



ECO 4 THE WORLD
THE FOUNDATION



PRESS RELEASE

For Immediate Release

Eco 4 the World Foundation Partners with the Art and Environment Association Monaco to Launch the “Burned Trees” Art Exhibition in Singapore as part of the United Nations Environment Programme’s ‘Plant for the Planet: Billion Tree Campaign’

Supported by Honorary Patron, HSH Prince Albert II, Sovereign Prince of Monaco

SINGAPORE, 09 April, 2007 – The United Nations Environment Programme’s (UNEP) **‘Plant for the Planet: Billion Tree Campaign’** is an initiative to encourage nations, organizations and individuals to plant and care for one billion trees world-wide during 2007. In support of this effort, Eco 4 the World, with the on-going support of HSH Prince Albert II of Monaco and Art and Environment Association, will act as the global coordinator of a three-city art exhibition and global fundraising drive featuring *The Burned Trees* by renowned artist and environmentalist, Philippe Pastor. On 18 April 2007, Eco 4 the World will launch the **“Burned Trees”** art exhibition and benefit at the Shangri-La Hotel.

The benefit will feature Pastor’s **“Burned Trees”** art exhibition; a collection of painted sculptures - -made from the calcified, burned tree trunks of a French forest devastated by fire and neglect. Thirty three of Pastor’s sculptures – which symbolize the destruction and resurrection inherent in nature – will be on permanent display at the National Institute of Education (NIE) from 18 April 2007 and five will be featured at the exhibition launch at the Shangri-la Hotel.

In addition, Pastor has also dedicated three sculptures to Minister Mentor Lee Kuan Yew for his ongoing conservation efforts in Singapore, which will be placed at the Lee Kuan Yew School of Public Policy.

The second-city art exhibit benefit will coincide with the Cannes Film Festival in Monaco on 22 May 2007. Hosted by Art and Environment Association, Monaco in partnership with Eco 4 the

World Foundation, the exhibit will be located on the beachfront of the legendary Majestic Hotel. The third-city exhibit will be hosted later on this year in New York City.

Eco 4 the World Foundation's COO, Bjorn Sandin, commented: "Climate change is one of the biggest issues we face today and we hope by working with UNEP, Philippe Pastor and like-minded organizations and individuals to minimize the impact of global warming, starting in Singapore, by encouraging communities to plant new trees."

Eric Falt, UNEP's Division of Communications and Public Information Director, commented: "Pastor's work has taken the ugly and made it beautiful, restoring dignity to these once-proud trees. It sends a broader message that with vision, sympathy and commitment, we too can repair what we are destroying."

The exhibitions will begin a year-long fund raising drive by the Eco 4 the World Foundation. Proceeds will be presented to the South West Community Development Council (SWCDC) to support their goal to plant 100,000 native plants and to Dr Jannie Tay's 'Save the Planet Institute' for tree-planting efforts in China and India.

Philippe Pastor's contemporary art is expressed in a variety of forms and mediums, and to date he has exhibited in Africa, Europe and the U.S. In 2006, he dedicated 40 "Burned Tree" sculptures to UNEP that are now on permanent display at the UNEP Headquarters in Nairobi, Kenya. Singapore marks the first time that Pastor has exhibited his work in Asia Pacific to benefit the environment. In Pastor's native Monaco, his philanthropic side is represented by his dedication to Arts and Environment Associations such as his on-going partnership with the Monaco Modern Art Gallery in his effort to promote global environmental awareness and conservation measures through artistic endeavors.

"Philippe Pastor's tree sculptures and UNEP's campaign tie in perfectly with Singapore's long established tree-planting traditions and we are proud to be associated with this exciting project," said Vikram Raman, Director of the Eco 4 the World Foundation. "The Foundation will continue to help reforest areas wasted by natural disasters or through over-forestry with UNEP, Pastor and other credible partners in the region. And at home, we will work with local schools to bring our youth to the exhibition sites at NIE to develop their love of nature and encourage them to restore our environment."

Dr Geh Min of the Nature Society of Singapore and patron of the exhibition commented: "The "Burned Trees" Exhibition is a unique mix of art and the environment, and this is the first time that these works are being seen in Asia. Pastor's work should inspire us to do our bit for the

environment. We all know how important trees and forests are to the health of our planet and people. Much more has to be done to protect and conserve rather than to destroy them. Everyone can play a part.”

The Foundation will raise funds throughout 2007, and expects to generate these funds through donations, grants, the business community and community-driven fund raising efforts. To date, organizations such as Lee Foundation, Velocity Card, The Hour Glass, Jones Lang Lasalle, Intraco, City Development Limited and others have pledged to the programme in Singapore. Latest updates, pledges and number of trees planted can be viewed on the Foundation’s website at www.eco4theworld.org.

About:

Eco 4 the World is a Singapore-registered, non-profit foundation whose goal is to create environmental awareness, support and action within our communities. The Foundation was instrumental in bringing UNEP’s premier award programme, ‘**Champions of the Earth,**’ to Singapore in 2006, and UNEP’s “Focus on Your World” exhibition of award-winning environmental photos. Their relationship with UNEP continues this year with its support of the ‘**Plant for the Planet: Billion Tree Campaign.**’

The Foundation’s primary focus is to raise environmental awareness in our youths through creative methods; broaden their cultural sensitivity and encourage them to care for their natural world. For more information about Eco 4 the World and its programs, visit www.eco4theworld.com or contact Vikram Raman at +65 6423 0114.

UNEP’s Plant for the Planet Billion Tree Campaign: Placed under the high patronage of 2004 Nobel Peace Prize laureate Professor Wangari Maathai and His Serene Highness Prince Albert II of Monaco, the campaign is raising awareness of the inter-dependence between humankind and the planet’s ecosystems, as well as the linkages between tree planting and climate change mitigation, the restoration of biodiversity, air and soil quality and food security.

Under the Plant for the Planet Billion Tree Campaign, artists, governments, United Nations agencies, Foundations, civil society organizations, farmers, private sector companies, local authorities and the public at large are encouraged to enter tree-planting pledges on the dedicated

web-site www.unep.org/billiontreecampaign, with the objective of planting and caring for a total of one billion trees world-wide in the course of the year 2007.

Monaco Modern Art features Philippe Pastor, and other contemporary artistic work, in their gallery in Monaco. The gallery is in charge of communications about the Burnt Trees and supports Philippe Pastor's vision and message of advocating for environmental protection and regeneration by organising outdoor exhibition in Monaco and France. For more information, visit www.monacomodernart.mc.

Art and Environment Association Monaco is a Monaco registered association whose goal is to organize artistic and cultural events of any nature in order to sensitize a larger audience on the necessity to protect environmental resources. The Association has as partners the UNEP and Eco 4 the World Foundation, and this year, the Association supports the '**Plant for the Planet Billion Tree Campaign**'. The "Burnt Trees" sculptures, vivid emblems of forest destruction, will be showcased to the public around the world to raise environmental awareness through the universal language of art and to raise funds for the Billion Tree Campaign. For more information, visit www.aeamonaco.com

EXHIBITION

National Institute of Education

19 April onwards
1 Nanyang Walk, Carpark 3
Singapore 637616

Shangri-La Hotel, Singapore

19 April
22 Orange Grove Road
Singapore 258350

CONTACT

Vikram Raman

Eco 4 the World Foundation
Tel: 65 6423 0114
vikram@eco4theworld.org

or

Patty Yunita

Eco 4 the World Foundation
Tel: 65 6423 0114
patty@eco4theworld.org