

Aussie tech creatives, PHORIA will showcase its world's first environmental Augmented Reality Our Planet exper

After international success, PHORIA are bringing a pop-up activation of REWILD Our Planet to Australia for the first time. WWF Australia will also seek to raise awareness around Australia's environmental laws in light of the ongoing bushfire tragedy.



Melbourne, Jan 31, 2020 (Issuewire.com) - Pause Fest 2020 will be Australia's first glimpse of the popular Augmented Reality (AR) experience *REWILD Our Planet*, based on the Netflix original documentary series *Our Planet*. The winner of two Emmy® Awards, *Our Planet* was filmed over four years by Silverback Films and is narrated by world-renowned naturalist Sir David Attenborough. This short-term activation of *REWILD Our Planet*, run by PHORIA and in partnership with the World Wide Fund for Nature-Australia, will highlight the challenges that humanity and the planet face, why nature matters and how people can work together to ensure that nature thrives with us.

Since launching last year in three locations across the globe—ArtScience Museum (SNG), Dolby Soho (NYC) and We The Curious (UK)—*REWILD Our Planet* has been played by over 30,000 users and has won multiple awards in both [Melbourne](#) and [New York](#). The experience is a world first in social and persistent AR, designed to empower environmental education and positive behavioural change.

As Australia's leading Extended Reality company, PHORIA is excited to expand the impact of *REWILD Our Planet* by bringing it to festivals such as Pause Fest 2020. There it will feature alongside exhibitions

from other leading creatives and innovators, such as Adobe, Black Magic, RMIT and La Trobe University.

So far, 22,000 people have made pledges to better their environmental choices after experiencing *REWILD Our Planet*. WWF-Australia will be encouraging Pause Fest visitors to send a submission to Australia's key decision-makers, urging them to reform current environmental laws as part of the Environmental Protection and Biodiversity Conservation Act (EPBC) review. This consultation is a once-in-a-decade opportunity to reform our laws to ensure our most precious wildlife and wild places are protected. And we only have until April, 17th 2020 to have a say.

CEO and Co-founder of PHORIA, Trent Clews-de Castella, commented on why *REWILD Our Planet* is an important digital tool for social awareness and behavioural change: *"We believe now is the time to wake up and shift gears in our collective approach to reverse the loss of nature. Immersive technologies like AR and VR have this undeniable capacity to open our minds and hearts, to get us feeling more deeply connected to the world and to each other. That's why REWILD Our Planet is so special - it allows users to visualise the positive impact they could have and empowers them to take action together."*

Founder of Pause Fest, George Hedon, added that: *"I'm personally very excited about this project because I saw it in New York and having it premiere in Australia, while we're having the worst bushfires in history, is a powerful way to start thinking about climate change right here from Pause Fest."*

Yves Calmette, WWF-Australia's Chief Marketing Officer said, *"AR activations like REWILD Our Planet allow us to connect people to nature wherever they are. In this time of the devastating bushfire crisis, we hope we can provide inspiration and hope to encourage people to take action on issues like our need for urgent reform to Australia's environmental law."*

Also at the festival, WWF-Australia will be asking visitors to support their fundraising appeal in response to the devastating Australian-wide bushfire crisis.

Pause Fest will run at the Melbourne Exhibition and Convention Centre, February 5th - 7th 2020. Trent Clews-de Castella will also attend Pause Fest as a key speaker.

For more information or tickets to experience REWILD by PHORIA in person please visit:

<https://www.pausefest.com.au>

Discover *REWILD Our Planet*: <https://www.phoria.com.au/projects/wwf-rewild/>

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About PHORIA

PHORIA is a world-leading immersive tech studio that specialises in cutting-edge Virtual, Augmented and Mixed Reality (VR/AR/MR/XR) technology. With a globally recognised team of developers, creatives and partners, PHORIA is on a mission to transform human experiences and augment intelligent environments. They create powerful user interactions and social experiences, all with the goal to generate a positive impact on the world.

About Our Planet

Winner of two Emmy® Awards - *Our Planet* is a groundbreaking Netflix original documentary series where viewers witness stunning, never-before-seen footage of wildlife and their habitats - while also discovering why the natural world matters to us all and what steps must be taken to preserve it. All eight hour-long episodes of *Our Planet* are currently available to Netflix members worldwide, accompanied by behind-the-scenes content. Produced by Silverback Films Ltd. and in partnership with WWF, the landmark series is narrated by renowned broadcaster and natural historian Sir David Attenborough.

For additional information please visit media.netflix.com and follow us on social @OurPlanet #ShareOurPlanet.

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