



НАШ СЕВЕР

The "Our North" International Exhibition

Acquaintance with the Exhibits of Fossil Fauna
with the Help of Modern Technology

The Past is Accessible to Everyone

The "Our North" exhibition is a unique opportunity for visitors to get acquainted with the exposition of mammoths in the midst of nature in the North and plunge into the wonderful world of history.

The exhibits which have no analogues in the world, the ancient remains of the animal world of the planet, found over the past 20 years in Northern Russia from the collection of the Academy of Sciences of the Republic of Sakha (Yakutia). The "Our North" foundation is an authorized partner of the Academy of Sciences of Sakha (Yakutia) concerning the commercial use of the collection of the fossil fauna.

The centerpiece of the collection is frozen and mummified mammoths, woolly rhinos and other animals inhabiting our planet thousands of years ago. We enable adults and children to touch the history of the planet Earth, to make them feel like a part of our common home in the universe.





Modern Technology

There are already two generations who grew up getting used to perceive the information through the screens of computers and smartphones from childhood. It's a reality you have to deal with. The exhibition needs a new language - a bright, intense addictive flow. So, these days, museums are more and more often organizing interactive space on their territory, including the installations with which you can interact.

This is exactly the solution "Our North" offers - when ordering the exhibition, the clients have the opportunity to make a tour in the past using the time machine and witness the life of mammoths with the help of augmented and virtual reality installations.







There are Over 30 Unique Items Presented for Exhibiting in Our Collection.

Learn more about the exhibits from the catalog on our website www.nashsever.com

The Exhibition Opportunities

The organization of mass events related to paleontology will give a terrific PR effect for your company. The mammoth exhibitions and the new technology used in them can act as promotional platforms for companies.

The organizers and the sponsors may write their names not only on the walls of the pavilions, but also in the digital world. The exhibition concepts, which we can offer to the organizers, also include modern technology: 3D models, virtual and augmented reality.



Who Fits the Exhibition?



The resources companies

The demonstration to the ecology and environment care society



The shopping malls

PR, drawing attention to the trade objects



Associations and business tips

Cultural exchanges, educational projects, popularization of science



The exporting companies

PR, the news activity in emerging markets



The exhibition organizers, the exhibition centers, the promoters

PR, the news activity in emerging markets



State institutions

The instrument for the development of "soft power"



The advertising agencies

The organization of activities within the framework of the customer marketing campaigns

Shows for Both Children and Adults

The ancient giant animals attract children, opening new doors in the world of the mysterious past. Children, as well as adults, perceive ancient fauna with interest. After all, for every child being in company with a mammoth leaves a lasting impression!

Contests of drawing, handicraft from various materials and other attractions, including virtual and augmented reality, everything is concentrated around the giants



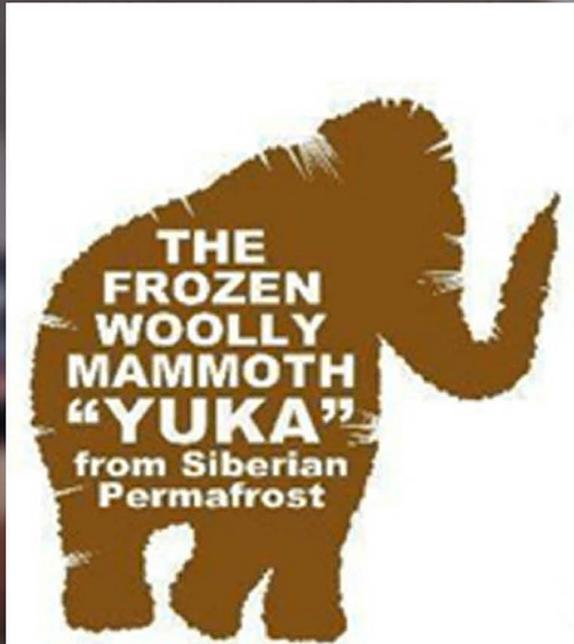
The "Our North" Exhibition Successfully Passed in Many Countries of the World

The theme of mammoths and other ancient animals in recent years excites the whole world. Mammoths became the symbol of the extinct fauna characters that existed alongside humans for thousands of years. Despite the huge size of these ancient animals, they were vulnerable to changes that have befallen our planet.

The exhibitions involving frozen or mummified mammoths circled the entire planet for the past 10 years. Especial popularity was gained in the Asian part of it: Japan, Hong Kong, Korea and more places were visited by the Russian mammoths. Europe and the United States were not left behind. The exhibits of the Zoological Institute of the Russian Academy of Sciences, Academy of Sciences of the Republic of Sakha (Yakutia) and other regions of the world have come a long way in recent years.

The exhibition themes were different, but the basic idea, associated with mammoths, is the vulnerability of nature and the fragility of our world.





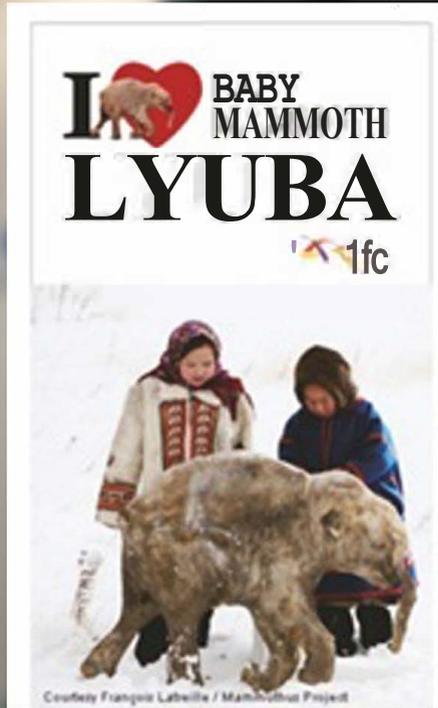
Yokohama exhibition:

The frozen woolly mammoth Yuka

July-September 2013

With the support of the Embassy of the Russian Federation in Japan, in Yokohama the YUKA exhibition was held, dedicated to Yuka, the baby mammoth found in Yakutia in 2011 by the members of the Yukaghir community (the indigenous people of the North, which are rather small in numbers). The frozen woolly rhinoceros and many other paleontological exhibits from the collection of the Academy of Sciences of the Republic of Sakha (Yakutia) were presented on the exhibition.

For less than two months, 340 thousand residents and visitors to Yokohama attended the exhibition. The average check with the visitors amounted to 30 euro (20 for the ticket and 10 for the souvenirs).



Hong Kong exhibition: Lyuba baby, Mammoth of the Ice Age Exhibition

April-June 2012

The IFC Mall large shopping center organized the exhibition. The objective of the exhibition was attracting a large number of visitors to the new shopping mall in the shortest time possible, using historically high interest of the local audience to the mammoths. The access to the exposition was free, there were a large-scale trade in souvenirs, children's drawing competitions, etc. The widely publicized exhibition in the Hong Kong media was free because of the uniqueness of the event and the exhibit.

The exposition made the mall so popular that organizers had to extend the stay of Lyuba in Hong Kong for another month. This project was 100 % PR oriented and fully lived up to the expectations of the organizers.



Expo 2005 Aichi (Nagoya)

March-September 2005

The city of Nagoya in Aichi Prefecture, Japan hosted the Expo world's fair. During 185 days, the national pavilions from practically every country in the world, including Russia, were open for visitors.

The main theme of the exhibition: "The Wisdom of Nature", the exhibition was visited by about 21 million people. The favorite of the Russian part of the exhibition was the mammoth's head brought from Yakutia. The huge queues were consistently lining up to the main pavilion of "Global House", where the aforementioned head flaunted in the glassed-in chamber at a temperature of permafrost. More than 6 million people, nearly 1/3 of all Expo 2005 visitors, came to see the mammoth. Emperor Akihito himself visited the exhibition.

The proper production helped the organizers to get a profit of almost 10 billion yen/about 90 million dollars.

The Souvenir Products at the Exhibition

For the exhibition organizers, the models of the following souvenir products also can be developed: the interactive toys, the figurines, the trinkets, the stickers of mammoths and many more.

The physical qualities of a mammoth tusk are unique. The unique colors of a bone give the product a special inner glow visual effect. The material has extraordinary plasticity and strength that were appreciated by the carving masters at all times.





The Auction of the Items

Made of the Mammoth Tusks

The "Our North" foundation, together with the Real Power group of companies, organizes the auction of exclusive products made of the unique material - mammoth tusk. All the products are accompanied by the certificates of RosTest and are made of the tusks collected legally under the control of the scientists on Yakutia territory.

The products are manufactured Real Power's own factories in St. Petersburg and Indonesia. The main lots are the unrivaled works created jointly with a workshop of Sergey Falkin.

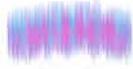


Freezers

To preserve the frozen exhibits during the exhibition and the public access to it, the "Our North" foundation offers the unique freezers with large trilateral show-cases at our disposal by the Japanese company Mitsubishi Electric made especially for exhibiting Yuka mammoth and woolly rhinoceros in Yokohama in 2013.

-18 °C temperature is maintained in the cameras which is necessary for the safety of the exhibits, and these cameras can also be filled with an oxygen-free gas mixture preventing the decomposition processes. The exterior of the cameras can be made according to the wishes of the customer.

Our Partners



ПРО-АРКТИК

The PRO-ARCTIC news portal



The North-Eastern Federal University
Federal State Autonomous Educational
Institution of Higher Education



Zoological Institute of the Russian
Academy of Sciences



The Real Power group of companies



The mammoth portal of the Academy of Sciences of Sakha (Yakutia)



The Mammuthus news portal



Academy of Sciences of the Republic of Sakha (Yakutia)



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**The "Our North" unique exhibition is
a great marketing tool for a variety of business needs**

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