SOS WORLD TOUR to 8 CONTINENTS

For the preservation of Glaciers



Light Art Expedition by Swiss light artist Gerry Hofstetter.

SWISS MADE

SOS WORLD TOUR. MADE POSSIBLE BY THE SUPPORT OF PEOPLE AND INSTITUTIONS FROM AROUND THE WORLD.

WHY THE SOS WORLD TOUR TO 8 CONTINENTS?

Projection of the word SOS with light onto one glacier per continent to draw attention to glacier loss.
2025 was the UN International Year of Glaciers' Preservation.

A shared, worldwide SOS call from humanity, sent from our mothership Earth, to save our world.

Life and plants on Earth were created through sun light from outer space.

The idea: SOS will be projected so huge onto the glaciers that it can be seen from space. My hope is that someone out there will see it and be willing to send us enlightenment from the universe, from where we come, showing us how we can save our world, our glaciers and, with them, planet Earth.

Gerry Hofstetter
Light Artist and Filmmaker



GLACIER LOSS

Glacier loss means water loss. It affects our future.

50 % of Alpine glaciers could disappear within around 10–20 years.

80 % of Alpine glaciers could disappear within around 50–70 years.

> 30 % of visible glaciers worldwide could disappear within around 50–70 years.

Pers Glacier, Diavolezza, Switzerland • circa summer 1960



66 years later

Pers Glacier, Diavolezza, Switzerland • summer 2026



WATER. CLIMATE. LIFE.

Glaciers store water and play an important cooling role for our planet.

ONE WORD. EIGHT GLACIERS. ONE GLOBAL SIGN.

SOS WORLD TOUR • Save Our Souls and Save Our Species

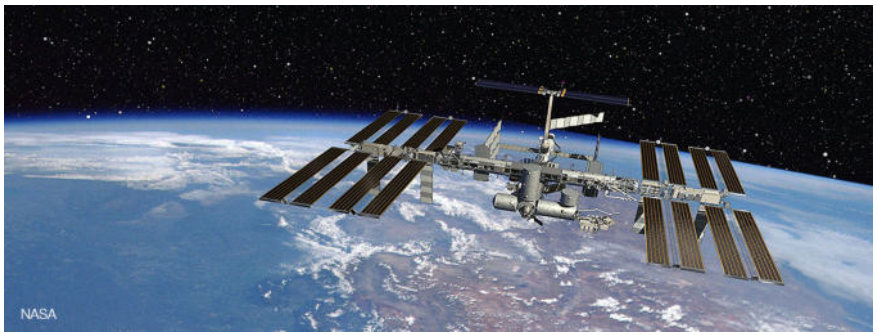
On each continent, the word SOS will be projected onto a selected glacier.

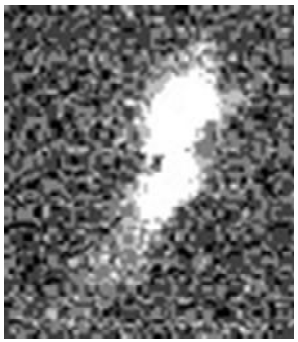
The projection is intended to be so large that it can be seen from space.

An attempt will be made to photograph from space the SOS projection in Switzerland by satellite and/or from the ISS.

At bottom right is the first test image of the projection beam, captured by the MAXAR 1 and MAXAR 2 Earth-observation satellites on 21 February 2025 above the Pers Glacier.





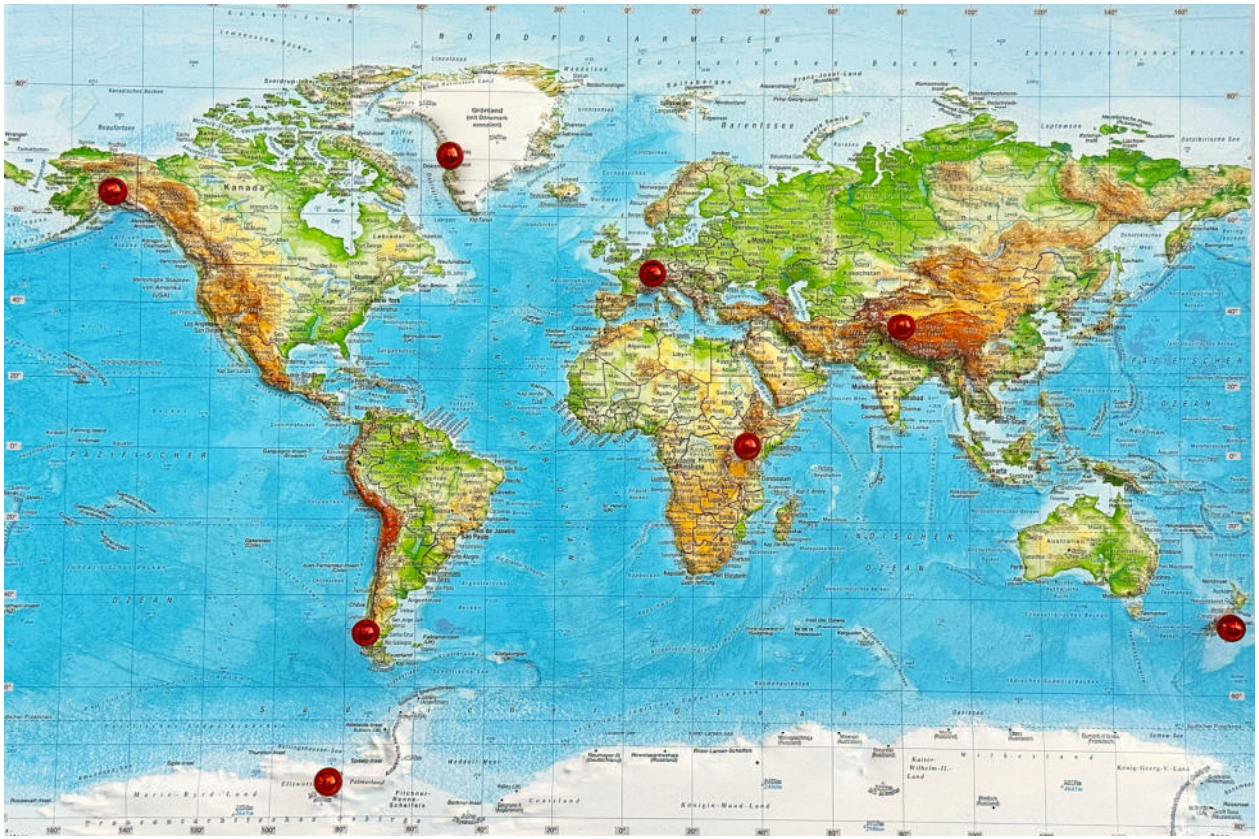


LIGHT ART • ENVIRONMENTAL PROTECTION • SCIENCE • SPACE • FILM • PHOTOGRAPHY • FUTURE

Goal: a universally understood sign for glaciers, water and our shared future.

THE 8 STOPS OF THE SOS WORLD TOUR

2026–2028



1. **June 2026 • Europe**
   Switzerland • Pers Glacier
2. **January 2027 • Oceania**
   New Zealand • Linda Glacier
3. **April 2027 • North America**
   USA • Alaska • Columbia Glacier
4. **August 2027 • Africa**
   Tanzania • Furtwängler Glacier
5. **October 2027 • Arctic**
   Greenland • Icebergs of Sermeq Kujalleq Glacier
6. **November 2027 • Asia**
   India • Gangotri Glacier
7. **February 2028 • Antarctica**
   Peninsula • Ice Sheet and Ice Shelf
8. **March 2028 • South America**
   Chile • Grey Glacier

1. EUROPE

22 JUNE 2026 • COMPLETED

SWITZERLAND

Diavolezza • Pontresina • Engadin

Pers Glacier

3’000 m / 9’840 ft

Projection from the ground.
The launch of the SOS WORLD TOUR was broadcast by Swiss Television SRF on the programme Schweiz aktuell on 11 August 2026.









2. OCEANIA

JANUARY 2027

NEW ZEALAND

Aoraki / Mount Cook

Linda Glacier & Hochstetter Icefall

2’250 m / 7’380 ft
National Park • UNESCO

Projection from the ground.
Position at Plateau Hut



Aerial view of the Grand Plateau from the east, August 2016. Colin Monteath/Hedgehog House







3. NORTH AMERICA

APRIL 2027

USA • ALASKA

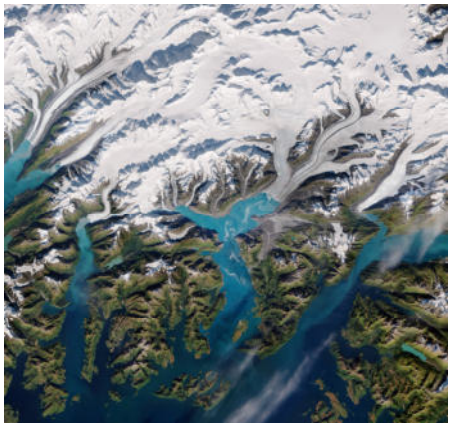
Valdez

Columbia Glacier

Projection from a ship
in Prince William Sound.









4. AFRICA

AUGUST 2027

TANZANIA

Kilimanjaro • Moshi

Furtwängler Glacier

5’800 m / 19’000 ft
National Park • UNESCO

Projection from the ground at the summit.
Over 16 days, we must carry everything up to 5,800 m beside the crater of Uhuru Peak and back down again, including the projector and power generator.











5. ARCTIC

OCTOBER 2027

GREENLAND

Ilulissat

Icebergs of Sermeq Kujalleq Glacier

UNESCO

Projection from a ship
at the place where most icebergs in the Northern Hemisphere are produced — and where the iceberg that the Titanic struck may have originated.









6. ASIA

NOVEMBER 2027

INDIA

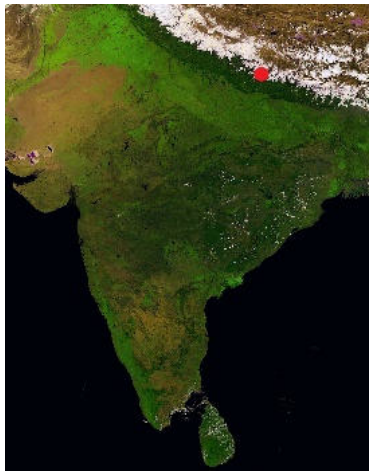
Gangotri • Uttarakhand

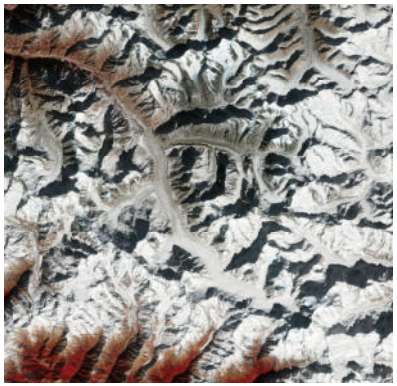
Gangotri Glacier

4’023 m / 13’200 ft
National Park

Projection from the ground
in the Himalayas, at the source of the
River Ganges, at the “Gaumukh”
glacier gate.











7. ANTARCTICA

FEBRUARY 2028

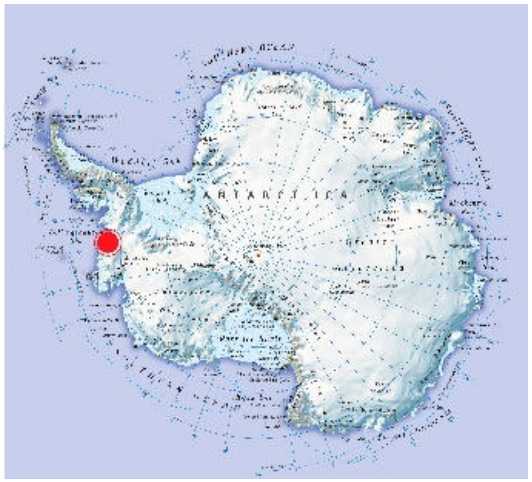
ANTARCTIC PENINSULA

Chilean Antarctic Territory
Departure from Punta Arenas, Chile

Ice Sheet and Ice Shelf

Planned: aerial projection
from a military aircraft at an altitude
of 10,000 m / 32’800 ft.



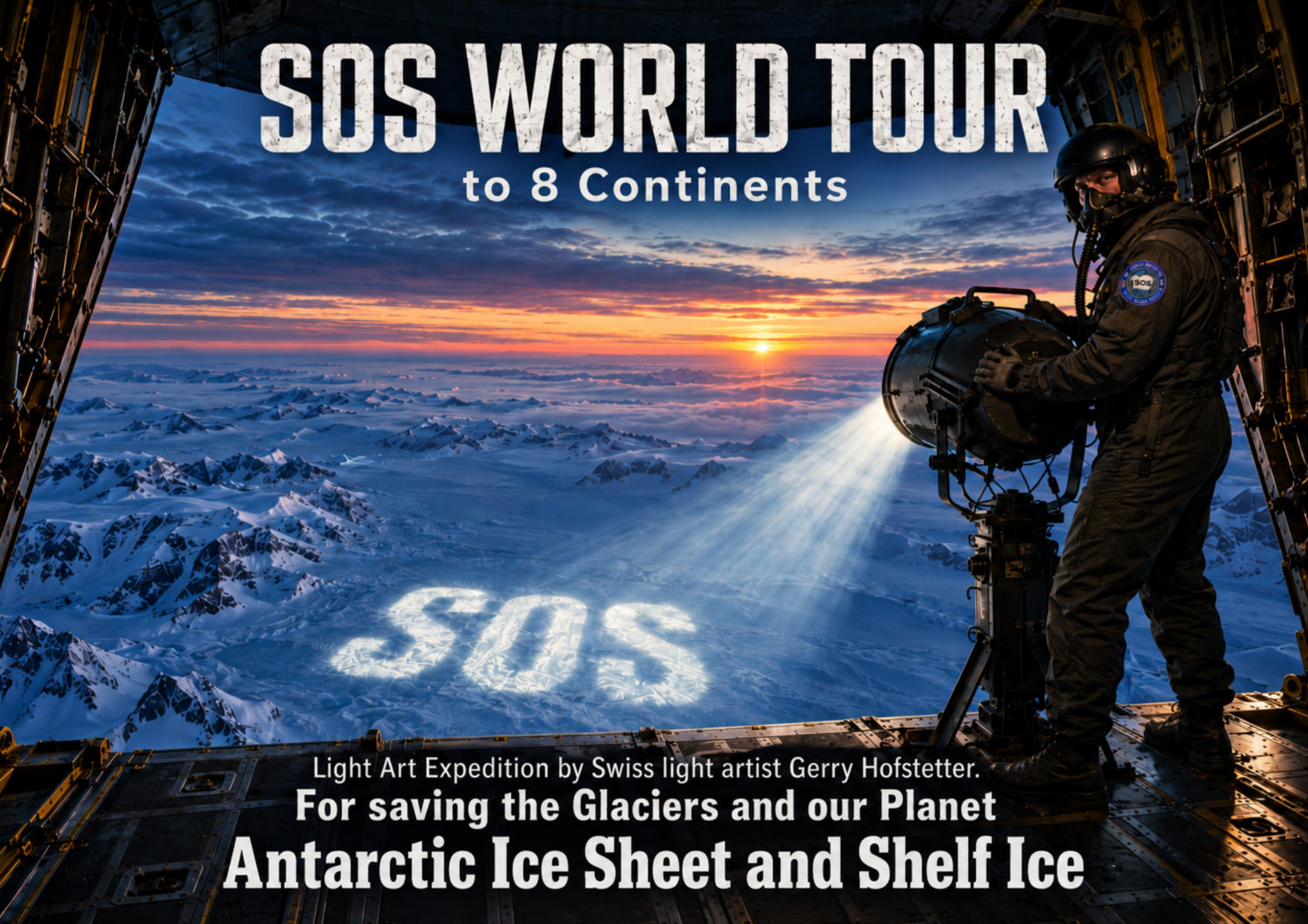






SOS WORLD TOUR

to 8 Continents



Light Art Expedition by Swiss light artist Gerry Hofstetter.

For saving the Glaciers and our Planet

Antarctic Ice Sheet and Shelf Ice

8. SOUTH AMERICA

MARCH 2028

CHILE

Puerto Natales • Patagonia

Grey Glacier

Projection from a ship and from the ground, and, if possible, from a helicopter.









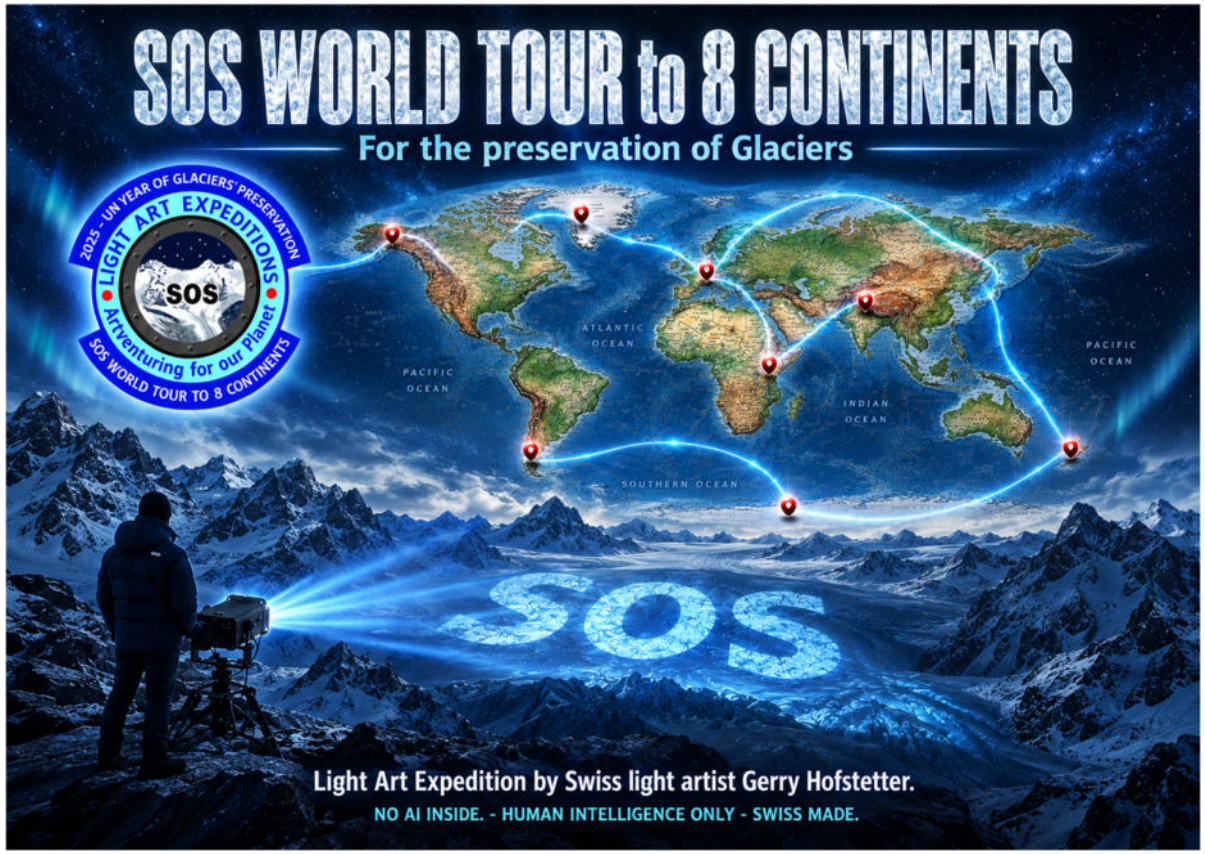
BECOME PART OF THE SOS WORLD TOUR

Support this global environmental, art and science project.

Partners • Sponsors • Foundations • Patrons • Philanthropists • Art Collectors • Investors

Your support makes possible:

- Expeditions to 8 glaciers and ice landscapes across 8 continents/regions on our planet Earth.
- Film and photographic documentation to communicate the message worldwide.
- Collaboration with science, space technologies and media.
- Planned: feature film, TV series, Netflix etc., followed by a travelling exhibition of the images.



SOS WORLD TOUR to 8 CONTINENTS.

MADE POSSIBLE BY THE SUPPORT OF PEOPLE AND INSTITUTIONS FROM AROUND THE WORLD.

How can the SOS World Tour be supported?

Supporters have different approaches and possibilities for supporting projects.

That is why we have developed several ways to provide support and become part of the tour.

Purchase one or more light-art works by light artist Gerry Hofstetter from his gallery.

Purchase one or more “tickets” to take part in the mission on one or more stages.
An exclusive and extraordinary experience: being right in the middle of the expedition team.

Advance purchase of one or more images from an SOS projection. Three different sizes are generally available, with prices depending on size. Delivery of the image(s) 50 days after the return from the respective stage.

Purchase & buy back purchase one or more light-art works by light artist Gerry Hofstetter from his gallery with guarantee for buying it back by Gerry Hofstetter after 12 months. Delivery of pictures at purchase.

Loan to Gerry Hofstetter to co-finance one or more stages. Light-art work(s) as collateral.

Sponsor or support the tour with financial contributions or non-cash benefits or services. Non-cash support often used by governmental organizations like Ministry of Culture, Departments of Environment, National Parks, Navy, Air Force, Army **.**

Donation to a charitable Swiss organization that supports our fundraising for the SOS World Tour. It can also receive donations from other charitable organizations, foundations, patrons, other donors and private individuals. Donors receive a donation receipt.

SOS World Tour for Investors



During the SOS World Tour, various areas will generate products and outcomes that enable monetization and broader follow-up campaigns.

- **Art: Sale of fine art pictures of the light art installations.**
- **Film: A nine-episode TV series about the tour, to be streamed online (like Netflix).**
- **YouTube: Integration with logo or product placement in the own YouTube channel of the tour.**
- **Presentations: Appearances and talks at various events.**
- **Art Exhibitions: Traveling exhibition across all continents.**

The investment is made in an investment company.

An investment in the SOS World Tour gives investors comprehensive access to the tour and the opportunity to attend individual stops themselves or with their clients.

Exclusive presentations and film screenings about the tour can be held for investors and/or their clients.

Investors will have access to photo and video material for use in communications.

We would be happy to meet with you to develop a customized investment and partnership for this extraordinary project for the future of our planet.

PROCESS FOR SUPPORT OR INVESTMENT



1 **Inquiry and indication of interest, including the type of support selected or deemed suitable.**

2 **We will discuss and/or develop the details of how the support / investment will be implemented together.**

3 **Based on the type and scale of the support / investment, the supporter / investor receives an individual agreement covering services and benefits in return.**

Our existing supporters, my team and I sincerely thank you for your interest and for contacting us. We would be delighted to welcome you to the circle of SOS World Tour partners, supporters and investors.

SOS WORLD TOUR to 8 CONTINENTS.

MADE POSSIBLE BY THE SUPPORT OF PEOPLE AND INSTITUTIONS FROM AROUND THE WORLD.

Gerry Hofstetter, Producer SOS WORLD TOUR • Light Artist & Filmmaker
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Some artworks realized by Swiss light artist Gerry Hofstetter

UNESCO World Heritage Swiss Alps Jungfrau-Aletsch.

TIGER ON EIGER – Largest artwork in the world.

Projection of a Tiger onto the Eiger North Face in February 2022 to mark the Chinese Year of the Tiger and the opening ceremony of the Winter Olympic Games in Beijing, China. Size of the Tiger is 5.3 km wide and 1.7 km high.





UNESCO, Arctic, Icebergs of Ilulissat 2022



UNESCO, Arctic, Icebergs of Ilulissat, 2022



UNESCO, Arctic, Icebergs of Ilulissat, 2009



UN Year of Water 2003, Antarctica



UN Year of Water 2003, Antarctica, sinking Antarctica.
Projection realized from a Russian icebreaker.



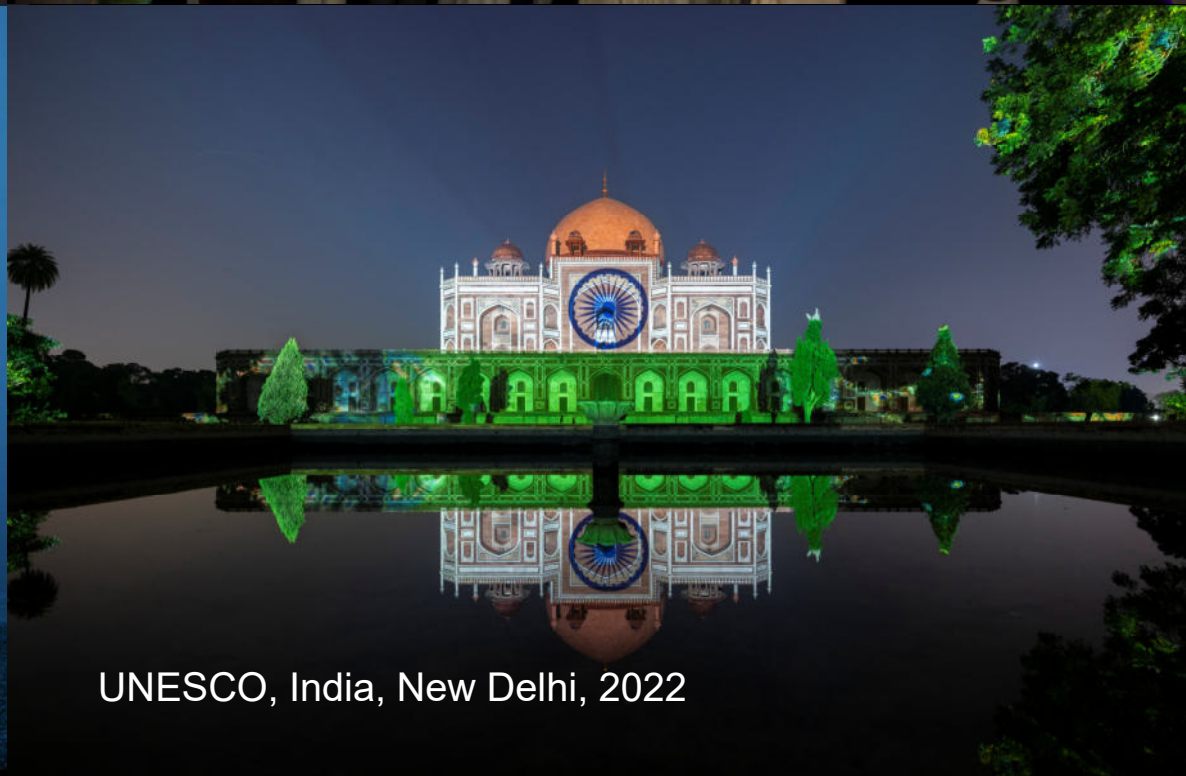
UNESCO, China, Beijing, Temple of Heaven, 2025



UNESCO, India, New Delhi, Swiss Embassy, 2022



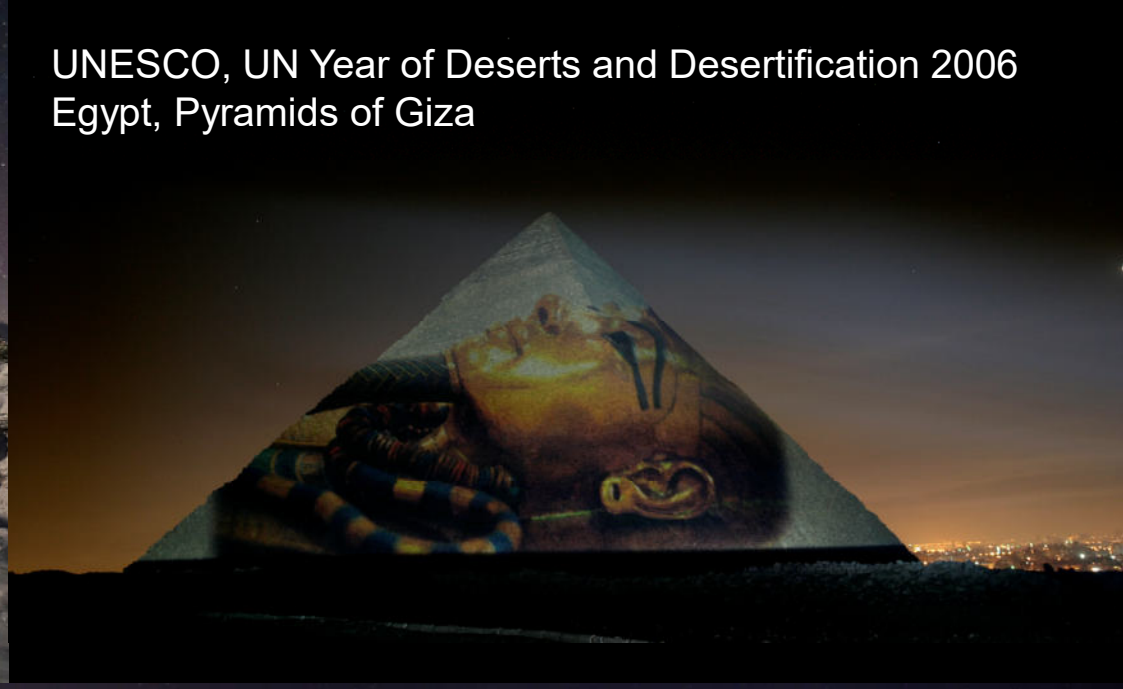
Switzerland, Tree for All



UNESCO, India, New Delhi, 2022



Switzerland, Piz Palü, 110th anniversary of the reintroduction of the Alpine ibex, 2020



UNESCO, UN Year of Deserts and Desertification 2006
Egypt, Pyramids of Giza



UN Year of Glacier's Preservation
and Chinese year of the Snake 2025.
Switzerland, Pers Glacier.



Switzerland, Piz Palü, 100th anniversary of the reintroduction of the Alpine ibex, 2020.
Projection realized out from a helicopter on 3’800 m / 12’470 ft altitude.



UNESCO, Jungfrau Region, Switzerland
Jungfrau North Face, 100 Years Jungfrau Railway, 2012.



UNESCO, Jungfrau Region, above Grindelwald. In memory of the passing of Her Majesty Queen Elizabeth II. Light art onto the clouds on 10th September 2022.



UNESCO, Bhutan, Tiger’s Nest. Cultural project celebrating the friendship between Bhutan and Switzerland 2024.



UNESCO, Arctic, Icebergs of Ilulissat, 100th anniversary of the Titanic disaster.
Ship projected at its original length of 269 m at exact on 23:45h on 14th April 2012.
Light art created at the location where the iceberg that hit the Titanic was “born”.



UNESCO, Arctic, Icebergs of Ilulissat, Inuit carvings for a culture heritage project for the regional tribes, 2022.



UNESCO, Arctic, Icebergs of Ilulissat, Inuit carvings for a culture heritage project for the regional tribes, 2022.
Projection realized out from a helicopter.



UNESCO, China, Beijing, 2025. Projections onto the Great Wall for 75 years of diplomatic friendship between China and Switzerland.



UNESCO, Switzerland, Jungfrau Region 2022.
Memorial projection for the three “Eidgenossen” (Confederates) – the “founders” of Switzerland in 1291.



Switzerland, Zermatt. Global solidarity campaign during worldwide lockdown caused by COVID-19.
Over five weeks, flages of 39 nations heavily affected by the pandemic were projected.
Projection shows the Swiss flag on 9th March 2020 21:09, with the summit illuminated by the full moon.



Switzerland, Zermatt. Global solidarity campaign during worldwide lockdown caused by COVID-19.
Over five weeks, flages of 39 nations heavily affected by the pandemic were projected.
Projection shows the New Zealand flag on 8th March 2020.

DANKE – MERCI – GRAZIE - GRAZIA - THANK YOU - Ngā mihi

