

CONSERVATION

# PROJECTING CHANGE: THE EMPIRE STATE BUILDING

On a magical night in New York City, the Li Ka Shing Foundation (LKSF) projected light equivalent to that given off by 1.6 million candles against 33 storeys of the Empire State Building, all in a global effort to save endangered species.



The Li Ka Shing Foundation's support shines a light on the problem of endangered species with a message seen around the world.

**T**he LKSF helped light up 33 storeys of the Empire State Building to highlight 160 species on the brink of extinction. Its commitment to doing good stretches from NYC to Shantou University.

**BIG CAUSE, BIG PLATFORM**

When many people were out for a fun Saturday night in the Big Apple on 1 August, the centre of New York City was lit up with the latest in mind-blowing projection performances. In an effort to draw attention to animal species facing extinction, a 1.6 million lumen display was projected on the side of the building in time with two original songs composed for the documentary *Racing Extinction*.

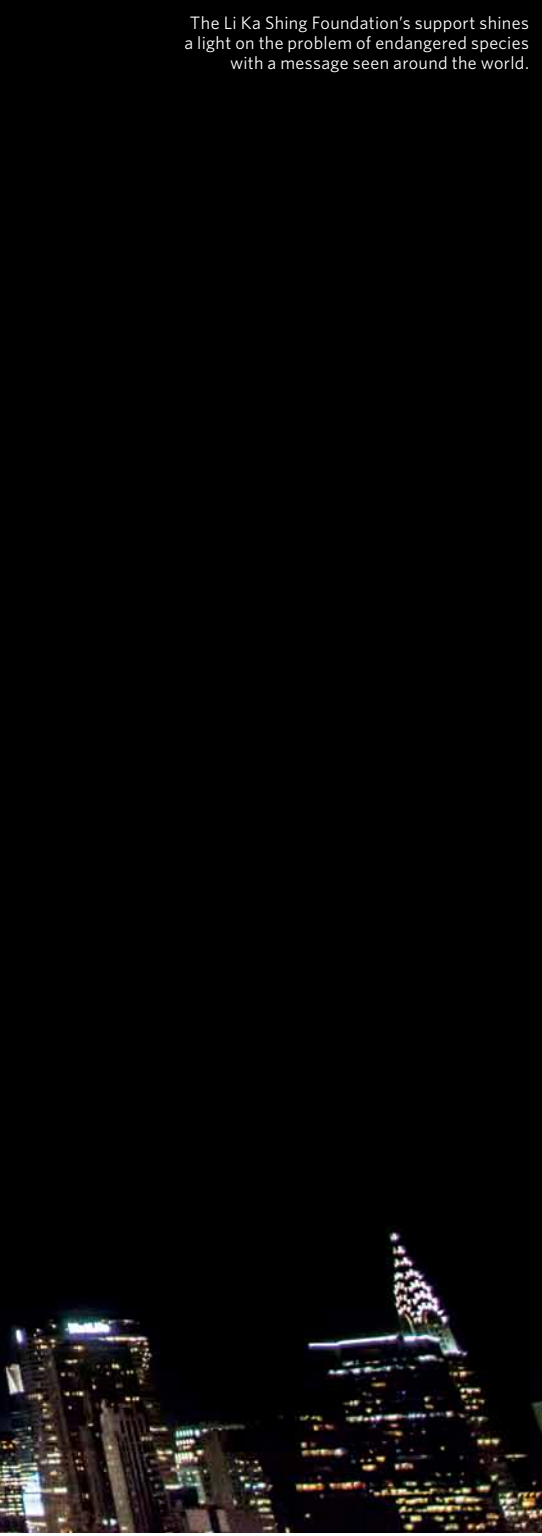
The Foundation's commitment to supporting education and the future of humanity was lit up like the Empire State Building. Working with prestigious partners at the cutting edge of technology, conservation, film and social media, multiplied the contribution of the LKSF.

Oscar®-winning director and Oceanic Preservation Society founder, Louie Psihoyos, (of film *Racing Extinction* and Academy Award winning *The Cove*), worked closely with Travis Threlkel, co-founder of digital company Obscura Digital to

educate the world about species that may not survive the century. 160 species and one famous animal – recently deceased Cecil the Lion – were broadcast to New Yorkers and the online world in a looping 15-minute show that dazzled a rooftop audience, including Mr Li Ka-shing, as well as thousands on the streets and millions around the world.

The LKSF supported the show, called *Projecting Change: The Empire State Building*, as part of its commitment to raise awareness and prompt action among the people of the world to work to preserve animals that are on the brink of extinction.

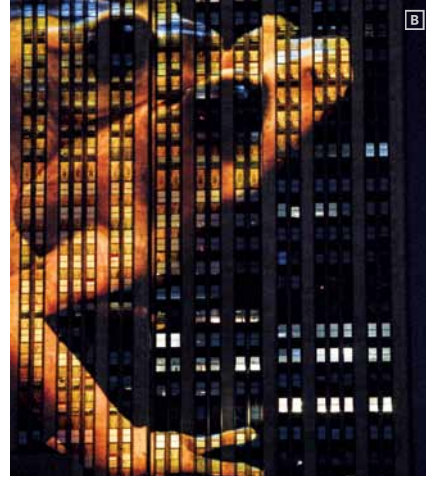
**Empathy drives the Li Ka Shing Foundation's efforts to change the world.**



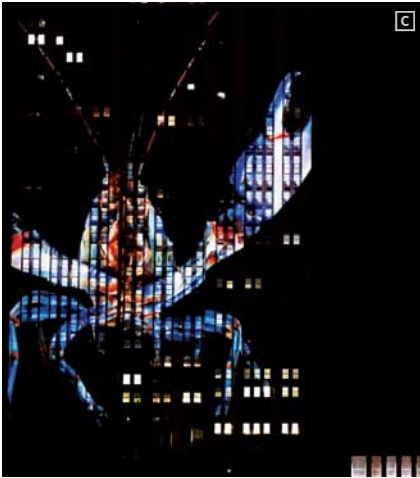
Chairman Li Ka-shing watching the launch via FaceTime.



A



B



C



D

**A** A chameleon can change its colour to protect itself from predators, but not from habitat destruction.

**B** Mating frogs spice up the New York nightlife. Frogs are often a leading indicator of environmental degradation, and are among the first species to die when their habitat is poisoned.

**C** A small species of shrimp looms large to remind people about endangered species.

**D** Amazed viewers in New York and around the world witness Obscura Digital's 33-storey spectacle.

## FROM NYC TO SHANTOU

Obscura Digital also brought some of their projection magic to the annual commencement speech proceedings at Shantou University, an institution strongly supported by the LKSF. Using a 360° projection system designed by Obscura, a 3D phoenix took flight over scenes depicting the history of the university, and this, together with the speech from Chairman Li Ka-shing, served to inspire graduates.

Mr Li, no stranger to high technology, introduced the concept of a new operating system (OS) to the graduates. This OS wasn't for their computers or smartphones, but for their lives, and has empathy at its core. This empathy drives the Foundation's efforts to change the world for the better through support for students through Shantou University, and by raising awareness of endangered species among the public half a world away. □

## THRIVER OS

Microsoft has Windows 10, Apple has iOS 9, and Google has Chrome OS.

Mr Li contends that every person has their own operating system, and encouraged graduates of Shantou University to install the 'Thriver' OS.

Gratitude, mindfulness and an empathy that "supercharges the virtuous cycle of enriching, empowering, and ennobling" are key features in a powerful personal OS.

Mr Li sees Thrivers as those who "live out their inner quests" and "never stop seeking better solutions for today". He explained that empathy is the defining factor of Thrivers. "This dimension is coded into their kernel and is the central module of their personal operating system that is constantly optimising and synchronising

their interpretations of the moment, enhancing their visualisation clarity, managing their civility, their pace and their actions, and that regularly upgrades with new versions to grow and glow."

The empathy is crucial not only to understanding the outer world, but also the Thriver's inner world. It answers the existential question of why we are here. Mr Li quoted the great Jewish rabbi, Hillel the Elder, who asked over 2,000 years ago, "If I am not for myself, who will be for me? But if I am only for myself, what am I?"

Mr Li encouraged the graduates of Shantou University to "live your life to its truest, in duty, in dignity and joy. Today, you are proud to be a part of Shantou University; tomorrow, Shantou University will be proud to be a part of you."

To get involved in the campaign and take action, please visit [www.racingextinction.com](http://www.racingextinction.com).

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