

FINE LINE

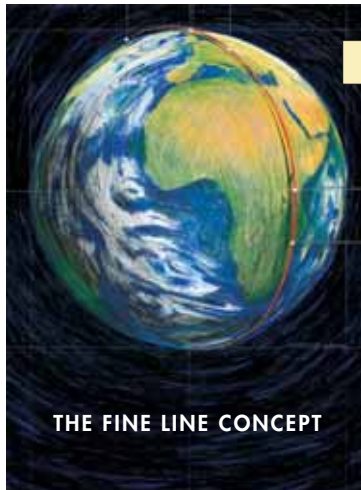


12 ENVIRONMENTAL SCULPTURES MADE ON HIGH POINTS LINKED BY A LINE WHICH ENCIRLES THE EARTH

MARTIN HILL & PHILIPPA JONES

FINE LINE

I was sitting on a beach looking at the sky and the sea when a flash of inspiration struck me. I had been wondering how I could live the rest of my life doing what I loved most, climbing and creating environmental art to communicate my design philosophy.



MY VISION A symbolic line drawn round the earth touching it at a series of twelve high points.

I would climb to each of these points and make sculptures from natural materials I found there.

I would photograph the sculptures and leave them to be harmlessly absorbed back into the environment from which they were made.

I sketched the image on a scrap of paper and began mapping out possible destinations.

I found an old globe and drew and redrew circular lines round it until I was satisfied.

I called it "The Fine Line" because of the fine line we tread between economic prosperity and ecological disaster.



Philippa Jones working on sculpture No one

THE WORKING PROCESS SEEMED TO SYMBOLISE WHAT I WANTED TO SAY: THAT NATURE'S CYCLICAL SYSTEMS CAN SERVE AS A DESIGN MODEL

The circular line refers to the interconnection of every life form. The closed loop is also a metaphor for the principles now being used in the redesign of business practices to minimise environmental impact and move towards a sustainable future

If Christo could wrap the Reichstag and make a running fence across most of Marin County why shouldn't I encircle the earth? Not in plastic or metal, but in an idea... an idea as simple as connecting far flung parts of the biosphere in a single cyclical system called nature and on which we and all life depend.

p h i l o s o p h y

That the world's environment is in trouble is obvious

We have all heard about global warming, deforestation, acid rain, extinction of species and a host of other potentially catastrophic problems, all created by we humans who are the only species that creates waste that stays waste.

What is less obvious is what we can do about all this

Through my study on the subject it has become clear to me that we need to fundamentally rethink the way we do things as human beings.

We need to redesign our lives and businesses so that we live within the limits of our planet's environment

This means fulfilling our needs without detrimentally affecting the ability of future generations to meet their needs

BUT HOW DO WE GO ABOUT THIS?

The changes required seem to run counter to the industrial and economic system that dominates our patterns of life and consumption.

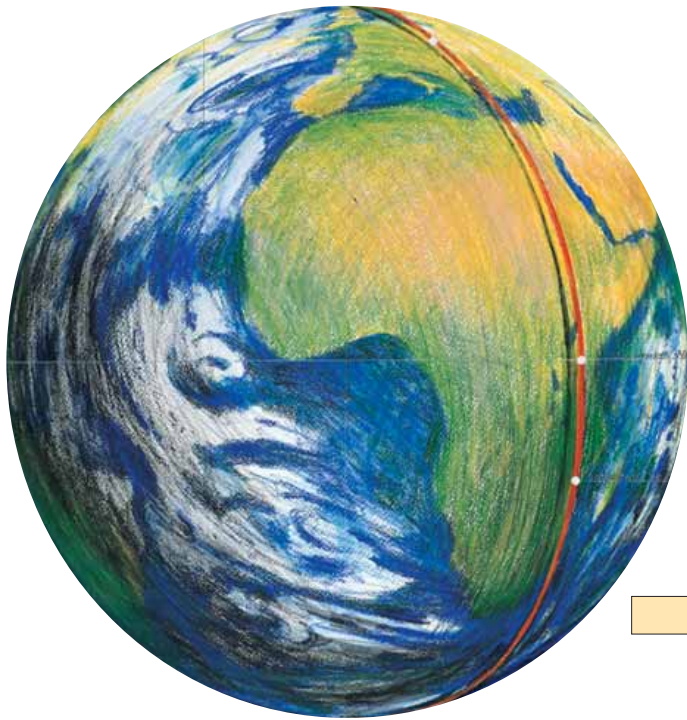


Can the system be redesigned from a take-make-waste, linear system to one that is cyclical like nature?

As I learned more about our environmental predicament I discovered people who were already successfully doing this- **organisations like The Natural Step** are helping large businesses to fundamentally rethink the way they operate, changing from linear to cyclical systems to completely eliminate waste and poisonous emissions. By using renewable energy sources and whole system design, they become in harmony with natural systems. Interface, the largest carpet manufacturer in the world, has taken these principles on board and doubled its income in four years while greatly reducing its environmental impact. Many other companies are embracing the ideas of leading thinkers, researchers and writers, such as Paul Hawken, a successful American businessman and author of *The Ecology of Commerce*, and Amory and L Hunter Lovins of the Rocky Mountain Institute. Their latest book, *Natural Capitalism*, is hailed as a manifesto for sustainability. More recently I have made contact with Bill McDonough in USA who wrote *Cradle to Cradle* and Edwin Datschefski in UK who wrote *The Total Beauty of Sustainable Products*. Both of them are influencing the way we will design and make everything in the future.

project aims

I RECOGNISE THAT EARTH IS A SYSTEM AND THAT WE MUST LEARN TO LIVE WITHIN THE LIMITS OF THAT SYSTEM



Inspiration to make the changes that are necessary to achieve this is what The Fine Line is about.

Environmental art is a powerful medium.

By creating the artwork out of what we find and leaving it to return to nature, we imitate nature's cyclical systems in which everything is reused or becomes food or energy for another species or process.

By climbing we reach truly wilderness places and have to be in balance.

The Fine Line evokes a symbolic thread linking the sculptures, symbolising the delicate thread that connects us all in the web of life.

WHAT I HOPE TO DO THROUGH THE FINE LINE PROJECT IS SIMPLE:

I WANT THE ART TO BE AN ANALOGY FOR

THE WAY WE CAN CHANGE

IF IT MAKES PEOPLE THINK AND ACT ON THESE CONCEPTS I WILL HAVE ACHIEVED MY AIM.

m a k i n g a s t a r t

I showed this idea to my partner Philippa Jones with whom I also share a climbing rope and a spirit of adventure.

She loved the idea and immediately agreed to accompany me to make the twelve sculptures.



**HAVING A GOOD IDEA IS ONE THING,
DOING IT IS ANOTHER.**

Although neither of us knew how we would achieve such a grand plan we committed to it anyway. We felt we could not expect to get sponsorship for our project without

making a start on it ourselves



We climbed to the summit of Mt Ngauruhoe an active volcano in New Zealand and spent two nights in a snow camp.

There we built and photographed a snow sculpture on the rim of the volcanic summit crater.



This was the first sculpture and will also be the site of the last sculpture, which will complete The Fine Line. We decided not to make the sculptures sequentially.



So we went to Yosemite in California and made another of the works on the summit of Half Dome.

The experiences we had creating two of the Fine Line sculptures taught us a lot, especially about how much equipment we needed to carry for filming and photography, and how this effects the climbing

The third sculpture was made on the summit of Karanbony in Madagascar after ascending a four hundred metre rock limb
The fourth work was made in the Bugaboo mountains of Canada.
and three weeks later we made the fifth work on the isle of Skye off the west coast of Scotland.

l o c a t i o n s

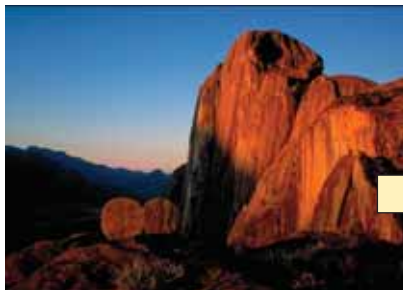
In choosing potential sites I was not so interested in the highest or most difficult peaks but in beautiful places with unique ecology where I would love to climb and make the sculptures.



The Fine Line had to start and finish in New Zealand where I live.

I chose the crater rim of **Mt. Ngauruhoe**

an active volcano in the central North Island, as the site for the first and the last work.



The other destinations evolved

Antarctica because of its beauty and importance to the earth's climate

Madagascar because of its unique ecology, endangered species and recently discovered big walls of granite

Mt Kenya in East Africa surrounded by the last big game parks and an encroaching human population, a peak I had come close to climbing in my youth



The European Alps, where mountaineering began, now under environmental threat from pollution and overcrowding

The Cuillin Mountains on the Isle of Skye where I had climbed as a teenager and remember the quality of the ancient rock, so good for climbing



Iceland's dramatic volcanic landscape with its unique fauna

Baffin Island above the Arctic Circle where some of the largest rock walls on earth rise straight from frozen fjords and where polar bears are more common than people

The Bugaboo mountains of British Columbia, Canada where classic alpine rock climbs on perfect granite lead to improbably sharp summits



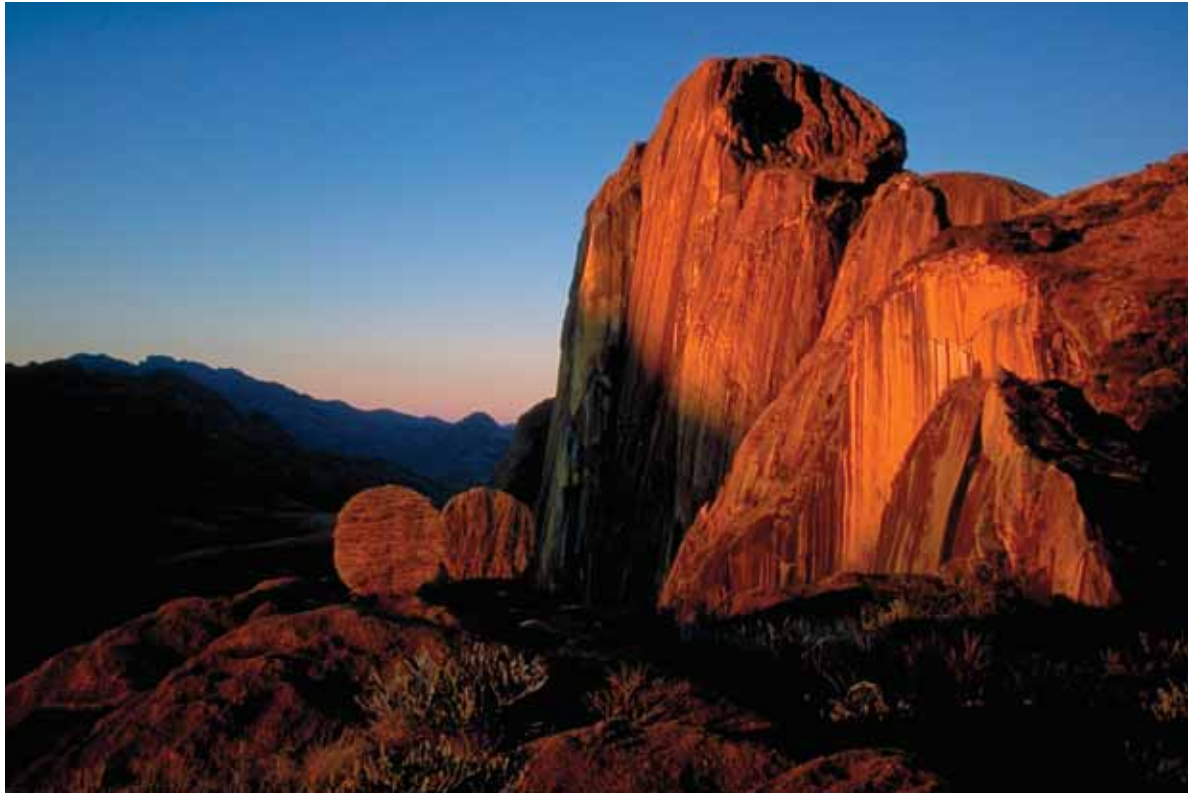
Half Dome in Yosemite National Park USA where big wall climbing began, still one of the world's great climbing destinations and wilderness areas in spite of two million visitors a year

Samoa, a tropical island in the Pacific ocean, where the marine environment is unspoilt, but for how long?

Locations

where sculptures have been made to date

FINE
LINE



**MADAGASCAR
EXPEDITION**
CLIMB AND SCULPTURE NO.10

Completed July 2001

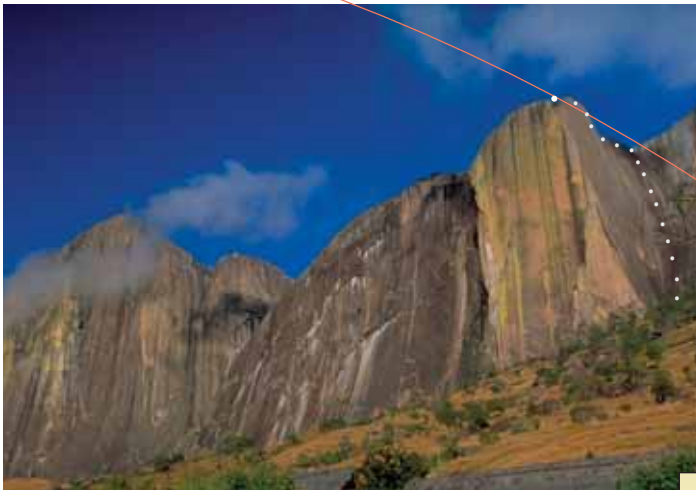
d e s t i n a t i o n m a d a g a s c a r

Madagascar is the world's fourth largest island and is situated off the east coast of Africa. Having been geographically isolated from Africa for millions of years, the island became a living laboratory for evolution, with a myriad of plants and animals unlike any other.

-A place in ecological crisis, it's regarded by some as the world's foremost conservation priority.

Recently climbers have been exploring the granite domes of the Tsaronoro Massif in the central highlands. With many rockfaces between 250-800m high the potential for big wall climbs is largely untapped.

The remote highland valley where we were based was 50km from the nearest road and two days' overland journey from the capital, Antananarivo. In this beautiful valley below the peaks Malagasy people live in small mud built villages, farming and herding their cattle to eke out a meagre livelihood.



The Fine Line environmental sculpture No.10 was created from grass which is abundant throughout the region, lashed together with local sisal and carried up to the summit of Karanbony, a prominent peak in the Tsaronoro Massif. The climb and the sculpture making were filmed and photographed. The sculpture was dispersed to return harmlessly to nature.

During our time in Madagascar we explored the country thoroughly. Conservation areas were visited to experience the unique native flora and fauna of Madagascar and environmental information was gathered and documented to be included in the project communications.

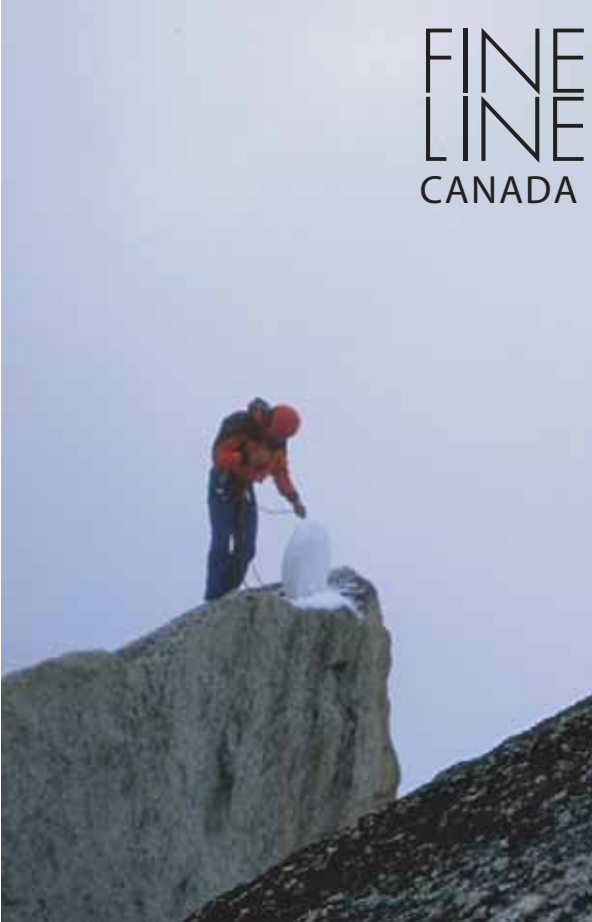
Martin Hill leading pitch 5 Alion →



The worlds smallest chameleon



FINE
LINE
CANADA



Location **BUGABOO MOUNTAINS
BRITISH COLUMBIA**

Climb **PIGEON SPIRE WEST RIDGE**

Altitude **3124 METERS**

Sculpture **SNOW**

Date **12 AUGUST 2002**



FINE
LINE
SCOTLAND



Location	THE KIOCH PINICLE ISLE OF SKYE SCOTLAND
Climb	KIOCH GULLY RUNING WITH WATER
Altitude	750 METERS
Sculpture	ROCKS
Date	SEPTEMBER 3 2002



public exposure



The Fine Line Project Has received considerable media coverage - from magazine and newspaper feature articles to radio and TV programmes.

The Fine Line Project was featured in a Martin Hill solo exhibition that toured four cities in Japan in 2001 and Nikon featured The Fine Line Project on their website.

Italian Elle magazine ran a feature article on the project in their fashion issue in 2003.

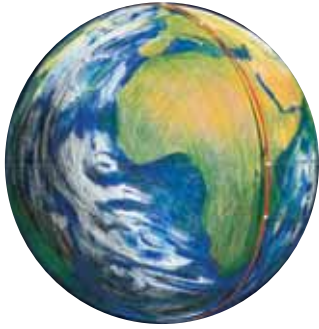
Martin Hill has presented keynote presentations on the Fine Line Project at sustainability conferences and forums including public presentations in Japan and New Zealand, one entitled "Survival By Design" with Ray Anderson, founder and CEO Interface.



Project communications will include:

- **The Fine Line Television Documentary.** An entertaining and educational programme of the entire project linking the environmental artworks with scientific principles and the sustainable design changes now taking place around the world.
- **The Fine Line Exhibition.** Featuring photographs of the twelve expeditions and sculptures and including documentary video footage.
- **The Fine Line Book** will capture people's imagination and act as a learning tool by incorporating the ideas of leading scientists, thinkers and designers with the powerful images and stories of the project.
- **The Fine Line Website.** An interactive educational site about the project and its implications in the world.

FINE LINE



s u p p o r t e r s

Dr. Karl Henrik Robert founder of The Natural Step has kindly offered the use of his writings in communications.

Paul Hawken CEO of the Natural Step USA, has also kindly offered the use of his writings in communications and will be interviewed on film.

Sir Edmund Hillary has offered to write a foreword to the Fine Line book when it is completed.

Tachi Kiuchi Managing Director, Mitsubishi Electric, Chairman, Future 500 will write for the project and be interviewed on film.

Ray Anderson CEO Interface Ltd. author of Mid Course Correction has offered support

Edwin Datschfski author of The Total Beauty of Sustainable design
Hisae Koyanagi Tomoe Incorporated. Our Japan agents working on environmental initiatives with Japanese businesses and organisations.

Graham Dingle NZ mountaineer and adventurer. CEO Project K .

Bob Harvey Mayor of Waitakere City

Rachel Brown New Zealand Sustainable Business Network

Lin Roberts CEO The Natural Step New Zealand

Sponsors

We are grateful to the following organisations who have provided goods and services which have helped us achieve the Fine Line expeditions.

Macpac

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The New Zealand Alpine Club

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EIC Digital Studios

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c u r r i c u l a v i t a e

Martin Hill

Born 1946 in London, Trained in Art and Design, London.

Creative Director of prominent communications design companies in Britain, Kenya, Australia, and New Zealand from 1967 to 1987.

In 1987 Founded a strategic design company in Auckland, NZ, which became Martin Hill Design.

Winner of many international and national awards for creative excellence, including, twice, the Gold Best Award, the Clio Award, Axis Award and IABC Gold Quill Award.

Example of design work on permanent exhibition at the National Bibliotheque du Graphique in Nice.

In 1995 began publishing photographs of his environmental sculptures as prints, calendars, cards and books. 2001 a solo exhibition of Hill's environmental sculpture photographs toured four cities in Japan.

Keynote speaker; Redesigning Resources Conference 2000

2002 Survival by Design Forum and Sustainable Business Conference

2002 sculpture photographs published by The Art Group

for world markets as posters cards and prints.

Member of NZ Alpine Club, NZ Designer's Institute,

NZ. Sustainable Business Network



Philippa Jones

Born 1950 in Auckland, New Zealand.

University of Auckland, educated in arts subjects.

Self employed as a craft basketmaker 1975-1988

Worked in newspapers as a subeditor 1988-1994

Founded a business manufacturing outdoor clothing, PackSack NZ Ltd.

1995 Began as a freelance writer specialising in adventure, travel and environmental and design features for magazines and newspapers.

Member of NZ Alpine Club, and instructor in rockclimbing courses in 1996 and 1997.

Since 1993 has travelled and worked closely with Martin Hill, as a committed partner in environmental sculpture work. Assists in planning and researching works, collecting materials and accessing locations.

Also assists in photography, video recording, written documentation.

Member of NZ Alpine Club.