suitable. The technical solutions will be appropriate to the specifications of your protected area: from a simple DVD player to a HD DVD player (like Blu-ray), from a computer to a Full HD drive connected to a beamer or a large format LCD screen. Only a screening by means of a computer needs to be operated by a staff member, who is reasonably instructed in its use. According to configuration settings it is even possible to choose between the activation by a collaborator or by the viewer himself (for example in a little room of an information centre).
 - ✓ Bringing together the best, most original and rarest features - nature, culture and landscape - of the Alps to convey a single message about the Alpine Protected Areas
- This is an unusual and novel communication tool, which is nonetheless very easy to distribute and overcomes language barriers by having few or no words: the message is transmitted through image and music.

What are the objectives?

- ✓ To create a single but original "visiting card" for the Alpine Protected Areas that builds on people's feelings and curiosity
- ✓ To showcase both the tremendous diversity found in the Alps and the similarities (building a shared identity)
- ✓ To use images taken by technical staff from the protected areas to create a broad-based communication tool with input from all participants
- ✓ To demonstrate the synergies within ALPARC: moving towards a culture extending across the whole of the Alps, going beyond local specificities, and working to realise shared priorities and goals that look to the future
- ✓ Raising public awareness by showing what has already been done in response to major conservation issues in the Alps
- ✓ Educating the viewer about how individuals can act to conserve the Alps, inspiring a deep-seated emotional response and a sense of wonder

Basic storyline

"The colours of life" illustrates the beauty, the fragility and the different values found in the Alps - majestic landscapes, wildlife, plants, human activities and skills, objects, customs, traditional architecture. It shows our differences and our habitat, which we share with thousands of flowers and iconic native animals. All of this beauty is maintained through the ongoing efforts of the protected area managers, under the motto "Together for the Alps". It is vital that we act now to conserve these outstanding shared assets for today and for tomorrow. We all need to be responsive and take action now: from mountain area managers to businesses to families to individuals. That means you and ME!



The production process

- ✓ Involvement of representatives from protected areas in every Alpine country is vital!
- ✓ Participation is needed from at least 15 protected areas in order for the project to be viable.
- ✓ The Task Force Protected Areas will coordinate the project.
- ✓ Support will be provided by a steering committee made up of protected area managers (small and effective working group comprising roughly five people from different protected areas): pooling knowledge, creative input on storyline, critical observation of the creation and involvement in approval processes.
- ✓ An external subcontractor will be responsible for the technical side.

How you can contribute

- ✓ Participation is based on a range of contributions:
 - a) **financial**: €3,500 per protected area (signing of a convention)
 - b) **material**: each protected area will provide a selection of 400-500 high-resolution photos (minimum 3,000 pixels wide, better 3,500 pixels wide or more), including the rights to use the images for screening, DVD production and internet. Only some of the images will be used.
 - c) **creative input**: working group (small steering committee): travel to one (max. two) meetings plus ad hoc e-mail contacts and telephone conferences

Overview of provisional timeline

- ✓ March 2010: Define participating protected areas and set up steering committee
- ✓ 2010: Write storyline (with steering committee) + find external technical contractor + collect photos
- ✓ 2011: Put together multivision (including approval processes)
- ✓ 2011: Delivery

Contact us

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