

G A I A

BY LUKE JERRAM
#EARTHARTWORK



1 FEBRUARY- 28 MARCH 2022
MILLENNIUM POINT | BIRMINGHAM

© Photo: Jim Huntsman



© Photo: Jim Huntsman

ABOUT GAIA

The Gaia artwork was created by UK artist Luke Jerram, whose other works include sculptures, large-scale installations and live art projects. Created from 120dpi detailed NASA imagery of the Earth's surface and measuring seven metres in diameter, Gaia invites visitors to appreciate the beauty of our planet. The artwork is 1.8 million times smaller than the Earth, with each centimetre of the internally lit sculpture depicting 18km of the Earth's surface. By standing 211m away from the artwork, you will be able to see the Earth as it appears from the Moon.

Suspended from above in Millennium Point's impressive atrium, the artwork will slowly revolve and be accompanied by a specially-created composition by BAFTA award winning composer Dan Jones.

The installation creates a sense of the 'Overview Effect', which was first described by author Frank White in 1987. Common features of the experience for astronauts are a feeling of awe for the planet, a profound understanding of the interconnection of all life, and a renewed sense of responsibility for taking care of the environment.

Gaia also acts as a mirror to major events in society. The artwork provides the viewer with a new perspective of our place on the planet, in light of the COVID-19 pandemic.



For full information on Gaia and it's tour, please visit my-earth.org.



© Photo: Natural Environment Research Council

GLOBAL WARMING AND SUSTAINABILITY

NASA has reported that the current global warming trend is of particular significance because it is unequivocally the result of human activity since the mid-20th century, and is proceeding at an unprecedented rate. It is undeniable that human activities have increased global temperatures and that widespread and rapid changes in the atmosphere, ocean, cryosphere, and biosphere have occurred.

The UN found that '2019 was the second warmest year on record and the end of the warmest decade (2010-2019) ever recorded. Carbon dioxide (CO₂) levels and other greenhouse gases in the atmosphere rose to new records in 2019.'

In June 2019, the West Midlands Combined Authority declared a climate emergency and set a Zero-carbon target for the West Midlands by 2041.

Their ambitious plan to reduce carbon emissions requires action from all of us, including:

- > Businesses signing up to the Net Zero Business Pledge
- > Changes in the provision of energy through Energy Capital
- > Substantial tree hedge planting record through the Virtual Forest



© Photo: Luke Jerram

BOOKING AN EVENT UNDER GAIA

Luke Jerram's Gaia will be at Millennium Point for 8-weeks from Tuesday 1st February until Monday 28th March 2022, giving plenty of time for all to enjoy. Take advantage by hosting your event at Millennium Point during this period to give your guests a wow factor at no additional cost. Gaia is a unique piece that is sure to drive attendee numbers and spark conversations, while making your event one to remember.

There is also an opportunity to upgrade your booking to include a welcome reception under Gaia, to greet guests in a way that is literally out of this world!

Don't miss out on this exclusive opportunity. Call our friendly events team on **0121 202 2200** or visit www.millenniumpoint.org.uk/venue-hire.

Events from both Thinktank and Millennium Point will take place during its duration at the award-winning venue. Throughout February, join us for events including Toddler Thursday and Busking on Climate Change. A full schedule can be found by visiting www.millenniumpoint.org.uk/gaia.

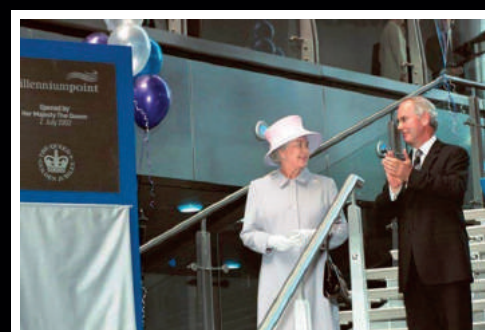




© Photo: Luke Jerram

ABOUT MILLENNIUM POINT

We are a landmark public building and multi-award winning events venue and charitable trust. All profits from our commercial activities are reinvested into the organisation's charitable trust, which supports STEM-related projects and initiatives in Birmingham and the West Midlands.



Located in the Eastside of Birmingham city centre, opposite the future site of HS2's Curzon Railway, we were opened in July 2002 by Her Majesty Queen Elizabeth II as the largest landmark millennium project outside of London. We are the home of Thinktank, the world-renowned Royal Birmingham Conservatoire, Birmingham City University's Faculty of Computing, Engineering and the Built Environment, and local independent Italian food specialist Mulino. We've welcomed a lot of faces through the years - over 1 million a year in fact – including members of the Royal Family, Russell Brand, Jon Bentley, G4, Duran Duran and many more.

We pride ourselves on our outstanding hospitality and our friendly events team have over 40 years combined experience in the industry. We have 17 versatile spaces, including a 354 seat Auditorium, which was formerly the first IMAX and remains Birmingham's biggest screen. Our venue has hosted a lot over the years, from the original home of AC-12 in Series 1 of Line of Duty, to the first COVID-19 mass vaccination centre in the West Midlands. Throughout this time, our charitable objectives to support STEM and education have always remained at the forefront of everything we do.



As a charity, we invest £5m each year into helping local communities access STEM education. Last year Millennium Point provided over 70 establishment grants for STEM projects, and our yearly Scholarship funds an undergraduate degree at Birmingham City University. This 8-week installation of Luke Jerram's Gaia artwork, and accompanying programme, is our latest initiative to help entertain, educate and inspire local communities.

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