



Brief project summary

If we gave all human beings their equal share of agricultural land on Earth, meaning the land currently used for crops and animal production, we would each have 0.7 hectares, the size of a soccer field. So, would this be enough to feed ourselves properly while preserving the soil for generations to come? This experiment is the starting point to allow consumers to realize the impact of our individual and collective “foodprint” while becoming more conscious of our dependency on small farmers for our own subsistence and the long-term sustainability of the planet.

Hectarium is an interactive documentary project to allow users to learn and play with their own imagined share of land while discovering what farmers from around the world propose as best practices to use farmland in a productive and sustainable way. The experience will combine available global data to visualize our individual impact and encourage users to explore a wide range of possibilities from a collection of videos from different types of farmers and experts from North and South of the planet.

To stream the experience, a video interface or widget will be created to allow users to both watch videos and manipulate the content. The goal for users will be to go through a small challenge deciding what and how to grow to then generate their own “farmer profile” that can be easily shared on social media. The project is intended for an audience of educated adults that consume news and information primarily via social media who are increasingly concern of their environmental impact and the quality of food they consume. The proposed interface and content should be easily embeddable and adaptable on a wide range of rich media platforms such as digital newspapers, organization websites and web-based educational kits in different languages.

This interactive project is based on the initial research by writer-producer Diego Briceño and is part of a larger transmedia proposal that will eventually include a linear film and other interconnected elements. Diego is a Colombian-born Canadian creator, with production experience both in Canada and Colombia and a vast trajectory in documentaries, participatory media and interactive experiences. Accompanying him, Pupa Productions (Montreal) and Laberinto Producciones (Bogota) join forces with their complementary wealth of experience and networks. For the research, the project already counts with the support of Earth Economics, an American organization specialized in environmental value assessments and the web development will be overseen by Pliab (Montreal), an award-winning web creation company, in collaboration with Makila (Montreal) a media co-op specialized in collaborative and socially-aware content creation.

Hectarium is a joint effort to offer concrete ideas and solutions around some of the most pressing issues of our biosphere and species, in a playful experience that will help us grasp what it means to be a responsible “passengers” on planet Earth today.