



# AURORA IS COMING

[www.greenpeace.org.uk/aurora](http://www.greenpeace.org.uk/aurora)

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# WHY?

## ***Campaign context***

The Arctic is warming and as the sea ice melts the oil companies are moving north. They're determined to drill for the same fuels that caused the melting in the first place. Leading the push is Shell. They've already tried drilling for Arctic oil off the coast of Alaska, but they botched it so badly they were forced to stop drilling there.

Now Shell is eyeing up the Russian Arctic instead. An area where corruption is rife and accidents are common. Shell is happy to put the Arctic, a region of breathtaking beauty, at risk – by quietly signing a deal with Russian oil company, Gazprom. If we don't stop them, a major Arctic oil spill is inevitable.

The Arctic is under threat like never before but with a global movement of people standing up to Shell, we can save it. This dodgy deal with Gazprom is risky business for Shell and we need to tell the world about it so we can keep them out of the Russian Arctic for good.

## ***Aurora is coming***

This summer we will create a spectacular moment which will use the sea ice minimum – possibly the lowest ever – to communicate climate change and visually, give a voice to the Arctic.

On Sunday, 15th September, people around the world will be coming together to take action against Shell. In the UK we will confront Shell at home in London with the very thing it is trying to destroy: the Arctic. This terrifyingly beautiful physical manifestation of the Save the Arctic campaign is the world's biggest ever polar bear, Aurora. 500 people will walk a secret route with Aurora the awe-inspiring, double-decker bus sized bear. We hope the parade will be the largest climate moment London has seen for a long time.

The high aesthetic production values of Aurora will place the event on the cultural map. This speaks directly to big oil companies' practise of cleaning their brand image through sponsoring the arts in order to enhance their social license to operate.

The powerful symbol of Aurora, the world's largest polar bear, parading through a global city, guided by a creatively-credible artist, representatives of civil society, Arctic nations, and representatives of climate affected communities, will create an image and story which will travel around the world.

Designer, Christopher Kelly is creating the bear in consultation with famous prop-designer, Simon Costin – he’s worked with the likes of fashion photographer, Tim Walker and fashion designer, Alexander McQueen. McQueen and Walker are global institutions in the industry, renown for their unique and highly imaginative creations and collaborations. Aurora is being manufactured by Factory Settings, their client list includes Lady Gaga, Punchdrunk, Royal Opera House the opening ceremony for the Paralympics and more.

Covered in reclaimed and replica parts, rigging, portholes, sails and parachute silk. As the fabric billows it looks like she’s breathing.

Her legs lift via pulleys operated from the inside, and her feet are hauled around by puppeteers on the ground to create a bear’s realistic curved gait.

Upholstered bucket seats at her shoulders can carry two people.

Her head will move on her articulated neck. Her jaws will open. Her eyes will roll.

Her teeth and mouth will be an icecave – she’ll make guttural rumblings and her roar will sound glacial and epic, with ice cracking, children roaring and animals bellowing.

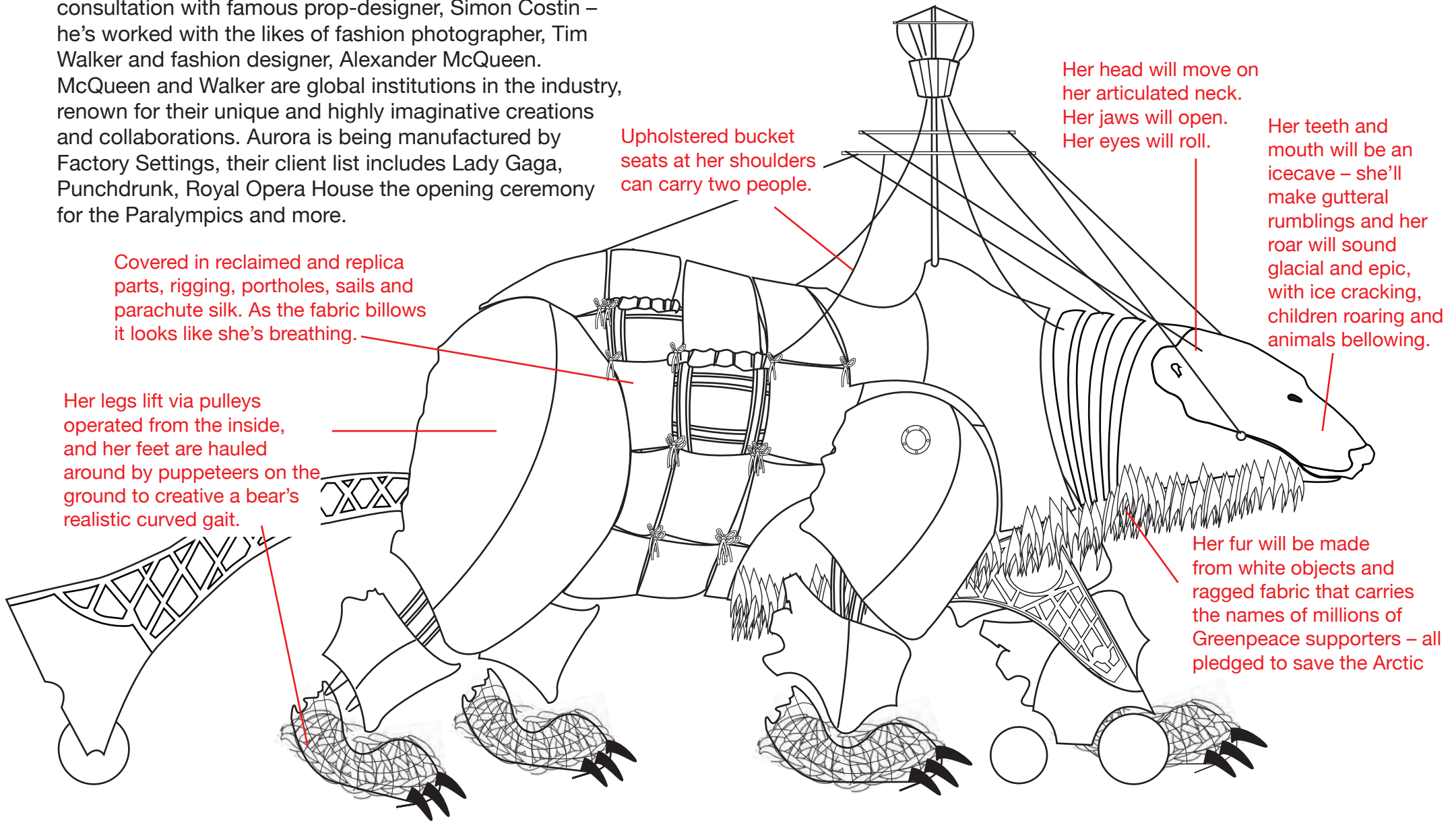
Her fur will be made from white objects and ragged fabric that carries the names of millions of Greenpeace supporters – all pledged to save the Arctic

People-powered: scores of supporters will haul her through the streets.

**DESIGN**

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# CREATIVE REFERENCES

Aurora is a steampunk inspired work of art: part polar bear and part ship. Following steampunk tradition, we'll show the machinery, technology and inner-workings of Aurora. These parts are as beautiful and fascinating as dressing and finer artistic details – she will be a visual feast.

A contemporary reference for Aurora is Philip Pullman's Northern Lights trilogy. Made into a film known in English as "The Golden Compass". See the warrior polar bears at 1 minute 40 into this 3 minute trailer <http://bit.ly/aXifCA>



In literal terms, Aurora is a giant puppet, inspired by show-stopping mechanical beasts like The Sultan's Elephant: <http://bit.ly/14QstJo> and La Princess: <http://bit.ly/xcaiC> In both these examples, the machinery is as much a part of the creature as the animal features and the puppeteers.

Aurora also takes inspiration from contemporary puppetry like War Horse. Here's a Ted Talk from Handspring Puppet Company who made War Horse <http://bit.ly/f1XksE> At 9mins 30 War Horse comes on the stage. The horse's puppeteers are clearly visible, wearing jodhpurs to fit with the aesthetic of the puppet. Aurora will have puppeteers working on the ground to move her feet - visible and part of the show.



# FACTS & FIGURES

## ***Polar parade***

- The parade will happen on Sunday, 15th September in London
- 500 people will walk with Aurora
- 100 cyclists will ride with her
- Participants will wear white + polar-themed dress
- Participants will carry flags or streamers
- A troupe of performers will move in and around the bear and the crowds
  - theming performances to the sea ice minimum and Arctic
- Greenpeace volunteers will marshal the event and fundraise on the ground

## ***We want to attract:***

- Greenpeace supporters and their friends
- Attendees from Arctic states and climate affected parts of the world
- Creative and cultural communities
- Representatives and groups from civil society: churches, girl guides, community groups, etc

## ***Bear logistics***

- 20-30 people will haul the bear
- 1-3 banksmen march in front
- 13 puppeteers will operate her
  - 3 puppeteers operate each leg - 1 working pulleys inside, 2 gait-controllers on the ground
  - 1 puppeteer controls movement of the head and neck
  - 1 puppeteer controls movement of the mouth
  - 1 lead puppeteer coordinates movement (from the ground)
  - 1 choreographer art directs (from the ground)
- 1-2 high-riders sit at the shoulders of the bear – these are interactive or ornamental roles for artists
- 3-4 million names will be marked on her fur, most in advance, some pinned on on the day



**SAVE THE ARCTIC**

The text 'SAVE THE ARCTIC' is rendered in a bold, black, sans-serif font. Each letter is filled with a white illustration. The 'S' shows a narwhal. The 'A' shows a snowy landscape. The 'V' shows a snowy landscape. The 'E' shows an owl. The 'T' shows a snowy landscape. The 'H' shows a snowy landscape. The 'E' shows a fox. The 'A' shows an oil rig. The 'R' shows a polar bear. The 'C' shows a snowy landscape. The 'T' shows a snowy landscape. The 'I' shows a snowy landscape. The 'C' shows a walrus.