

PROJECT
HOLOCENE

*An International Illuminated Art Exhibit
In Support of Wild Animal Conservation*

BY ARTIST

RUSSELL RONAT



MISSION

The project aims to share a message of conservation.

The paintings show the beauty and fragility of endangered species and help build awareness around the importance of protecting biodiversity. A wide variety of endangered insects, birds, reptiles, aquatic creatures and animals are represented in the project.

Art Communicates

Empathy

Awareness

Education

PROJECT HOLOCENE

Project Holocene is an international art exhibit focused on wild animal conservation created by artist Russell Ronat. The project features over 90 different paintings of animals that are threatened or endangered.

The large, illuminated paintings from the collection have been on display or in upcoming exhibits at the following zoos and aquariums in featured 4-6 month exhibitions:

L.A. ZOO

PHOENIX ZOO

CALGARY ZOO

ELMWOOD PARK ZOO

KNOXVILLE ZOO

SAN ANTONIO ZOO

DALLAS ZOO

AKRON ZOO

GEORGIA AQUARIUM

CLEARWATER MARINE AQUARIUM



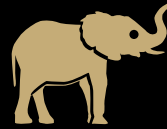
THE TRAVELING
EXHIBIT

3 EXHIBIT THEMES



AQUATIC SPECIES

Focused on Endangered
Aquatic Animals



GENERAL ZOO

A Variety of Threatened &
Endangered Animals



GARDEN / BUTTERFLY

Butterflies & Other
Invertebrates

The works are rented for 4-6 month exhibitions, each exhibit is unique and customized based on paintings selected and available space.

The exhibit is very simple to install, and can be mounted on any interior/exterior wall.

EXHIBIT OPTIONS

INDOOR/OUTDOOR

In indoor spaces the lighting can be controlled to create a consistent, captivating display. Outdoor display allows for giant exhibitions of art in large areas: walkways, lakes, paths, construction walls/fencing and the exterior of buildings and structures. In outdoor spaces the paintings are created to withstand weather (rain, cold, wind). The flexibility of the exhibition allows for an impressive showpiece display at any event or venue.

DAY/NIGHT

The illuminated works can be seen day or night. The artwork is painted to look vibrant for daytime viewing. In darkened space the backlit illumination shows the many layers of paint & texture shining through the painting.

CUSTOMIZABLE

The artwork can be customized to the exhibit space and are flexible based on display requirements. The paintings can be created at any size (up to 50 ft tall or wide). You can select from over 90 paintings that are printed and then hand painted to create unique mixed media artwork.

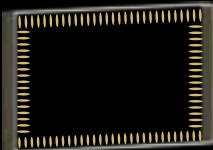
EASY FRAMING & LIGHTING

FRAMING



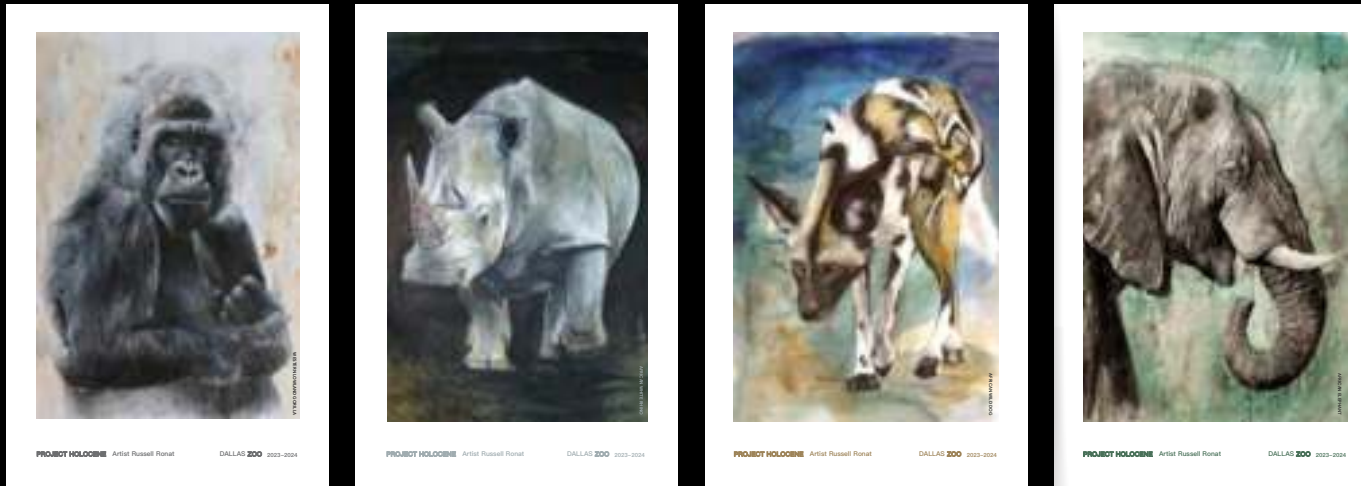
The paintings ship as fabric and unframed. The framing is very simple to construct (open wooden frames with 4"x1" wood) and inexpensive. Detailed instructions are provided. This allows for inexpensive shipping of the exhibit and substantial savings on unnecessary crating/shipping.

LIGHTING



Inexpensive outdoor graded LED tape lights are installed around the inner edge of each painting. This provides uniform lighting throughout the painting.

EXHIBIT GIFT SHOP PRINTS



12" X 18"
HIGH QUALITY POSTER PRINTS

We have unique posters of exhibited paintings that can be offered in your zoo/aquarium/museum gift shop and/or auction ideas to raise funding.

EXHIBIT SIGNAGE

**3'X5' ILLUMINATED
ABOUT THE EXHIBIT
SIGN
(INCLUDED)**

ABOUT THE EXHIBIT

Each exhibit includes a 3x5 foot back-lit informational sign at no additional cost. These signs can be customized with text provided by the zoo/aquarium/museum, as well as information about the exhibit itself.

ANIMAL SPECIES GENERAL INFORMATION SIGNS

16x20 inch informational signs about each animal represented in the painting are also available. These signs include general information about each animal, as well as information about current threats and conservation efforts. The signs are printed on aluminum board and laminated with easy to clean vinyl. A small LED spotlight is included for each sign. The signs are very durable and can be displayed indoors and outdoors.

 <p>Latin name [Okapia johnstoni]</p>	<p>EN IUCN Red List Status [Endangered] Current Wild Population: Estm. 10,000-35,000 Population Decline: From 50,000 in 1950</p>
 <p>Habitat The okapi's habitat is the Ituri Forest in the Democratic Republic of the Congo. The Ituri Forest is a dense rainforest with a high level of biodiversity.</p> <p>Phenology & Diet Okapis are the only known living members of the giraffe, but they look more like zebras with their striped hindquarters and legs. They have long necks, but not as long as giraffes. Okapis also have short horns on their heads.</p> <p>The okapi's coat is a deep reddish-brown color, with white stripes and patches on its hindquarters and legs. Okapis are about the size of a small horse. They are often found in the Ituri Forest and are thought to be the closest living relative to the giraffe.</p> <p>Okapis are herbivores, and their diet consists of leaves, twigs, and other plant material. They use their long tongues to reach leaves that are high up in trees. Okapis also eat fallen fruits, seeds, and flowers.</p> <p>Social Life Okapis are solitary animals, and they only come together to mate. Females give birth to a single calf after a gestation period of about 450 days. Calves stay with their mothers for about two years before they go off on their own.</p> <p>Intelligence & Personality Okapis are intelligent animals that have been shown to recognize and respond to human commands. Okapis have also been shown to be able to use tools, such as sticks, to scratch themselves. Okapis are gentle and shy animals. They are also very curious. Okapis communicate with each other using a variety of sounds, including grunts, whines, and whistles.</p> <p>Fun Fact! Okapi babies are born with their eyes open and can stand and walk within minutes of being born.</p>	<p>Threats</p> <p>The okapi's habitat in the Ituri Forest is being lost and fragmented due to illegal logging, mining, and agricultural expansion. This makes it difficult for okapis to find food and mates, and it also increases their risk of being killed by poachers. Okapis are poached for their meat and their skin. Their skin is used to make traditional clothing and other items. The Ituri Forest is home to a number of other species, and the conflict is also a threat to the okapi.</p> <p>Conservation Efforts!</p> <p>Establishing protected areas: The Okapi National Reserve was established in 1992 to protect the okapi and its habitat. However, the reserve is poorly managed and does not provide a safe haven for the okapi. Efforts are being made to effectively protect okapis from poachers and other threats.</p> <p>Community-based conservation: There are a number of community-based conservation projects in the Ituri Forest. These projects are led by local communities and are focused on protecting the okapi and its habitat. These projects are also providing income to the local communities.</p> <p>Anti-poaching patrols: Anti-poaching patrols are being conducted in the Okapi National Reserve and other areas where okapis are found. These patrols help to deter poachers and to apprehend those who are caught poaching.</p> <p>Artist Russell Ronat Project Holocene</p>

VIDEO PROJECTION

PROGRESSION OF THE OKAPI (VIDEO LINK)



A video projection created for the Dallas Zoo Exhibit with custom messaging from the Dallas Zoo about their conservation project "Protecting the 12". This projection is part of a 6,000 sq. ft. Project Holocene exhibit, opening November 2023- May 2024

PAINTING IN CREATION FILMS

The video work shows the painting in creation. Each step of the creation process is recorded and the progression of the work is shown. The video piece can be projected on the exterior of buildings. Unique messaging/text can be added to the conclusion of each projected video.

ABOUT THE ARTIST

RUSSELL RONAT



RUSSELL RONAT

Project creator and artist Russell Ronat is originally from South Africa. He is a Denver based contemporary artist and the creator of Project Holocene. It is his goal to draw and paint many endangered animals and show the beauty and fragility of many species in his drawings, illuminated paintings and video work.

All of his final drawings on paper or canvas are created with many different marks, layers and textures. His current work also includes large painted prints on fabric of endangered species. These prints are illuminated with back-lighting and often displayed outdoors. A large variety of endangered species are represented in the exhibit. The artist also creates projection work that shows the progression of a painting moving and coming into creation.

He has partnered with conservation charities around the world to bring attention and funding to wildlife issues. These charity events include exhibits at: National Geographic Encounter in NYC, Glasshouse Museum to benefit the Koala Hospital in Port Macquarie Australia, Art Basel to benefit Global Wildlife Conservation, Bonobo Conservation Initiative in Washington Square, NYC and the RiNo Art District exhibit in Denver, Colorado in support of the Katie Adamson Conservation Fund.

An established, contemporary mixed media artist, Ronat is driven to use art as a tool to ensure conservation. His work has been seen at museums, zoos and public space exhibitions. This includes recent featured exhibits at: Georgia Aquarium, San Antonio Zoo, Phoenix Zoo, Los Angeles Zoo, Savina Museum of Contemporary Art in Seoul Korea, National Taiwan Science Education Center, among others.





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