

HARD RAIN

Oh, where have you been, my blue-eyed son?
 Oh, where have you been, my darling young one?
 I've stumbled on the side of twelve misty mountains,
 I've walked and I've crawled on six crooked highways,
 I've stepped in the middle of seven sad forests,
 I've been out in front of a dozen dead oceans,
 I've been ten thousand miles in the mouth of a graveyard,
 And it's a hard, and it's a hard, it's a hard, and it's a hard,
 And it's a hard rain's a-gonna fall.



Hard Rain is an outdoor exhibition that has already been seen by 10 million visitors to botanic gardens around the world. It combines photographs with the lyrics of rock music's great, poetic writer to explore climate change, species loss and poverty in a startlingly original way.



In this extraordinarily powerful show – moving, delicate, cryptic, violent by turns – Edwards and Dylan remind us of how much is at stake.

Gerry McCarthy, *Sunday Times*

BACKGROUND

Mark Edwards, lost on the edge of the Sahara desert, is rescued by a Tuareg nomad who takes him to his people. Late at night he turns on a cassette player and Bob Dylan sings *A Hard Rain's A-Gonna Fall*. It's July 20th 1969. Armstrong and Aldrin have just landed on the moon and are planting an American flag in a crater.



As Dylan piles image upon image, the idea comes to Edwards of illustrating each line of the song. In the years that follow, he travels to over 150 countries to photograph our headlong collision with nature. *Hard Rain* is the result – an unforgettable exhibition that forces us to confront a difficult question: will we, our governments, the faith community and business leaders be brave and bold enough to act, or do we brace ourselves for a truly miserable descent into environmental and social collapse?



Hard Rain at the Royal Botanic Garden, Edinburgh

The exhibition was launched in 2006 at the Eden Project in Cornwall, UK to huge public and critical acclaim, attracting the support and endorsement of political and environmental leaders across the world.

It has been displayed at over 40 venues in principal cities around the world. In May 2008 it opened in the US at the United Nations Building in New York.

Forthcoming venues will take Hard Rain to Easter Island and the Arctic Circle. A documentary film is planned.



Eden Project, Cornwall



United Nations Building, New York



Kirstenbosch National Botanical Garden, Cape Town



Royal Botanical Garden, Madrid



National Botanic Gardens, Dublin

Oh, what did you see, my blue-eyed son?
 Oh, what did you see, my darling young one?
 I saw a newborn baby with wild wolves all around it,
 I saw a highway of diamonds with nobody on it,
 I saw a black branch with blood that kept drippin',
 I saw a room full of men with their hammers a-bleedin',
 I saw a white ladder all covered with water,
 I saw ten thousand talkers whose tongues were all broken,
 I saw guns and sharp swords in the hands of young children,
 And it's a hard, and it's a hard, it's a hard, it's a hard,
 And it's a hard rain's a-gonna fall.



A SERPENT IN EDEN

So why is *Hard Rain* so stunning and so moving, and why does it feel so right? Part of the answer, of course, lies in the quality of the visual images, mostly by Edwards himself, but also by Sebastião Salgado, Chris Steele-Perkins and other photographers. But the thematic bundling of these images with Dylan's song could still seem gauche or exploitative were it not for two factors.

The most important of these is the sheer brilliance of the dialogue Edwards has created between the words and the images, the way they synthesise into some third form that combines the stillness of a picture with the urgency of a ballad. Edwards's conjunctions are so carefully and thoughtfully constructed that they enforce on the viewer a kind of tact that wards off mere voyeurism.

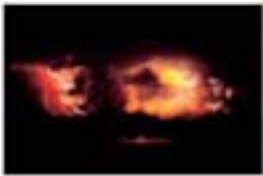
The other factor that allows Edwards to escape the dangers of depoliticising his images is his deliberate creation of a specific context for them. The exhibition is aimed quite deliberately at botanical gardens and arboretums, in which it is being shown around the world. The choice is not whimsical. The lushness and abundance of the gardens, with their collections of plants from the far-off tropics, makes *Hard Rain* a serpent in Eden, albeit one which comes to tempt us with the truth. Amidst these figments of the natural world, the exhibition plays out its own subtitle: *Our Headlong Collision with Nature*.

Fintan O'Toole, *Irish Times*

Jesus... When you have seen this exhibition, life stops for a moment. I don't know how people can go on like this. I listened to the song as well. It was so moving. Even at the age of twelve, I find it hard to comprehend this. I cried over it.

Meera Patel, UK

And what did you hear, my blue-eyed son?
 And what did you hear, my darling young one?
 I heard the sound of a thunder, it roared out a warnin',
 Heard the roar of a wave that could drown the whole world,
 Heard one hundred drummers whose hands were a-blazin',
 Heard ten thousand whisperin' and nobody listenin',
 Heard one person starve, I heard many people laughin',
 Heard the song of a poet who died in the gutter,
 Heard the sound of a clown who cried in the alley,
 And it's a hard, and it's a hard, it's a hard, it's a hard,
 And it's a hard rain's a-gonna fall.



The Government is playing its part and I hope that Hard Rain encourages others to do so too.

Tony Blair

I walked along the line of posters, words piled on words, image on image. I knew the lyrics; Dylan was part of the soundtrack of my life, yet somehow the apocalyptic vision was just that, a warning rather than a description. Suddenly this was a reality. Now each line of the song was real and by the time I reached the end there were silent tears running down my face.

We must act – as individuals and collectively. Regret what we have done and what we have failed to do. Take action and get angry at those who don't. Can I tell my grandchildren that I knew but did nothing?

Geoff Brace, Ipswich

This disturbing, powerfully moving exhibition is a masterpiece that summons up the ghosts of our past and a vision of the future that is ours to change. Regret and optimism make strange bedfellows, but great artists have always known this.

Tim Smit, Chief Executive and co-founder, The Eden Project

A few weeks ago my girlfriend told me about a class trip from her school to the Eden Project. The teachers were all back at the bus and getting increasingly anxious that the children had not returned. It turned out that they had not been able to draw themselves away from the Hard Rain display – so your message is getting out to the people that will make the change. I left with a copy of the book and a constant reminder of what is often overlooked in society today, vowing to become much more aware of what difference each of us can make.

Paul Hassall, Ipswich

We doubtless need statistics and learned analyses if we are to get to grips with the world but most of all we need to give a damn, and here we can see, if we take just a few minutes, why we should. This is the power of art.

Colin Tudge

Each day I avert my eyes and steer my thoughts away from the inevitable outcome. I ignore the headlong rush which sweeps us all along and bury my head in silence and in shame. The monumental extent of that which brings about our end has seemed unassailable. Increasingly I have been unable to engage. Everywhere I look I see my own participation in this race to, and over, the precipice. Hard Rain inspires me to try and stand again. To know that others share this bleakest outlook brings a ray of hope. At first I thought that Dylan's lines should not be illustrated. I was wrong.

Sincerely, **Christy Moore**

Oh, who did you meet, my blue-eyed son?
 Who did you meet, my darling young one?
 I met a young child beside a dead pony,
 I met a white man who walked a black dog,
 I met a young woman whose body was burning,
 I met a young girl, she gave me a rainbow,
 I met one man who was wounded in love,
 I met another man who was wounded with hatred,
 And it's a hard, it's a hard, it's a hard, it's a hard,
 It's a hard rain's a-gonna fall.



HARD RAIN SLIDESHOW

The Hard Rain Slideshow is a personal account of the environmental journey Mark Edwards embarked on in 1969. The presentation opens with Bob Dylan's, "A Hard Rains A-Gonna Fall". The exhibition pictures are projected to the song in a moving and unforgettable introduction to an illustrated talk that explores the state of the world and its people, and brings alive the urgent need to reinvent the modern world so that it is compatible with nature.

Hard Rain lasts 50 minutes and is illustrated with over 200 striking images from around the world.

For more information or to book a Hard Rain exhibition or slideshow, email mark@hardrainproject.com or call **+44 (0)20 8858 8307**

Oh, what'll you do now, my blue-eyed son?
 Oh, what'll you do now, my darling young one?
 I'm a-goin' back out 'fore the rain starts a-fallin',
 I'll walk to the depths of the deepest black forest,
 Where the people are many and their hands are all empty,
 Where the pellets of poison are flooding their waters,
 Where the home in the valley meets the damp dirty prison,
 Where the executioner's face is always well hidden,
 Where hunger is ugly, where souls are forgotten,
 Where black is the color, where none is the number,
 And I'll tell it and think it and speak it and breathe it,
 And reflect it from the mountain so all souls can see it,
 Then I'll stand on the ocean until I start sinkin',
 But I'll know my song well before I start singin',
 And it's a hard, it's a hard, it's a hard, it's a hard,
 It's a hard rain's a-gonna fall.

"A Hard Rain's A-Gonna Fall" lyric © Bob Dylan, Special Rider Music/Sony/ATV Music Publishing 1963, 1991



Dylan and Edwards take storytelling to a new level.

Kevin Keliher, *Buckner & Company*, Dallas, Texas

It is one of the most powerful presentations I have ever seen – and it has a huge impact on audiences. He forces them to dig deep into their own personal, emotional responses to the state of the world and its people, an experience which can often be uncomfortable as well as very challenging.

Jonathon Porritt, *Founder Director, Forum for the Future*

Like many people I found Hard Rain overwhelming. It stopped me in my tracks. A sense of purposeful commitment to change and to facing up to the challenges of the future was restored by Mark Edwards' beautifully poignant slideshow. Don't miss it!

Stephen Blackmore FRSE, *Regius Keeper, Royal Botanic Garden*, Edinburgh

Mark is one of the most effective photographers in the world. In his slide presentation he showed us that he has two voices: the "voice" of his images and the "voice" of his lecturing. With superb timing and with a wonderful way of linking pictures and words he revealed things that have been invisible to us. There are a few others who have such a thorough grasp of issues of the environment, development and new approaches to business practice. For 1,000 people Mark's lecture was a truly memorable occasion.

Herbert Giradet, *Chairman, Schumacher Society*, London

Mark has brought us an extraordinary account of our environmental crisis. Hard Rain is electrifying – the most moving slide presentation I have ever seen. He transported his audience from the Sheraton Ballroom in Perth, Australia to facets of a world seldom seen by one individual. We travelled with him and went away transformed in our understanding. His commentary forces us to ask fundamental and unexpected questions about ourselves and how we live. An extraordinary experience.

Philip Noyce, *Director, United Nations Forum*

I saw *An Inconvenient Truth* last night, and can honestly say that I think Hard Rain is ten times better. It highlights the earth's plight so much more succinctly, emotionally and artistically. Your presentation left a tear in my eye, Al Gore's left a question mark.

Mel Trievnor, London

Thank you for your impressive Hard Rain presentation for the IPCC scientists in Berlin. I enjoyed... is this the right word? Somehow, yes. Although the pictures are hard-hitting and disturbing they gave me something that had been missing from the conference. I felt frustrated by all the dry scientific statements – does it make sense to go over the same ground again and again?

Watching you give the presentation was like watching a conductor. I was astonished at how deeply I was touched and involved by the careful and intelligent combination of words, music and pictures. You involved all our senses in your artwork. I must confess that I started to weep after two or three pictures. At first I tried to stop, but after some moments I saw many people around me – experienced scientists, tough journalists, especially men – who had to take off their glasses; and I am convinced that your pictures meant as much to many of them as to me.

Sonja Waldhausen, *Research Scientist*, Berlin



MARK EDWARDS is one of the most widely published editorial photographers in the world. His pictures from more than 150 countries illustrate environmental and development problems and the many positive things people are doing about them. The United Nations Environment Programme (UNEP) added his name to the prestigious Global 500 Roll of Honour in 1990, and the Royal Geographic Society awarded him the Cherry Kearton Medal at the Earth Summit in 1992.

In 1985 he founded Still Pictures, the world's leading photo agency specializing in

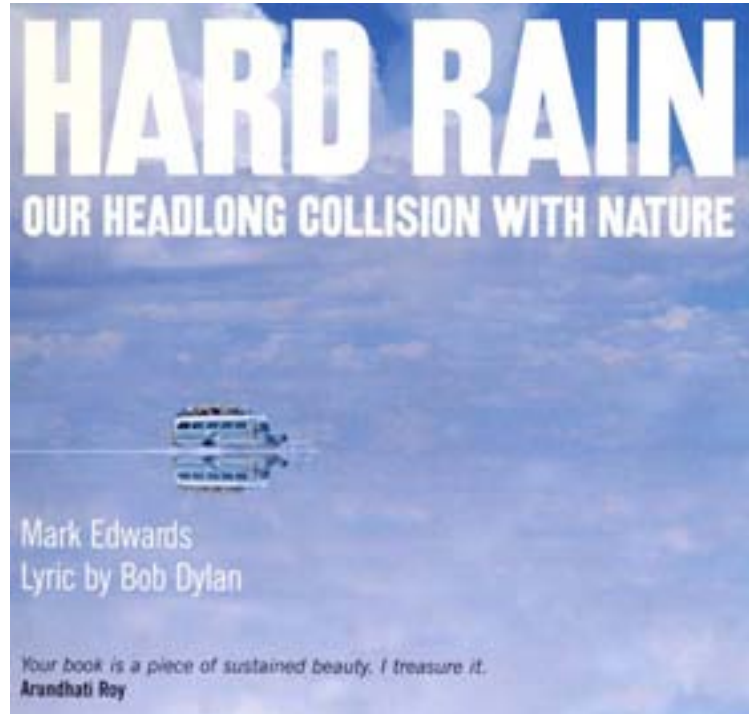
the environment, social issues and nature. Over 1,000 photographers around the world supply the agency with pictures and photo features.

His work is in the collections of private collectors and museums in Europe and America. He has produced two major books and exhibition projects.

His previous collaboration with UNEP, Focus on Your World, a permanent display of 400 large prints at Heathrow Airport, was seen by over 5 million travellers and was judged the most popular attraction at the airport.

HARD RAIN BOOK, POSTERS AND POSTCARDS

The Hard Rain book, now in its third edition, includes a new photo essay by **Mark Edwards** and four new chapters: *No Time for Denial* by **Jonathon Porritt**, *Hard Choices* by **Robert May**, *Beware the Climate Fixers* by **John Elkington & Geoff Lye** and *Changing Consciousness* by **David Bohm**.



Hard Rain Project is a not-for-profit company. Proceeds from book, CD and poster sales and slideshow presentations fund exhibitions that illustrate global solutions to the problems depicted in Hard Rain.

HERE TODAY



Hard Rain is the first in a series of outdoor exhibitions. The second, **Here Today**, looks at the state of the earth but illustrates “living solutions” to the problems that are defining the 21st century. Best-practice solutions from cities, rural communities, industry and governments show that human ingenuity has already given us

answers to many of our most complex problems. The real stumbling block lies in scaling up these initiatives to meet the challenge. **Here Today** will encourage visitors to botanic gardens around the world to campaign to bring best sustainable practice to their community or country.

The cornerstone of the new exhibition is a speech US President John F. Kennedy gave in the wake of the Cuban Crisis, after staring into the nuclear abyss, and only months after Bob Dylan wrote “A Hard Rain’s A-Gonna Fall”. He spoke to people across all boundaries, raising the prospect of a planetary approach to solving world problems:



“Our problems are man-made – therefore, they can be solved by man. And man can be as big as he wants. No problem of human destiny is beyond human beings. Man’s reason and spirit have often solved the seemingly unsolvable, and we believe they can do it again... For in the final analysis, our most basic common link is that we all inhabit this small planet. We all breathe the same air. We all cherish our children’s future. And we are all mortal.”



We need to move urgently towards forms of progress that sustain all of humanity, while sustaining the planet. This simply expressed

but complex challenge is proving difficult for governments, business and individuals to act upon.

Leading thinkers in the environmental movement will contribute ideas that visitors can store and reuse in their own lives. How do we live better with less? How do we harness the spirit reserved for war and harness it to the cause of sustainability?

We have to show that the human race is capable of sustaining life at a high level of technology. We need to change light bulbs, but we also need to change how we think. Our cultural achievements and our mastery of science have made us forget that “human” is just a word for a species of animal, that we are part of nature and dependent on nature. The exhibitions are designed to be shown in botanic gardens around the world – places of great beauty shaped by scientists,



environmentalists and gardeners. These gardens allow us to reconnect with nature – the first step towards a radically new worldwide approach to our problems.