



Les murs de l'Arche©

A joint project by :
The IUCN Red List of Threatened Species™,
Thierry Bisch & Daniel Boulogne



DESCRIPTION

The MURS de l'ARCHE© (The Ark's Walls) is an international operation aimed at raising people's awareness of the fact that a large number of species are in imminent danger of extinction.

According to The IUCN Red List of Threatened Species, almost one in four mammal species is in danger of extinction.

In order to raise public awareness and to make the inhabitants of our planet more responsible, the idea proposed here is to display **very large format** individual images of the largest number possible of these threatened species, in urban areas (on gable walls, scaffolding wraps, building facades, etc.)

This project aims to create a simple message that can be understood by everyone. It will raise the awareness of people living in the heart of our cities and those in more remote places, so that more people know about the tragic situation we and the species that live beside us face. By increasing awareness this will lead to increased commitment from the public to each change their habits, becoming committed to reducing the environmental threats to species and consequently themselves.

More effective than a photo, the monumental size of the image of a species in danger of extinction, as portrayed by Thierry Bisch, the famous wildlife artist, expresses the scale of the disaster that will occur if things do not change.

A large-format image in an urban or rural area makes the message more theatrical thanks to its sheer size and imposing presence. In order to unite, gather together and connect these paintings scattered across the globe, we need a shared pictogram:



«Delete?» this command is the normal way to eliminate a text, image or file on a computer.

But what will happen when visually this «Delete?» is linked to species? Stronger than «Save», which only involves those who are already doing their bit, «Delete?» forces everyone to think about the destruction of a species.

PROJECT CARRIED OUT BY

IUCN, the world's oldest and largest environmental network, is a democratic union with more than 1,000 government and NGO member organisations, and some 11,000 volunteer scientists in more than 150 countries. IUCN's work is supported by over 1,000 professionals in 60 countries and by hundreds of partners from the public and private sectors and NGOs all over the world. IUCN's headquarters are in Gland, near Geneva, in Switzerland.





The IUCN Red List of Threatened Species™ is a system for classifying species in terms of the risk of extinction they face. It is an online database that allows people to search for information and contains the global status of over 44,000 species, as well as additional information. The Red List identifies where conservation efforts need to be focused for the greater benefit of life on earth.

Thierry Bisch is today recognised as one of the best wildlife artists. His works are exhibited and sold all over the world. Postcards and posters of his animal paintings can be found in all IKEA shops and have sold in the millions.

Daniel Boulogne a precursor of and great specialist in mural painting since 1976, is the founder of the DPE (Daniel Boulogne Entreprise) group, which has created a considerable number of murals that can still be seen in Paris and elsewhere in Europe (see *Livre du Mur Peint*, Editions Alternatives).

THE BENEFICIARIES

Cities

Firstly, European capitals, and secondly those outside of Europe, have all got continuous exterior walls (gable walls) in their centres, which are suitable for supporting these murals. The aesthetics of these urban environments will be improved and the cities will be proud of this artwork, whilst helping a great global cause.

The quality of the artwork and the strength of the message, constitute a wonderful means of communication for the city to its

inhabitants and visitors. It will project a positive image to the public showing the city as being concerned about and actively involved in trying to overcome the world's greatest environmental challenges: the city helping nature!

This action is bound to be approved and supported by local governments.

The IUCN Red List of Threatened Species™

The project offers the opportunity to communicate through the media inexpensively and on an unprecedented scale. Each mural will have its own opening ceremony attended by all the local stakeholders, national partners and the media. The partnership with a well-known artist also makes it possible to interest larger numbers of the media, because large walls are – and will remain – lasting, monumental works of art.

There is a possibility to produce products associated with the murals, and the royalty income from the sale of these products (clothes, postcards, posters, books, etc. through outlets such as IKEA), would be directed to fund work of the IUCN Red List.



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