THE OPPORTUNITY: VISIBILITY FOREVER

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To recapture the treasure of “visibility forever”—the vibrant health of our springs and a clear vision for their future—Springs Eternal: Florida’s Fragile Fountains of Youth invites the public to become re-enchanted, to revisit and re-imagine the myth of Florida’s waters in new and sustainable terms.

We need your support NOW to complete this project.

• Your contribution will support production, materials, research and fieldwork. Our budget total is $250,000.
• Donations of any amount are welcome. Contributions will be acknowledged on a donor recognition panel displayed during the exhibition at the Florida Museum of Natural History.
• Please consider making a charitable gift of $10,000 or more (see Special Support Opportunities, below).
• Contributions are tax-deductible, under the umbrella of Alachua Conservation Trust, the project 501(c)(3) fiscal agent.

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You can learn more about the project at JohnMoranPhoto.com.

Please contact us directly if you would like more information.

John Moran, project director:
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Springs Eternal: Florida’s Fragile Fountains of Youth is a project of the Alachua Conservation Trust.
AlachuaConservationTrust.org

An Exhibition of the Florida Museum of Natural History
Featuring the Photography of John Moran
March-December 2013
Springs Eternal is a visual celebration of the springs we were given, a meditation on the springs we could lose, and an invitation to the people of Florida to fall in love with our springs all over again, mindful that the choices we make today foretell the Florida of tomorrow.

Springs Eternal consists of three parts:
- **CORE** – the museum exhibition
- **EVENT** – Urban Aquifer, a mobile public art project
- **LEGACY** – a Springs Eternal website


**CORE: THE EXHIBITION**

Springs Eternal: Florida’s Fragile Fountains of Youth is an exhibition premiersing at the Florida Museum of Natural History in March 2013. Timed to coincide with the Viva Florida 500 commemoration of Ponce de León’s arrival, the exhibit will run through the end of the year before traveling on to other venues statewide. Located in the Central Gallery of the Florida Museum, a series of photo and text panels will chronicle the story of our springs—their beauty, their ecology, and the people who are drawn to them, body and soul.

**EVENT: THE URBAN AQUIFER**

Springs featured in this exhibition will travel far beyond the walls of the museum, streaming through the virtual space of the Internet as well as the concrete highways and byways of Gainesville. Windows onto the aquifer, the springs make visible our essential connections not only to water, but also to each other. Urban Aquifer, created by Springs Eternal associate Lesley Gamble, is a real-time performance artwork, a concrete poem, a mobile educator and an ongoing public service event that “daylights” the aquifer beneath our feet. Wrapped in luminous full-scale images of springs selected from Moran’s and Gamble’s collections of photographs, a fleet of nine Regional Transit System buses will fly throughout our urban conduits as a metaphorical aquifer, the lifeblood of our region.

Each bus will depict one of our springs, described by William Gamble, is a real-time performance artwork, a concrete poem, a mobile educator and an ongoing public service event that “daylights” the aquifer beneath our feet. Wrapped in luminous full-scale images of springs selected from Moran’s and Gamble’s collections of photographs, a fleet of nine Regional Transit System buses will fly throughout our urban conduits as a metaphorical aquifer, the lifeblood of our region.

Core exhibit, the Urban Aquifer, is a multimedia project directed by Florida nature photographer John Moran. Trained as a journalist, Moran has been on a quest to document the wild heart of Florida with the passionate eye of an artist for more than thirty years. He is the author of Journal of Light: The Visual Diary of a Florida Nature Photographer (2004).


Springs Eternal: Florida’s Fragile Fountains of Youth assembles springs-related photographs from Moran’s personal collection, current work, and state archives. A narrative of the changes many of us have seen becomes an opportunity for the public to rethink, re-envision and actively engage with the future of our springs and state, inspiring all Floridians to value, conserve and restore our precious waters.

A companion exhibit, Finding the Fountain of Youth: Discovering Florida’s Magical Waters, lends additional cultural history and context, while a Springs Eternal website and Lesley Gamble’s Urban Aquifer, a nine-month artwork performed by a fleet of Regional Transit System buses, transport the exhibition beyond the walls of the museum and out onto highways virtual and concrete.

The exhibit will also focus on the reality that many of our springs are in decline, their flow diminished because of groundwater over-pumping and long-term rainfall deficit, their waters choked with algae fed by nutrient-laden sewage, manure and fertilizer. Additional scientific, historical and cultural information hosted on the Springs Eternal website will be accessible to smartphone users through QR matrix barcodes embedded in the photographic panels. High above the gallery, large-scale photo transparencies illuminated through clerestory windows will display stunning underwater panoramic views—sixty feet long—of two springs, one healthy and one impaired. Dramatic and immersive, the aquarium-like atmosphere creates an opportunity for wonder and empathy, while the striking visual comparison invites questions and deeper reflection.

Much of Florida’s history, identity and attitude have been shaped by a connection to the myth of the Fountain of Youth. A companion exhibit developed by designer Rick Kilby, Finding the Fountain of Youth: Discovering Florida’s Magical Waters, looks at the way Florida’s reputation for healing, restorative water has been used to sell the state while shaping popular culture. Using amusing vintage ads and other lively images, Finding the Fountain of Youth offers a visual survey of Florida’s beloved aquatic attractions, providing a cultural and historical context for Florida’s current struggles to protect its waters.

The Springs Eternal website will continue beyond the duration of the exhibition, offering an easily navigable site for users to access and contribute to a wide range of information about the springs. Topics addressed will include springs history and culture, current developments in springs science and public policy, and citizen journalisms—multimedia expressions of the stories, experiences and wisdom of local people who know and love their springs, rivers and watersheds. QR matrix barcodes on exhibition panels and Urban Aquifer buses link viewers to content found online at the Springs Eternal website, offering the potential to expand connections between typically disparate audiences; in this case, museum visitors, people who see and ride the RTS buses, and Internet users.

Although the exhibition and related events in Gainesville are timed to coincide with the statewide commemoration of Ponce de León’s arrival, the Springs Eternal website responds to the need for an ongoing public forum dedicated to Florida’s real treasures, our unique and irreplaceable springs.
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Springs Eternal: Florida’s Fragile Fountains of Youth assembles springs-related photographs from Moran’s personal collection, current work, and state archives. A narrative of the changes many of us have seen becomes an opportunity for the public to rethink, re-envision, and provide access to more comprehensive information about our springs.

Springs Eternal: Florida’s Fragile Fountains of Youth is an exhibition premiering at the Florida Museum of Natural History in March 2013. Timed to coincide with the Viva Florida 500 commemoration of Ponce de León’s arrival, the exhibit will run through the end of the year before traveling on to other venues statewide. Located in the Central Gallery of the Florida Museum, a series of photo and text panels will chronicle the story of our springs—their beauty, their ecology, and the people who are drawn to them, body and soul.

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Each bus will depict one of our springs, described by William Bartram as “the blue ether of another world”—surprising, dramatic, radiant. While the aesthetic appeal of this moving artwork implies poetry, actual phrases culled from historical and literary references to the springs will float suspended across the aqueous imagery.

One busconveys “a secret and lovely place,” Marjorie Kinnan Rawlings’s description of a spring. Other phrases may be drawn from springs encomia, such as Archie Carr’s “a singular blessing of the Florida landscape” and Jacques Cousteau’s “visibility forever.”

Together, the circulating buses create chance grammars, spurring observational games and a sense of playful delight. Phrases, like people, meet, pass, and continue on to their various destinations, small poems springing up in unlikely places.

QR matrix barcodes printed on each bus offer immediate access to more detailed information about the featured spring, linking viewers to the Springs Eternal exhibition website and related developments in springs science and public policy, and citizen journalism—multimedia expressions of the stories, experiences and wisdom of local people who know and love their springs, rivers and watersheds.

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FEATURED IN THE PHOTOGRAPHY OF JOHN MORAN
MARCH–DECEMBER 2013