



Client/Brand: The Wilderness Society/ Do Something

Type: Touring Pop Up

Location: North America

THE WILDERNESS SOCIETY: ARCTIC REFUGE EXPERIENCE

How do you inspire people to stand up for a place they'll never visit?

After decades of protection, the Arctic National Wildlife Refuge is being auctioned off for oil and gas development.

The Wilderness Society commissioned Future Colossal to transport participants to the Arctic Refuge and create empathy for one of Earth's last true wildernesses before it is permanently destroyed. Traveling from New York to Washington D.C. and San Francisco, the experience eliminated misconceptions by showing the Arctic teeming with life.

We used a variety of sensory technologies to create an immersive installation that allowed participants to experience the Arctic Reserve through their senses: the soft ground under their feet, the smells of summer and spring, and the sounds of running rivers.

Using **4K footage** from over a dozen adventurers and documentarians to create **66 million pixels of projected video, depth sensors, over 40 DMX lights and effects, reflections, controllable wind, and 16 channels of sound**, we created real memories with a virtual space.

Participants were able to take immediate action to add their voice to #protectthearctic from oil and gas development.

- Over **9000 attendees** in **New York, DC, and San Francisco**
- **Over 12000 Commitments** to protect the arctic
- Over **3800 voicemails recorded** to major stakeholders
- Over **2300 photos taken and shared on social media**
- Over **23 Million Impressions** globally
- Proceeds from Tickets and Merchandise benefit the Gwich'in Steering Committee and Gwich'in Youth Council

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