

the journey



the journey

We have all read about habitat loss and species extinction. Words have not been enough. This story must be touched, smelt, experienced and shared. It must conjure both celebration and reflection.

the importance of now



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Forged in fire and beauty, life and death, we will take visitors deep underground on a journey through the wonder of the natural world – of its epic evolutions, extinctions, and into its current crisis.

We will emerge grateful for life, gripped by a sense of awe at the journey we are on, emotionally engaged with how small we are and yet how crucial our next actions will be.

Housed in the labyrinthine tunnels of a disused limestone mine, **the journey** is a new project to create a world-class visitor destination dedicated to the wonders of the natural world.

Within one of the most spectacular settings in the world we will experiment with new ways to **engage a global audience** on our greatest challenge: to halt the loss of biodiversity.

We will **educate by stealth**: creating a network of journeys and experiences that will excite, move, and call a generation to action. Fusing world-class multi-sensory experiences and science, we will create a new kind of cathedral, at once a theatre and a laboratory, which welcomes the greatest thinkers and scientists, educators and artists to tell the oldest and most important story of all: our relationship with the natural world.

We aim to prove that while history is written in stone, **the future** is yet ours to shape.

We are all 'earthlings'. This is the only planet yet known to foster life. Each of us is a miracle, a link in a chain of ancestors unbroken and unfathomable, survivors through **five mass extinctions**.

Three and half centuries of science have taught us that we are not the endpoint of evolution, yet we have inadvertently come to redefine it with the pressures of our modern economic systems. We have embarked upon the greatest extinction since the dinosaurs – by speed if not yet by sheer scale. But the magnitude has yet to be recognised by the opinions and actions of a global population whose fates are dependent on the survival of the biodiversity it now threatens.



MEMO at the Lyme Regis Fossil Festival

The mine is situated a stone's throw from the spectacular west cliffs of the Isle of Portland. This is part of the **Jurassic Coast**, England's only natural World Heritage Site. It was here, at the dawn of the Enlightenment, that the very idea of extinction was first deduced and 'deep time' first glimpsed.

The view back to the mainland from the site is an epic panorama across 185 million continuous years of the history of life. It is hard to imagine a more profound location to consider the future of life and to catalyse a renaissance of wonder and respect for the natural world.



Cavern of the Earth and Stars | Vision 3

The Project unashamedly wishes to be a 'must-see', an essential destination not just in the stories it seeks to tell, but also in the range of experiences it will pioneer.

The Journey will be a working laboratory – of the stories that will define our planet's future, of the gripping ways of telling them, and of the actions we can take to forge a more hopeful path.

With 3 km of underground cavernous tunnels, Jordan's Mine offers an unparalleled stage to create a network of journeys, labyrinths, and adventures. It will become **globally renowned** for its fusing of grand spectacle, multi-sensory physical and virtual experience, living gallery space, and world-class science and education programmes.

Portland's proud tradition in stone carving will be fused with cutting edge multimedia technology, underground horticulture and performing arts. Our award-winning creative partners in Virtual Reality (**Marshmallow Laser Feast**) and Stereo 3D (**Vision 3**) will help form local and global collaborations with the world's finest public communicators, educators and entertainers.

In these contrasting yet complementary media, both ancient and thrillingly modern, we will craft a theatrical journey without parallel anywhere in the world.

'while history is written in stone, the future is yet ours to shape'

creative director: Sebastian Brooke | seb@memoproject.org

Earth Guardian | Emily Young | Portland Head Cap 3 m x 3 m x 4.5 m

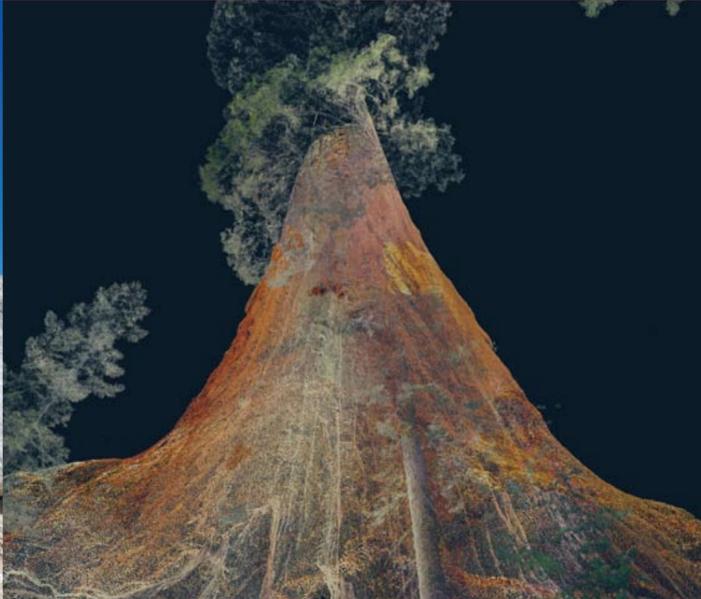


a hub for a global movement

While Portland is the perfect location for the physical telling of this story, it seeks to be a catalyst in a larger movement that raises awareness and sparks action globally.

We will collaborate with communities around the world to form an **evolving dialogue** around endangered ecosystems and species, involving artist exchanges, pop-up installations, and initiatives underpinned by our international partners and supporters.

We will build a thriving online platform, that will attract a **global audience**. Working with schools, institutions, business and government, we will fuse content that communicates the project's mission and objectives through an innovative combination of education and entertainment.



Scan of a Giant Sequoia Tree from Sequoia National Park-2016 | Marshmallow Laser Feast
Treehugger : Wawona



Jordan's Mine | Albion Stone



project structure

The project is the fruit of a unique new partnership between **MEMO** (concept & charitable mission on biodiversity), **Albion Stone** (mining experts & main contractor), and, internationally acclaimed leaders in the public communication of science, the **Eden Project** (content development and site operator).

business model, funding + timeline

The site and a planning permission for a visitor attraction have already been secured. The total capital cost is £15.8 million for an opening in Spring 2020. Once open we expect to welcome **325,000 visitors** each year. The project will have turnover of £4M to £5M per year which will allow future investment into the site infrastructure.

regeneration and dorset LEP grant

the journey represents a rare – but symbolically potent – opportunity to combine ecological with economic regeneration. Entailed in the project is the permanent restoration of ten acres of quarry to species-rich limestone grassland. Simultaneously, following the example of the Eden Project in Cornwall, the project will

spearhead the **economic revival** of the island which has remained a persistent pocket of coastal deprivation with high incidence of NEETS among 16-24 year olds.

In recognition of the regeneration potential of the project, in January 2017, the **Dorset Local Enterprise Partnership (LEP)** confirmed support of £1 million to fund the pre-contract phase, May 2017 – August 2018, preceding the fit-out of the mine. The trustees and partners are now seeking grants and sponsorship partnerships for the fit-out phase.

eden project

DORSET
Local Enterprise Partnership

ALBION STONE

MEMO

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