

Press release 03.12.09



The Globe – The Global Virtual Demonstration

The Globe, a giant illuminated globe, is the proud landmark of the village Hopenhagen LIVE. The Globe channels the voices of people from all over the world, enabling them to shout out their hopes for the future of the climate. Via web and mobile phone the people of the world can join this virtual demonstration. The Globe shows the number of people signed up, where they are located and their wishes for the future climate. At the same time The Globe broadcasts news from Bella Center, the official COP15, NGOs around the world, and daily climate questions.

Hopenhagen LIVE 7th-18th of December

The Globe is the center of the events that will take place at Copenhagen City Hall Square. During COP15, from the 7th to the 18th of December 2010, the City Hall Square turns in to the climate village Hopenhagen LIVE. Here all the inhabitants and visitors in Copenhagen are invited into a world of science and cultural experiences during 12 busy days with a full program of music, film, debates, art and more.

Danish creative brain behind the concept

The Asta Experience has, in cooperation with DR Interactive Production and Portaplay, created the communication concept behind Hopenhagen LIVE and The Globe, including the user experience, interaction design and technical solution. The Asta Experience has developed the concept for Golden Days, who are producing The Globe for the City of Copenhagen.

Read more about Hopenhagen LIVE and the program at www.hopenhagenlive.dk

Join the demonstration: sms "globe" to 1231, or join at www.hopenhagenlive.dk

For further information about The Globe and The Asta Experience please contact Signe Reeholm:
phone: +45 2617 3982, or e-mail: signe@dieasta.dk or take a look at our website:
www.dieastaexperience.dk

Facts about The Asta Experience

The Asta Experience is a Danish creative company run by former creative CEO in Zentropa Interaction, Asta Wellejus. The Asta Experience has many years of experience within the developing of attractions, new media and interactive learning. The company co-operates with Mogens Rukov, Lars von Trier and Danish Broadcast Television, and among their references are: The National Museum, ARoS, The Roskilde Festival and Silkeborg Museum of Art.

Facts about The Globe

- The Globe is located at Copenhagen City Hall Square during the UN Climate Change Conference in Copenhagen 7th – 18th of December 2010.
- The Globe is a canvas with a diameter of 20 meters mounted to a scaffold. It hangs freely three meters above The City Hall Square and is illuminated from all angles.
- The Globe is lit during the dark hours from 4pm to 9am.