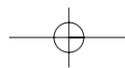


# EARTH FROM ABOVE: Limited Edition

Yann Arthus-Bertrand



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It is not my style to publish deluxe editions. A portion of the profits from the sale of this book will be donated to the organization GoodPlanet.org, which my team and I created with the goal of awakening the greatest number of people possible to sustainable development and the environmental issues of this century.

This special edition, with its exceptional format, was published to celebrate the fifteenth anniversary of Éditions de La Martinière, the owner of Harry N. Abrams. Its size, the attention given to its printing, its presentation – which includes a special case and bookstand – all of this makes for a truly unique object. This book is different. I have selected 115 photographs, which for the first time are full page prints, and which the reader will discover, standing in front of the book, from his or her own 'personal sky'!

Hervé de La Martinière, founder and president of Éditions de La Martinière, is more than just a friend, he is my publisher. Twenty-five years ago, he published my first book with Éditions Hachette: *Lions*, written in Kenya with my wife, Anne. Ten years later, in 1992, he opened his own publishing house and offered me the opportunity to publish the book I wanted. 'It's your life's work', he said to me. 'We'll publish this book in the size and the price of your choice'. We created this project together, from alpha to omega. And it was successful – just like that. This was in part thanks to the bookshops who participated in this success.

I wanted to devote five years of my life to *Earth From Above* before moving on to something else. In reality, it has been the work of a lifetime, and even an entire lifetime hasn't proven to be enough. It took me a long time to realize that this would never end. Today, I carry inside me all of the stories that have been the result of this adventure. I first discovered a beautiful and fragile Earth. I did not grasp the entirety of this idea, which might seem simplistic, and many encounters were a real education for me. Scientists taught me that by abusing our planet, the future of all life was in jeopardy. Out in the field, NGO workers allowed me to feel the intensity of the word 'love' with greater depth, which, I hope, made me a better person. And I realized that for the majority of humanity, the principal concern is to feed oneself and one's family, which undoubtedly made me more humble. All of this naturally led to the creation of GoodPlanet.org.

This project also presented me with an opportunity to do something that I had previously never had the chance to do: comment on each image, letting all of my emotions, memories and the faces of those who accompanied me rise to the surface. There are some photographs that had a specific fate, a particular unexpected encounter with the public. The heart of Voh, of course, with its obvious symbolism; but also Venice, always the most damaged photograph in exhibitions, because many people would trace a finger over it in remembrance of a trip they had taken; or even the World Trade Center in New York, which almost always had a bouquet of flowers placed beneath it. Years later, my enthusiasm for this profession remains. Preoccupied with numerous projects, I fly less than I did in the beginning, but it is always a real pleasure for me. Honestly, I never imagined that I would receive so many gifts. What I truly desire is that my photographs serve as a bridge, that they carry the message I received over the years to the greatest number of people. When I see groups of schoolchildren together with their teachers commenting on the pictures in an exhibit, I have the feeling that I have carried out my work to fulfilment. Again, another gift.

## Yann Arthus-Bertrand

Born in 1946, Yann Arthus-Bertrand has always been passionate about the animal world and natural places. At the age of thirty, he moved to Kenya with his wife, Anne, to study the behavior of a family of lions for three years. He soon began using photography to record his observations, and thus discovered his vocation: using images to testify. Upon returning to France in 1981, he published *Lions*, the first of over 80 titles, and began working as a photojournalist. In 1991, he founded Altitude, the world's first aerial photography agency, and turned towards a long series that explored the connection between man and nature, both wild and domesticated. These publications include *Earth From Above*, *Good Breeding*, *Horses* and *Earth From Above: 365 Days*.

In 2003, Yann Arthus-Bertrand created the 6 Billion Others project with a team of directors who interview men and women throughout the world, talking about their personal experiences and their life philosophies. Today, he is a fierce advocate of sustainable development. His aerial photographs, inseparable from their accompanying passages, call upon all of us to think about the development of our planet and the future of its inhabitants. It is evident in these words and images that we are all personally responsible for the future of the Earth. Each one of us has a part to play; each one of us has the ability and the duty to act. It is for this reason that Yann Arthus-Bertrand created the nonprofit organization GoodPlanet.org in 2005, followed by his carbon-neutral program, 'Action Carbone'. This program finances renewable energy projects, energy efficiency and reforestation, and allows Yann Arthus-Bertrand to offset his own greenhouse gas emissions, thus limiting the impact of his work on the climate.

In 2006, he developed 'Sustainable Development – What For?' in partnership with the French Ministry of Education and the Ministry of Ecology. This educational exhibition, composed of 22 posters featuring his aerial photographs, was made available to all French schools free of charge. In 2007, the exhibition focussed on biodiversity, featuring 15 wildlife photographs.

He is also the creator of 'Seen From Above', a four-part documentary series (each episode is one-and-a-half hours), which was aired prime time on the public television channel France 2. This program was, of course, carbon-neutral.

Most recently, in cooperation with the World Wildlife Fund, he launched the creation of a sustainable development exhibition center outside Paris, which will open in a few years.

Finally, Yann Arthus-Bertrand has begun working on a feature-length film that focuses on the state of our planet and the challenges we must overcome in order to preserve it.

## GoodPlanet.org's Mission:

- To promote sustainable development, with the goal of enabling each individual to become a player in our planet's development and the future of its inhabitants.
- To heighten public awareness of world problems through the organization's projects.
- To mobilize economic and political players by associating them with the organization's actions, thus allowing them to take active steps towards sustainable development.
- To act, setting up programs that bring concrete solutions to the threats facing the Earth.

## Main Projects Undertaken:

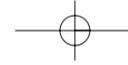
- 6 Billion Others: Over 4,000 interviews from across the world have already been gathered to facilitate a better understanding of the inhabitants of our planet. They explore themes such as family life, pain, war, happiness, laughter and tears. A major exhibition in 2008 will present this series of interviews. Access will be free of charge via the website: [www.6billionothers.org](http://www.6billionothers.org). This project is sponsored by the BNP Paribas bank.
- The School Poster Project: This educational and thematic exhibition is made up of approximately twenty posters highlighting major environmental and social issues in the world today. The posters are available free of charge for all French schools. This year's theme is 'Biodiversity: Everything is Alive, Everything is Interconnected'. Supported by [www.ledeveloppementdurable.fr](http://www.ledeveloppementdurable.fr), this program has been developed in partnership with the French Ministry of Education and the Ministry of Ecology and Sustainable Development.
- Action Carbone: In partnership with ADEME\*, this program helps companies, institutions and individuals to calculate, reduce and offset their greenhouse gas emissions by financing projects linked to renewable energy, energy efficiency and reforestation, so that we can fight climate change together. For more information, see: [www.actioncarbone.org](http://www.actioncarbone.org).
- GoodPlanet.infos: This bilingual French-English reference website will collect essential information regarding the state of the environment and sustainable development throughout the world. The site will include analyses from international experts and will put forward debates to encourage public discussion of environmentally friendly action. It will go online in late 2007. This project is sponsored by the BNP Paribas bank.
- Le Domaine de Longchamp: A test site for sustainable development to be developed together with the WWF in the Bois de Boulogne. The site, consisting of three hectares of land granted to the WWF by the City of Paris, will be restored according to strict environmental standards and will include renewable energy, a green transportation system and ecofriendly construction. During the week, access will be free of charge for schoolchildren.
- A reference book on the state of the planet: This title, to be published in 2008, will outline the various environmental problems that different countries throughout the world are facing. It will include, among other things, articles and essays authored by international experts on current issues such as global warming, overfishing and ecosystem productivity.
- Alive: This exhibition, which pays tribute to biodiversity, features both stunning photographs of animals as well as the terrible impact humanity has had on the planet; it introduces concrete initiatives that can be taken to fix the problems. 'Alive' aims to provoke an awakening in individuals and a subsequent change in daily behavior.

\* Agency for Environment and Energy Management

GoodPlanet.org

MASAI CATTLE PEN NEAR  
THE MASAI MARA NATIONAL RESERVE IN KENYA.



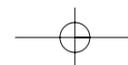


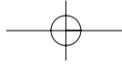
# Light sculpts everything.

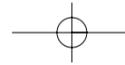
Light is what makes an image, there is no secret about that. I love the movement of the flattened grasses, the perfect line that these women, lit from behind, form in an ocean of wheat, with the colours of their veils and saris standing out in relief. Although I don't remember taking this exact shot, I find this photograph particularly touching, and I require that it be shown at all of my exhibitions.

When I fly over fields where men and women are working, they often stop what they are doing to look up at the helicopter, smile, and wave their arms and hands. I have to wait for work to begin again, as is the case in this photo, so that they will forget about me, and I can take the picture.

WORKING IN FIELDS NORTH OF JODHPUR,  
IN RAJASTHAN, INDIA







# EARTH FROM ABOVE: Limited Edition

A collector's edition with a limited print run numbered and signed by the author.

An impressive coffee-table book with a span of 1.4 meters (4.6 feet) when opened.  
A portion of the profits from the sale of this title will go to the organization GoodPlanet.org, founded by Yann Arthus-Bertrand.  
Hardcover (printed cloth on wooden board).  
Packaged in a birch wood box with an easel stand.  
A special binding that allows the book to be opened flat for a spectacular viewing experience.

*Earth From Above: The world's best-selling photography book*  
Nearly 4 million copies sold in the world.  
Translated into 25 languages and distributed in all countries throughout the world.

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## Case

Dimensions: 72,5 x 50,0 x 8 cm (28 1/2 x 19 3/4 x 3 1/4 in.)  
Made of matte-varnished birch wood.

## Book (closed)

Dimensions: 69 x 46 cm (27 x 18 in.)  
Pages: 234  
Cloth-and-wood cover.  
Weight (book only): 13 kg (29 lbs)  
Weight (with case and bookstand): 20 kg (44 lbs)

## Bookstand

Dimensions: 70,5 x 49 x 6,5 cm (27 3/4 x 19 1/4 x 2 1/2 in.)  
Birch wood bookstand delivered (flat) in case.  
Weight: 3.5 kg (8 lbs)

## Book (open)

Number of photographs: 115 full-color, including more than 25 new images.  
Special binding that allows the book to lie flat when open.  
PEFC-labelled paper: this environmental certification indicates sustainable managed timber and reforestation policies.  
Printed with environmentally friendly ink.

GoodPlanet.org

