



For immediate release

GUY LALIBERTÉ'S FIRST POETIC SOCIAL MISSION IN SPACE
“Moving Stars and Earth for Water”
International artists for a global event

Star City (Moscow), September 2, 2009 – Guy Laliberté, founder of Cirque du Soleil and the ONE DROP™ Foundation, unveiled the artistic concept behind his poetic social mission, which will be carried out from the International Space Station (ISS). This is the first ever artistic and social event to originate from space.

Under the theme “Moving Stars and Earth for Water,” the poetic social mission will take place on October 9, 2009 (GMT) in 14 cities simultaneously around the world. For 120 minutes, the earth will gaze up at the stars and resonate to the rhythms of artists and world-renowned figures who will demonstrate their commitment to water and pay tribute to this vitally important natural resource.

14 cities on five continents... and space

The event will take place simultaneously at 20:00 (EDT, -4 GMT) in Montreal, Moscow, Santa Monica, New York City, Johannesburg, Mumbai, Marrakesh, Sydney, Tokyo, Tampa, Mexico City, Rio de Janeiro, Paris, London and the International Space Station.

In each of the cities, an “artistic moment” will unfold in the presence of artists and world-renowned personalities. Each city will have its own theme related to water. The following have already confirmed their participation: Former U.S. Vice President Al Gore, A. R. Rahman, Cirque du Soleil, Claude Challe, Dr. David Suzuki, Fnaïre, Frank De Winne, Garou, Gilberto Gil, Gregory Colbert, Jean Lemire, Julie Payette, Maud Fontenoy, Patrick Bruel, Peter Gabriel, Peter Lik, Shakira, Simon Carpentier, Tatuya Ishii, Tetsuko Kuroyanagi, Tiffany Speight, U2, Vandana Shiva and Yann Arthus-Bertrand. They will take part in the event either by reading parts of the poem, performing or sharing an artistic work.

“During the past 25 years, my travels on earth have allowed me to meet extraordinary people: artists, leaders and friends,” continued Guy Laliberté. “I am deeply touched that they have accepted to contribute their voices, their talent and their creativity to my artistic project. They have done so because they share my concerns about water and my belief that through art and emotion we can convey a universal message.”

A poetic tale for water

The arts, including music, dance, visual arts and photography serve as the connecting thread for Guy Laliberté’s poetic social mission to create awareness everywhere through emotion. Each artistic performance will include a subtext that presents humanitarian factors associated with water issues.

Central to the concept is a poetic tale imagined by Guy Laliberté and written by internationally celebrated Canadian author Yann Martel (Life of Pi). The tale will be delivered piece by piece, one city at a time, read by renowned personalities.

“When I decided to join Expedition 21, I knew there would be an artistic component to my mission,” said Guy Laliberté. “I am an artist, not a scientist, so it was my duty to contribute in my own way. On the very first day of my training, I began to reflect on my artistic approach. The inspiration came from tales and children’s dreams. I decided that the artistic framework of our global event would be a poetic tale. My wish is to touch people through an artistic approach and if we manage to do so, we will go beyond awareness.”

Guy Laliberté’s role in the artistic project

Throughout his expedition aboard the International Space Station, Guy will present videos and photographs that will be integrated to the events taking place in each of the 14 cities. These images will leverage his exceptional point of view of the earth and he will share his impressions with audiences in each city.

“During my training and preparation for this flight, I have found that many in the international space community share my concerns about water and support my project,” said Guy. “They understood my intentions and they also agree that using an artistic language will allow us to reach not only the interested space community, but the people who are not ordinarily interested by activities in space. I want to thank them for their genuine openness and understanding. Their support is invaluable to me because it confirms that even if there are six billion of us, we can work together toward a common goal and change the world... one step at a time, one drop at a time.”

A global webcast

All 14 events will be made available live in their entirety on onedrop.org in a global partnership with aol.com.

Guy Laliberté will travel to the ISS on board the Soyuz TMA-16 spacecraft with Expedition 21 crew members: Russian cosmonaut Maksim Surayev (Commander) of the Russian Federal Space Agency (FSA) and NASA astronaut Jeffrey Williams (Flight Engineer). Guy will become the first Canadian private space explorer. His journey will be the first social artistic mission in space. The launch is scheduled for September 30, 2009.

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