

Advance Information

HARD RAIN OUR HEADLONG COLLISION WITH NATURE

Mark Edwards
Lyric by Bob Dylan

Third revised edition
Includes a new essay by Tim Smit

Each line of Bob Dylan's poetic masterpiece, A Hard Rain's A-Gonna Fall, is illustrated by leading photographers in this startlingly original book by Mark Edwards. Hard Rain brings alive our global problems and shows how they are all connected by cause and effect. Poverty, the wasteful use of resources, pollution, the loss of habitats and species, and the summation of our problems, climate change, are all understood to some degree by decision-makers but they typically continue to be addressed as separate issues. Hard Rain shows that we need to tackle all our problems together if we are to solve any one of them.

A copy of Hard Rain has been sent to every prime minister and president. Gordon Brown's heartfelt reply sums up readers' comments to the first two editions of the book.

Hard Rain is both a tremendous achievement and an incredibly troubling book to read – an unrelenting catalogue of burnt and barren landscapes, shrunken ice caps and devastated, dislocated lives.

Page by page it conjures up the terrible consequences of unchecked climate change – a human catastrophe that is quite unprecedented in our history, but one that we can no longer afford to deny.

Already, climate change and the competition for natural resources are destroying livelihoods, creating refugees and stoking conflicts right around the world. To allow this disaster to deepen further would be an unforgivable injustice - for whilst it is the richest countries that have caused this degradation, it is the poorest who are suffering its worst effects.

So if Hard Rain is a photographic elegy it is also an impassioned cry for change. Forceful, dramatic and disturbing, it is driven by what Martin Luther King called "the fierce urgency of now" - and I believe the call for a truly global response to climate change is an idea whose time has finally come.

Rt Hon Gordon Brown MP

The Hard Rain exhibition has been seen by over 12 million people at 50 venues on every continent. One of the most successful displays ever created, it has attracted huge public and critical acclaim, along with the endorsement of environmental leaders and celebrities across the world.

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**Reinvent the modern world so
it's compatible with nature
and human nature**



www.hardrainproject.com

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PROMOTION DETAILS

Hard Rain exhibition at St Martin-in-the-Fields,
Trafalgar Square opens Sunday 25 October and
runs to January 2010

Documentary presentation by Mark Edwards
inside the church on 16 November

Hard Rain will be displayed in
Magasin Metro Square in central Copenhagen
during the critical UN climate conference
in December

The exhibition continues to tour worldwide, with
confirmed displays at city-centre venues in
Amsterdam, Bangalore, Melbourne, Mumbai, and
in towns across Norway and Sweden

Widespread review and feature coverage assured
in all territories as the media spotlight turns on the
Copenhagen conference

National, local and international radio interviews

UK university and college tour throughout 2010,
with a new exhibition highlighting practical
solutions to the problems illustrated in Hard Rain

Hard Rain concerts are also under discussion for
Summer 2010

Mark Edwards is one of the few environmental
communicators to have personally witnessed the
global issues that are defining the 21st century.
His photographs are published worldwide.
He has published several bestselling books on
photography and co-authored Changing
Consciousness with experimental physicist
Professor David Bohm.

Contact Mark Edwards to organise a Hard Rain
event in your area
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