

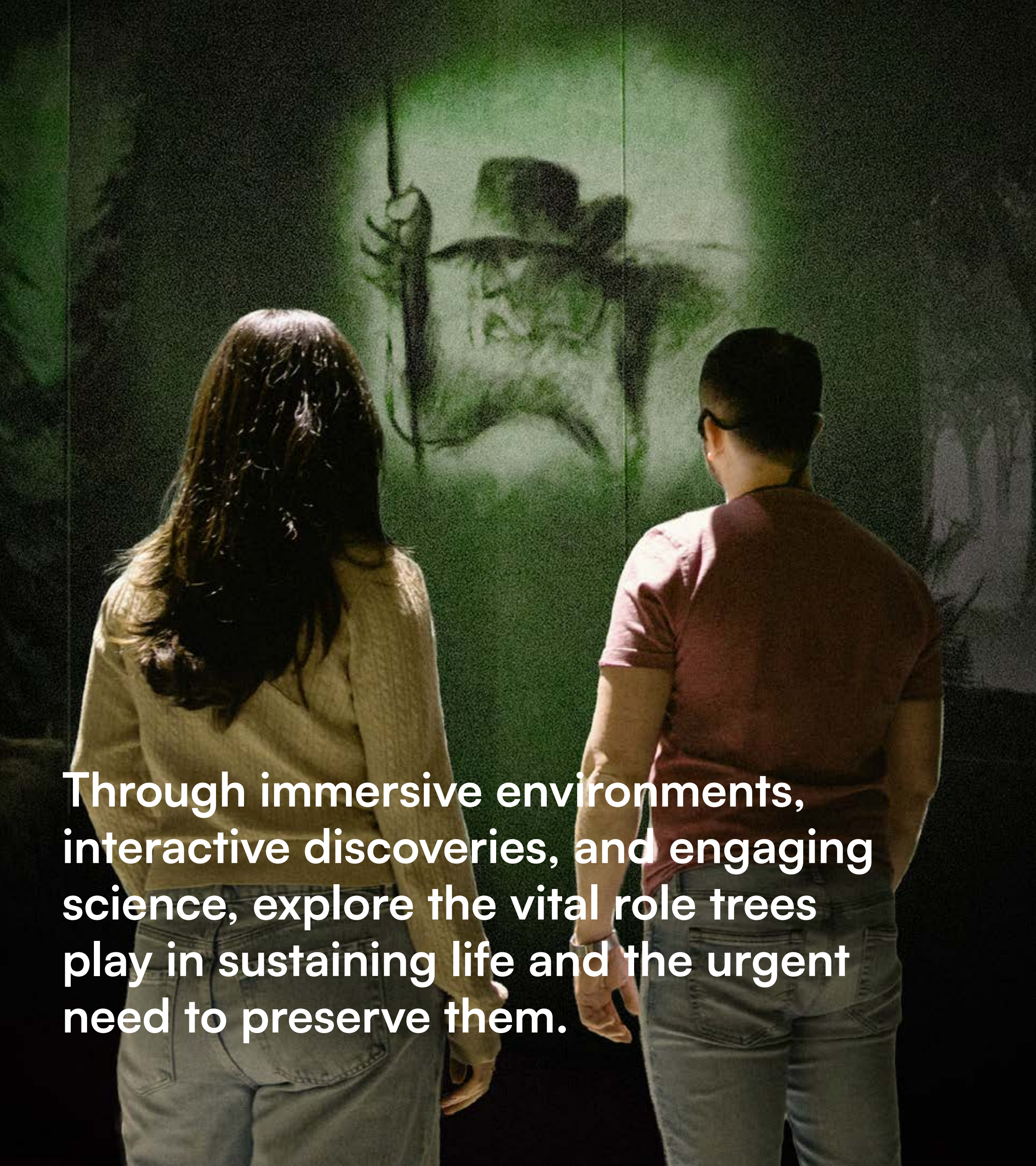


THE **Man** WHO **Planted Trees**

AN IMMERSIVE TALE

CREATED IN PARTNERSHIP WITH SUPPLY + DEMAND & THE CANADIAN MUSEUM OF NATURE
BASED ON THE OSCAR WINNING FILM *THE MAN WHO PLANTED TREES*, PRODUCED BY RADIO-CANADA.
ILLUSTRATIONS BY FRÉDÉRIC BACK. BASED ON A JEAN GIONO SHORT STORY © 1987 RADIO-CANADA.
THE ORIGINAL FILM WAS DIGITIZED WITH THE ASSISTANCE OF THE NATIONAL FILM BOARD OF CANADA (NFB).





Through immersive environments, interactive discoveries, and engaging science, explore the vital role trees play in sustaining life and the urgent need to preserve them.

Published in 1953, translated into more than 50 languages.

1987 animated film by Frédéric Back, winner of the Academy Award for Best Animated Short Film and more than 40 international prizes.

Adapted into theater, music, and radio productions.

A story that continues to inspire audiences worldwide.

Based on the Oscar winning film *The Man who planted Trees*, produced by Radio-Canada.

Illustrations by Frédéric Back. Based on a Jean Giono short story © 1987 Radio-Canada. The original film was digitized with the assistance of the National Film Board of Canada (NFB).



Partners and Technology



PARTNERSHIP

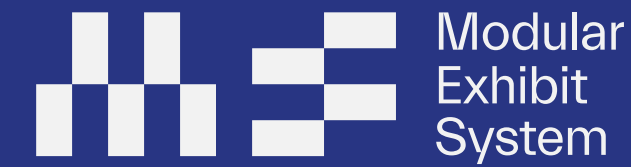
Supply + Demand Studio specializes in experience design that blends storytelling, education, entertainment, interactivity, physical and digital elements. They work at the intersection of art and technology—partnering with museums, cultural institutions, brands, and public spaces to bring stories to life in bold and unexpected ways.

Featuring a diverse network of designers, producers, engineers, and storytellers, they thrive on collaboration.



PARTNERSHIP

The Canadian Museum of Nature is an educational and scientific institution, as well as a popular, downtown-Ottawa tourist attraction—housed in a historic castle-like building. As the national natural-history museum for Canada, it is a vibrant, multi-layered, multi-faceted organization composed of world-renowned research scientists, collection specialists, education and multimedia specialists, and innovative museum professionals. Since the museum first opened its doors to the public in 1912, it has worked to increase scientific knowledge and understanding of the natural world.



TECHNOLOGY

Their approach is anchored on a flexible and dynamic infrastructure, the Modular Exhibit System (MES). This solution allows for cost-effective, and reconfigurable installations that adapt to the evolving needs of audiences.

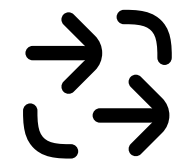


DISTRIBUTION

Empowering Museums Through Traveling Exhibitions



Operational Parameters



Pulsed Flow



Duration:
45 minutes



Suitable
for all ages



Audio-guide with
bone-conduction
headphones

Capacity	2–5 people every minute
Staffing	2–3 staff members required
Bilingual	English and French (possible to easily add other languages)
Accessible	Wheelchair access, scripted version for the hearing impaired
Installation	10–15 days
Deinstallation	7 days



Venue Requirements

IDEAL GALLERY SIZE

7,000 - 10,000 sqft

Including pre-show and post-show

MINIMUM CEILING HEIGHT

18 ft

MODULAR DESIGN FOR FLEXIBILITY

The exhibition is built from adaptable scenographic units and can be deployed in various spatial formats.

Content

An Immersive, Multisensory Journey Told in Narrative-Scientific Duos

The Man Who Planted Trees is a modular, scalable exhibition composed of a sequence of paired activations. Each duo begins with a moment from the poetic narrative — brought to life by the voices of Christopher Plummer (EN) or Philippe Noiret (FR) — and is followed by a scientific activation, narrated by Québec actress Juliette Gosselin, that expands on the ecological themes introduced in the story.

This rhythm of storytelling followed by science allows visitors to emotionally connect with the journey, then explore its real-world relevance — highlighting biodiversity, forest ecosystems, underground networks, and the life hidden beneath the soil.

Bone-Conduction Audio

Immersion, accessibility and multilingual delivery using bone-conduction headsets, each visitor receives audio narration without isolating them from ambient soundscapes and music. This technology enables continuous immersion while supporting multiple languages and greater accessibility for a wide range of audiences, including those with hearing limitations.

Synopsis

Discover this captivating and hopeful story, inspired by the Oscar-winning short film by Frédéric Back and Jean Giono's beloved tale: *The Man Who Planted Trees*. This immersive journey illustrates the solitary mission of a shepherd in the French Alps who, through unwavering determination, reforests a barren valley at the beginning of the 20th century. Through immersive environments, interactive discoveries, and engaging science, explore the vital role trees play in sustaining life and the urgent need to preserve them.

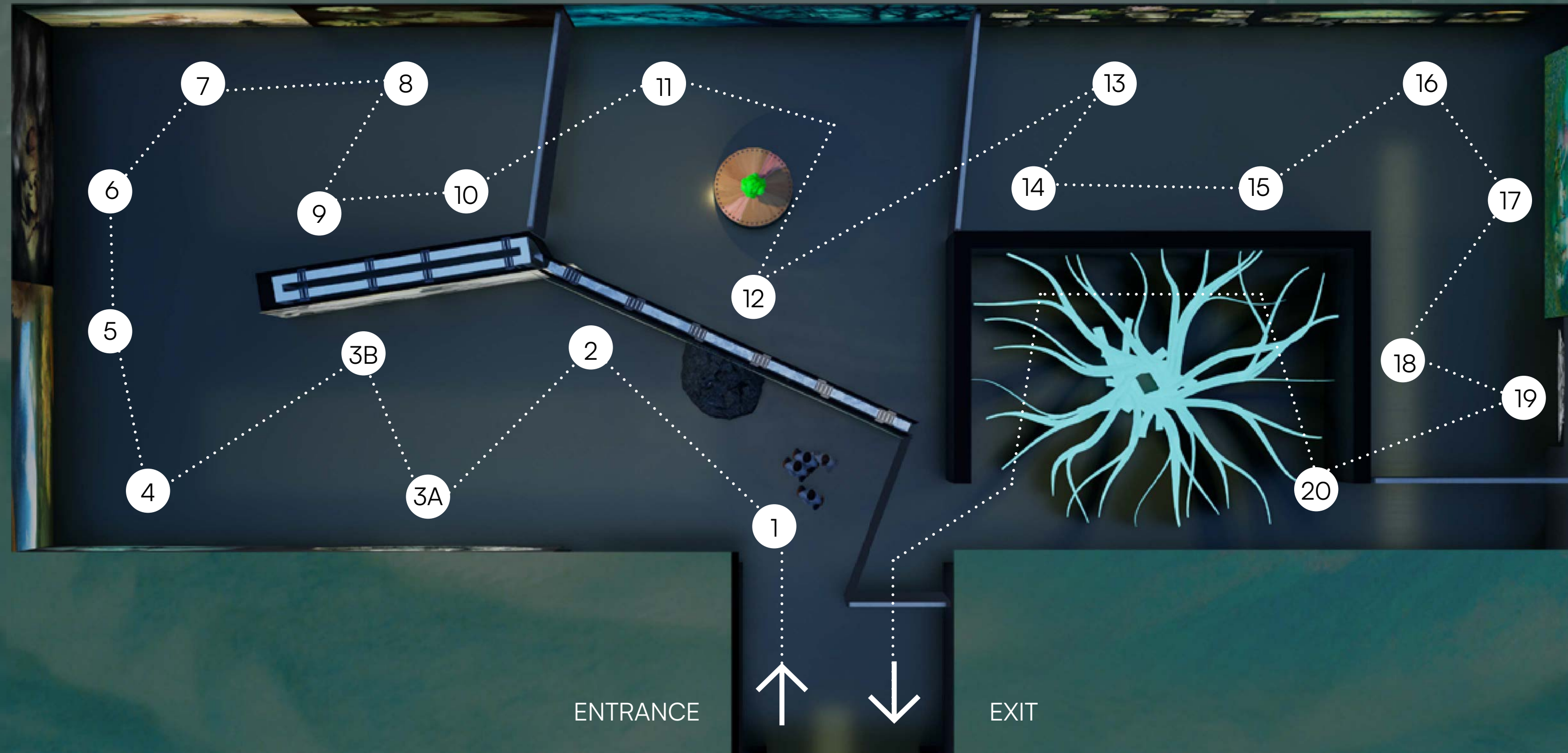
Let us celebrate the power of one individual to inspire change for a greener future and transform an entire landscape. Most importantly, let us remember that within each of us lies the power to make a difference.

Is it true what they say... that we can find the power to act upon the world within ourselves? *The Man Who Planted Trees* is an immersive tale like no other. Visitors will enter the world of a determined shepherd who reforests a barren valley at the beginning of the 20th century. Meet him, his plan, his devotion. Will you help him, seed by seed, plant and nurture a revived forest, and celebrate together under the harmonic Tree?

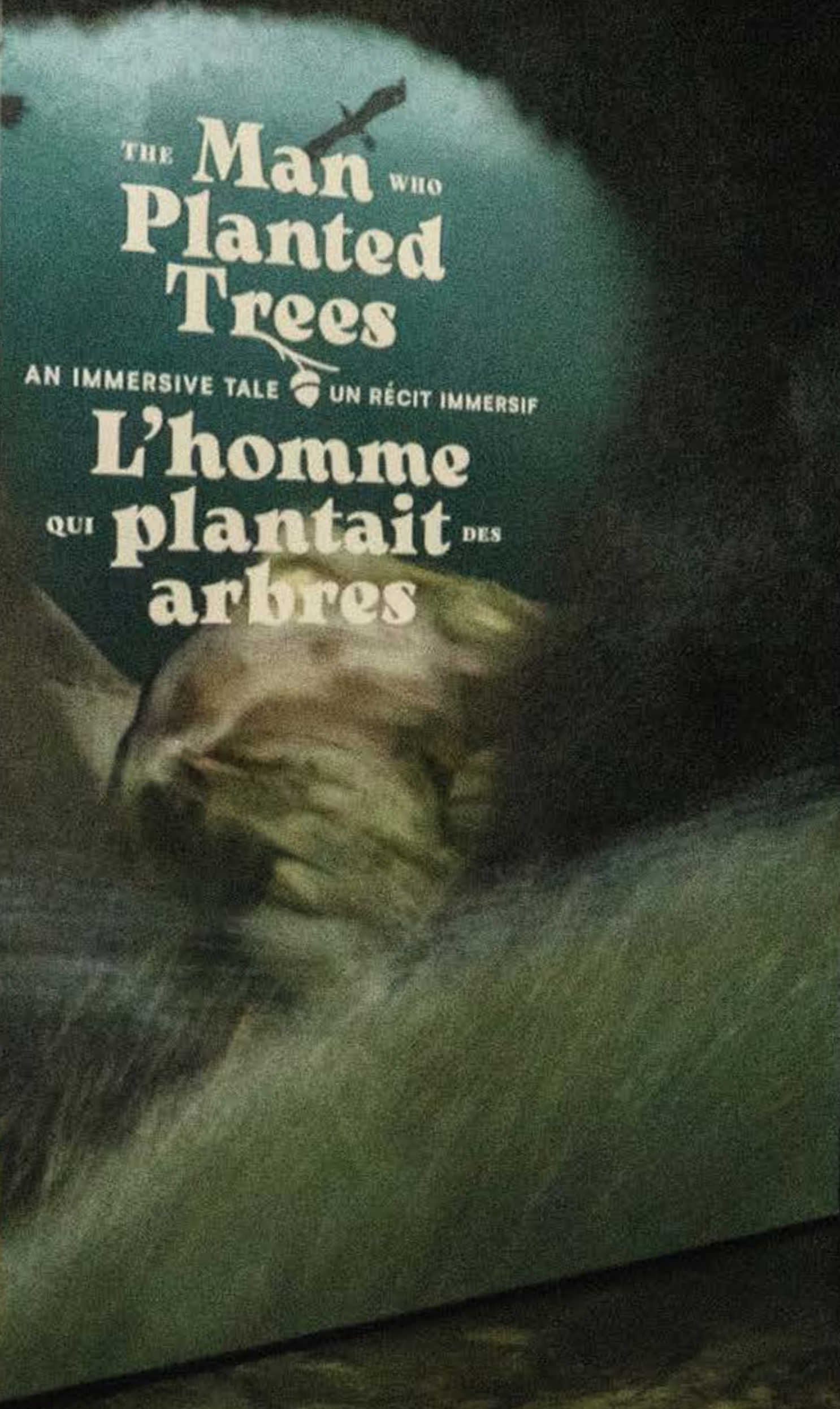


Guest Journey

1. Arrival
2. Desertification
3. Village
4. The Charcoal Burners
5. The Deforestation
6. Madness
7. The Man
8. The Plan
9. Anatomy of a Seed
10. Seeds Dispersal



11. Between Two Wars
12. Planting Trees
13. From Tree to Forest
14. Water Cycle
15. Underground Biodiversity
16. Hope
17. Celebration
18. Life
19. Tribute
20. The Tree



THE **Man** WHO
Planted
Trees

AN IMMERSIVE TALE UN RÉCIT IMMERSIF

L'homme
QUI **plantait** DES
arbres

Arrival

High in the Alps, a village comes to life as a Lone Traveler ascends its stairs.

Immersive Space

—
The MES structure enable interactive content and act as a space divider for the exhibition.



Tribute

—
A wooden sculpture honoring his determination and legacy.



From Tree to Forest

Observe plants of all kinds, at different stages of their development.



The Tree

—
Together, create an harmonious
symphony of sounds and colors.



Activations

Guests move through 20 distinct activations, each bringing a new layer to the unfolding story.



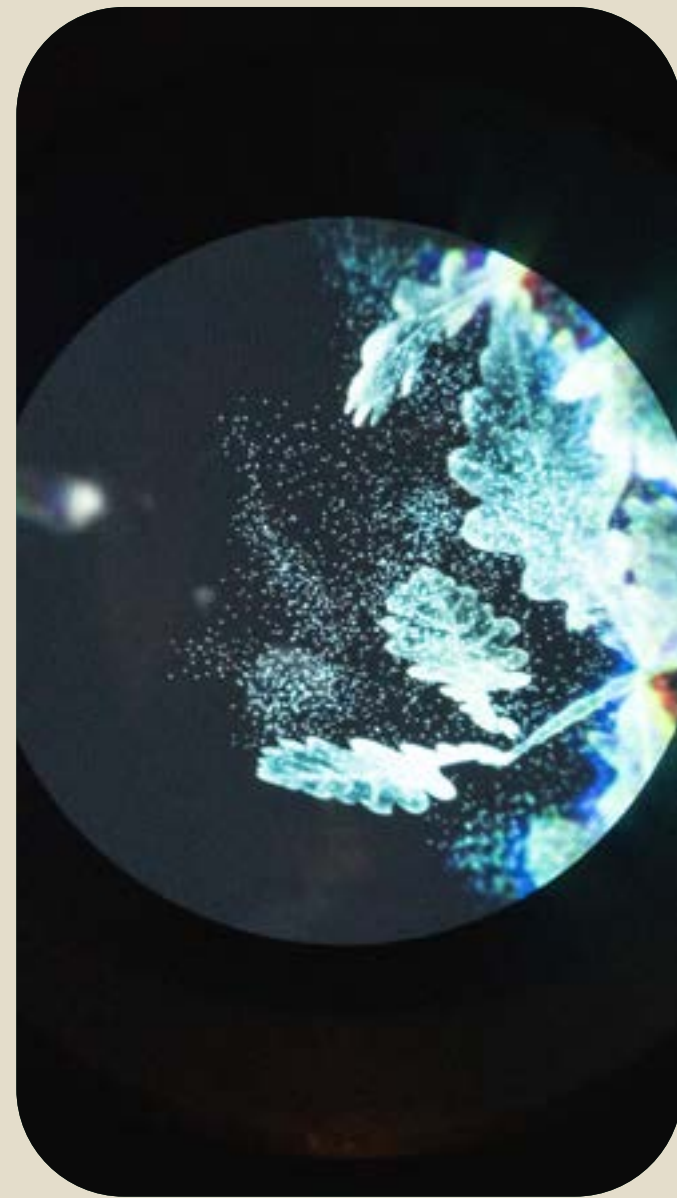
The Village Model

Micromapping film of the man arriving at his village: a full-scale model.



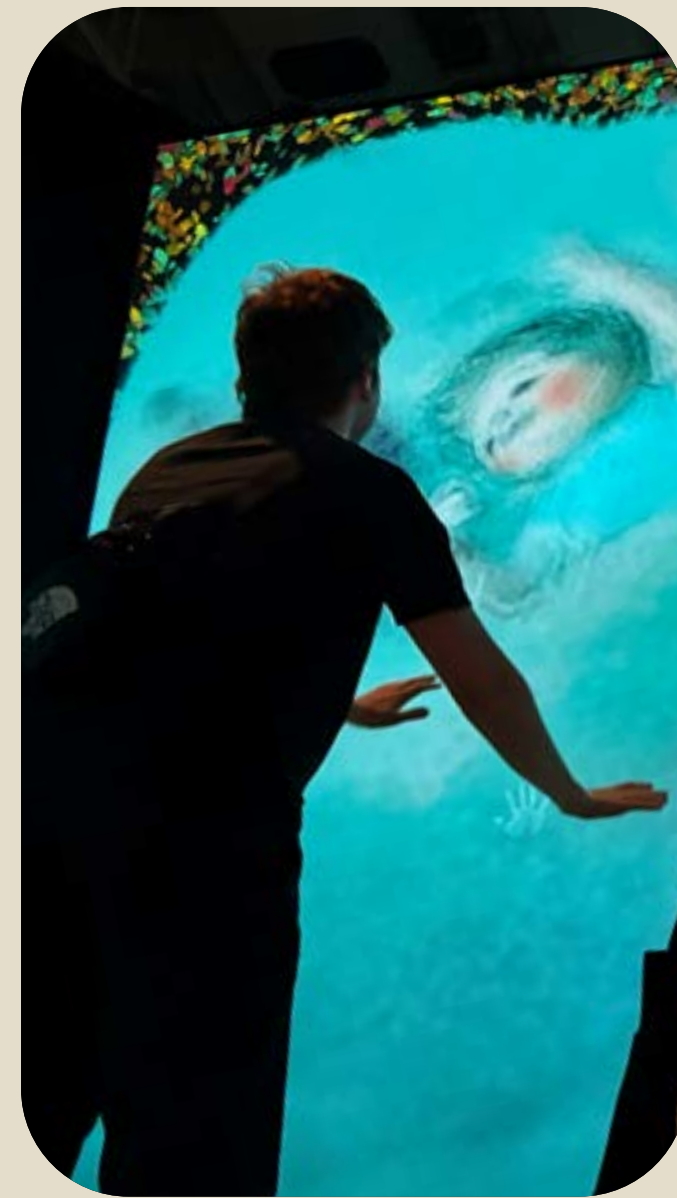
The Zoetrope

Animated 3D model depicting the Man's tireless effort in planting his precious acorns.



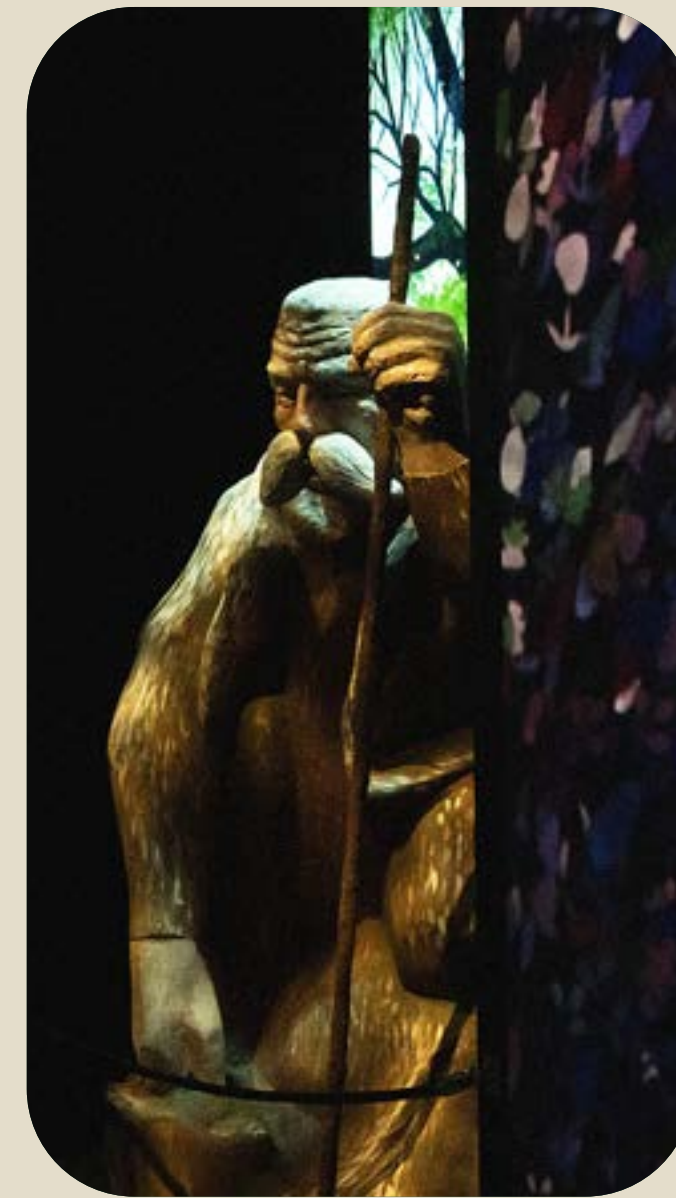
Hidden Illustrations

A series of peepholes invites guests to explore animated scientific content.



Interactive Screen

Visitors are invited to interact with the virtual content and celebrate nature's rebirth!



Tribute

A wooden statue of the Man comes to life through video mapping.



The Tree

Guests movements illuminate its canopy and revealing the flow of sap within the trunk.

Pre & Post-Show

Bookending the immersive journey, the pre-show and post-show space invites visitors to wander, explore, and reflect. Designed as a single, forest-inspired environment, it blends beauty, history, and science to spark curiosity and a sense of personal connection. The content can be adapted to showcase local forest ecosystems and feature regional portraits of people protecting biodiversity.

The Forest

A breathtaking entry where towering, translucent banners evoke the light and atmosphere of a living forest, each carrying compelling facts about trees and their essential role in sustaining life on Earth.

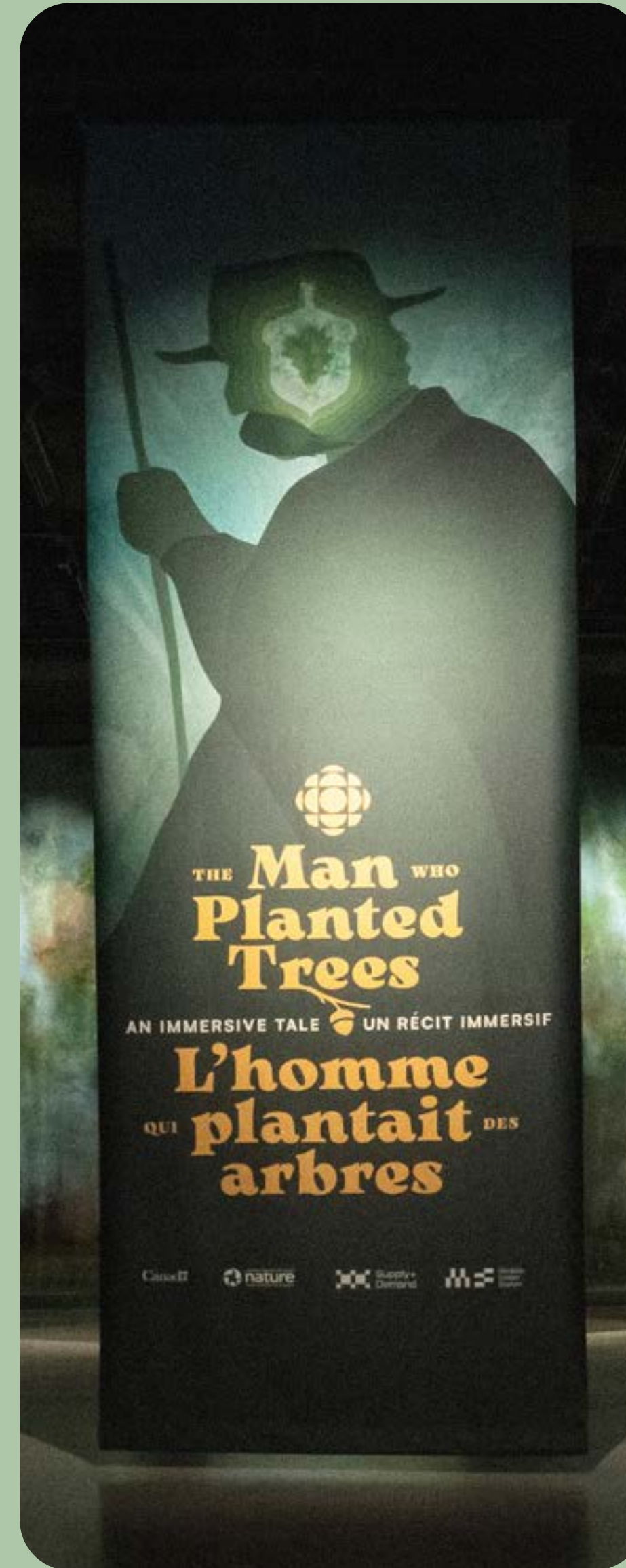
The Left Wall

Biographies and photographs of Jean Giono, author of the original tale, and Frédéric Back, the Oscar-winning animator who brought it to life, offering insight into their artistry and vision.

The Right Wall

Prints of indigenous plants of Canada (or local equivalents) are displayed alongside historical accounts from explorers who documented them, paired with modern portraits of “men and women who plant trees” — individuals dedicated to reforestation and biodiversity protection around the world.

This shared space sets the tone for the story ahead and leaves visitors with the inspiring sense that their own actions can help shape a greener future.





Booking Information

Contact Dala Projects
hello@dalaprojects.com

