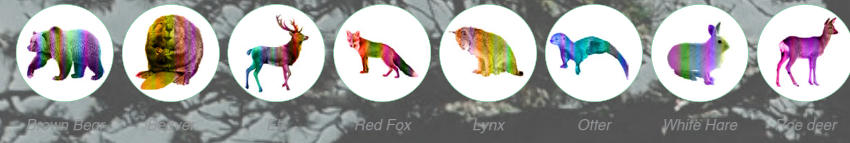


PRESERVE

Photographs of Chernobyl today unmistakably confirm that despite nuclear meltdown, 30 years of human inactivity is better for almost every other living organism than having us around. Indeed, the resiliency and self-renewal of nature is staggering compared to any 'eco-friendly' rejuvenation strategy that we can think of past letting it be. As silent observers, drones fully integrate the Omneberget natural ecosystem through their ability to remove us from it. These surrogates bring about the much needed shift in perspective as to what our potential contribution to the local fauna / flora ought to be. In terms of human intervention, biomimicry is no match for withdrawal; experience by proxy turns into the best preservation policy.

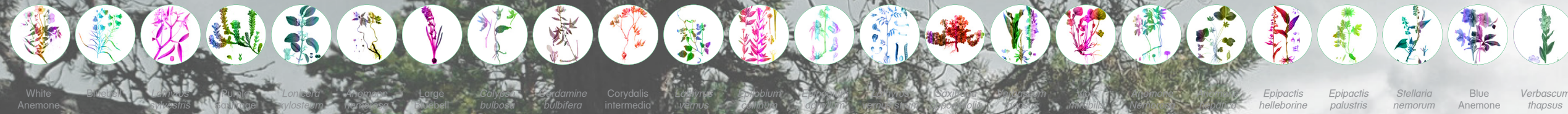
Fauna



Birds



Plants



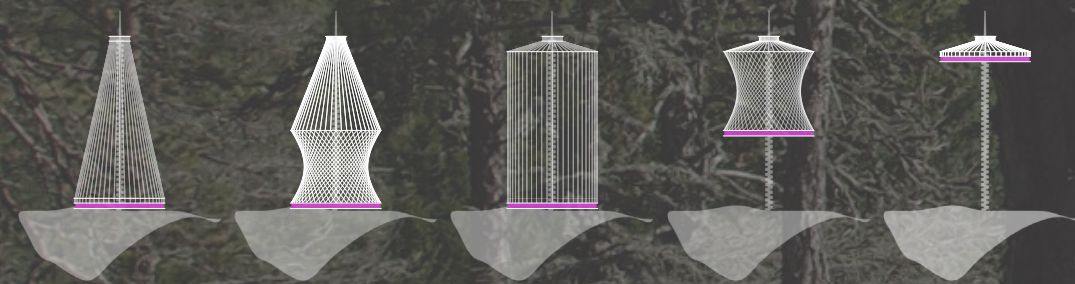
Trees



Lichen

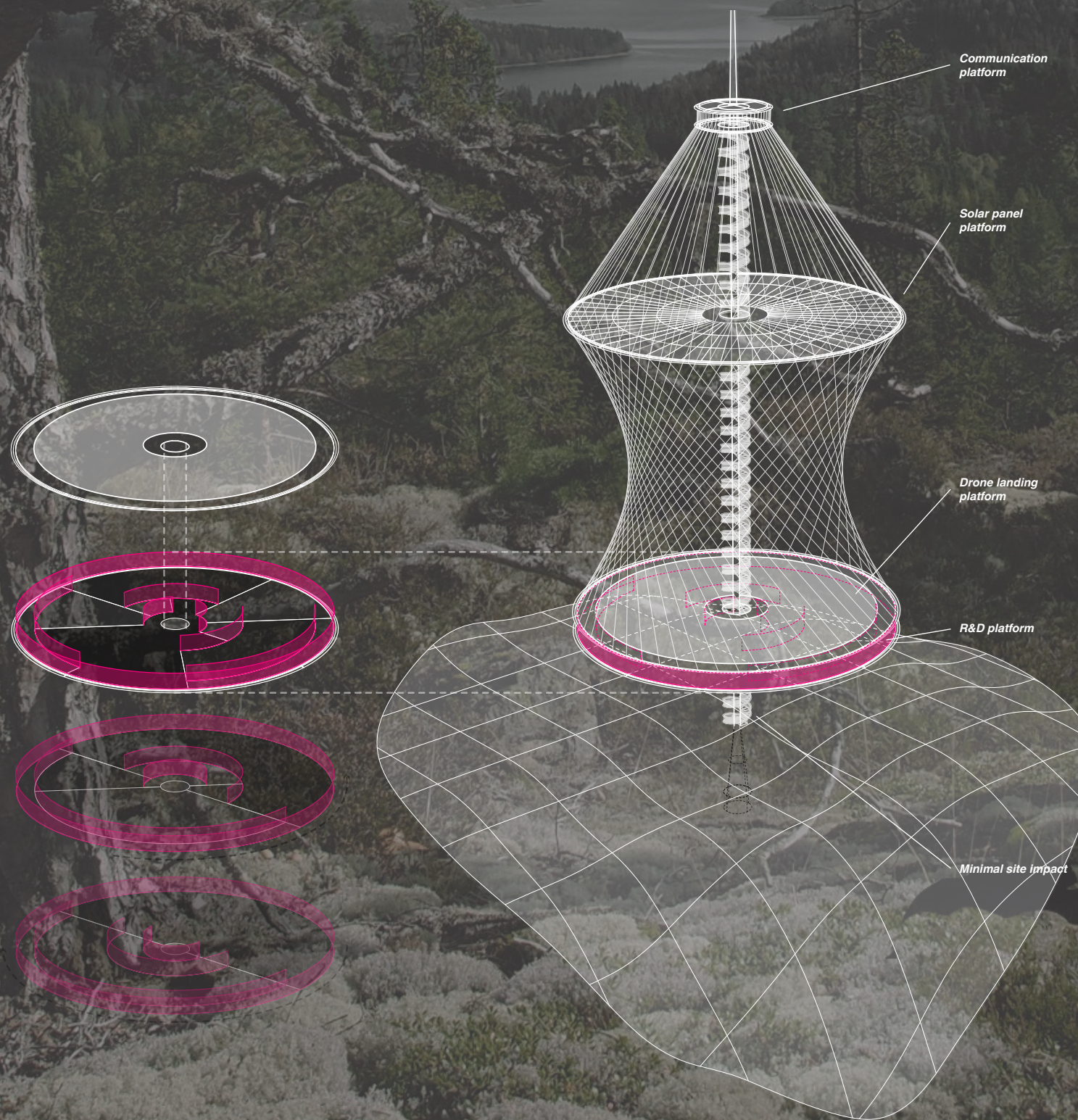


MONITOR



Deployment conditions

In the field, the leading cause of death of conservation workers is light-aircraft crashes at the low altitudes necessary for observing and tracking wildlife. Drones supersede the need for these dangerous, time-consuming, financially expensive and logistically challenging air surveys. Their disengaged yet real-time field-audits produce geo-referenced measurements monitoring the levels of post-glacial rebound, plotting carbon stocks and keeping track of the health of habitats critical to the survival of locally endangered species. As pixel resolution reaches 600 times that of traditional landsat maps, the produced and processed data turns Omneberget into the new reference for conservation research in the 21st century.



PROFIT

It is approximated that the world's growing protected areas (15.4% of the terrestrial realm spread across 193 countries) will require an annual investment of \$45 to \$76 G to be maintained. As conservation funding is among the first victims of austerity, drones bridge the disconnect between the economic and environmental spheres. Agriculture companies, mining conglomerates and the military industrial complex alike all stand to profit from various applications of drones in new emerging markets; Omneberget acts as their sponsored testing ground for R&D and reinvests the profits back into its site-specific conservation effort. As such, the site and correlated ecosystems gain new economic value beyond their appraisal as raw material.

ENJOY

Numerous studies convey that the exposure to natural environments has multiple social benefits, from the increase of happiness and physical health to the valuing of community and closeness. At the risk of converting it into an abstract aesthetic, drones deliver nature as a product to a generation increasingly familiar with the interweaving of intimacy and distance. Natural exposure evolves alongside human habitat; from a leisurely backdrop to the residential zones in the industrial city to a disseminated and omnipresent circuit in the post-industrial cybernetic city. As constructs born out of the mobile era, drones become tools for narcissism as much as curators of shared content: a proxy for nature feeding back and forth from the individual to the collective.

