

INTERNATIONAL

Project Pressure on Svalbard

Project Pressure is an ambitious project operating on a global scale. The principal goal of Project Pressure is to document the world's changing glaciers, and to record first hand the environmental impact of climate change. No such archive exists or is currently being generated.



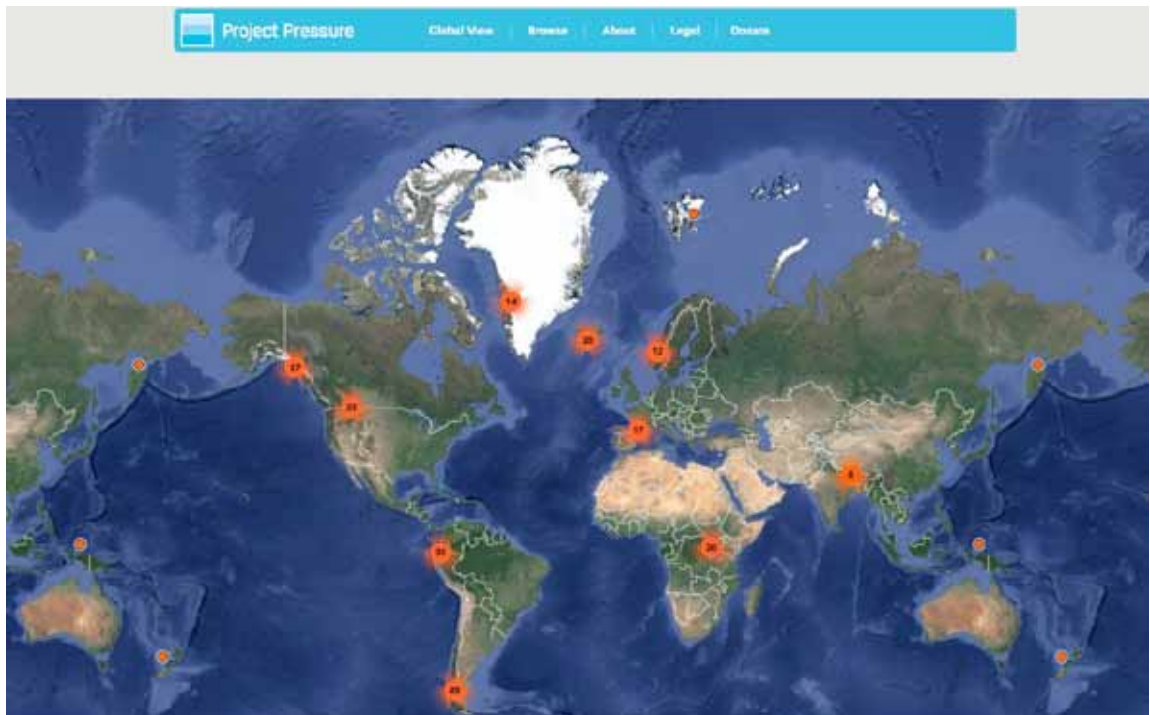
A Report by Klaus Thyman

Project Pressure is a non-profit organisation set out to generate the world's first Glacier Atlas in collaboration with World Glacier Monitoring Service (WGMS) and National Aeronautics and Space Administration (NASA).

The mission of Project Pressure is to photograph, share and archive the world's vanishing and receding glaciers, and to document first hand the environmental impact of climate change. Project Pressure will create a collection of archival quality, and focus its activity on little or undocumented areas. Documenting glacier history pre-melt will provide future generations with a visual archive of the way the world was, and underscore the importance of preserving the balance of the world's ecosystem. The principal goal of Project Pressure is to inspire and raise

awareness to encourage behavior change, in particular to increase consciousness about the urgency of climate change action. It is an objective to encourage the public to interact, participate and contribute to the project, thereby stimulating the public to take an active part in the arts and sciences. Another aim is to benefit science, education and cultural life for generations to come. Project Pressure seeks to be democratic and is therefore open source.

Projekt Pressure documents history before it's too late. During the next decade many glaciers will retreat or disappear. As an historic project the relevance of Project Pressure will unfortunately increase as this occurs. The project will attract attention from current younger generations, who will grow up experiencing the consequences of climate change. This documentation of the glaciers before they melt, will provide a visual archi-



Numerous pictures taken of the various glaciers around the world in the course of the expeditions to document the status quo are available on a trial version of MELT (<http://wearewhatwedo.org/melt-test/en/>).

ve of a vanished world for future generations and underscore the importance of maintaining the balance of the global ecosystem.

In September 2013, Corey Arnold travelled to Svalbard to create fine art images of Svalbard’s glaciers. We collaborated with the Polish research station and shared transfer costs and they provided discounted accommodation. Results of the Svalbard expedition to date include:

- 200km of terrain covered on foot
- Glaciers documented include Hansbreen, Paierlbreen, Muhlbacherbreen, Kvalfangarbreen, Wibebreen, Hyrnebreen, Storbreen, Hornbreen, Svalisbreen, Mendelejev breen, Chomjakovbreen, Samarinbreen, Petersbreen and Korberbreen.
- Expedition featured on Instagram’s blog, resulting in more than 30,000 new followers.
- Expedition images have been ‘Loved’ on Instagram 58,549 times and generated 1,186 comments on Instagram.

- Corey’s images helped propel Project Pressure’s new-launched Instagram account from 0 to over 2216 followers in one month.
- Extensive press coverage in British Journal of Photography, World Photo Organisation, Alaska Dispatch, Modern Farmer Magazine, Afar Magazine, D2 Magazine and other titles in progress.

Period:

since January 2011

Funding 2013:

5.000 EUR

Project partner:

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