

MEDIA RELEASE
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For immediate release

Look Up: science behind the signs revealed

The Outdoor Media Association, in collaboration with Glider Global and world-renowned neural and systems complexity specialist Dr Fiona Kerr, has revealed the science behind the public movement inviting Australians to Look Up and out, and by doing so to experience the life-changing benefits of connecting with the world around us, and with each other.

At the heart of the action is a new report *[The Art & Science of Looking Up](#)*, developed by Glider Global and Dr Kerr, which confirms the multitude of physical, psychological and social benefits to simply looking up and out.

The movement has been rolling out to Australians via a series of photographs on outdoor signs in major cities throughout January and February 2019, across more than 7,000 signs operated by the Outdoor Media Association's members.

Outdoor Media Association CEO Charmaine Moldrich, said, "The outdoor media industry has united to bring the largest ever industry campaign to Australia in our 80-year history, inspired by Dr Fiona Kerr's research and the Look Up invitation. We believe it is a timely and important message that the canvas of outdoor media can amplify. Our signs exist where life happens – the places we live, work, socialise and spend our time, reaching over 90 per cent of the population. Our members take their responsibility of being in the public domain very seriously, and this campaign is part of our ongoing commitment to engage in public dialogue, reflecting and contributing to important conversations.

The Out of Home industry is committed to pushing the envelope; starting a conversation, helping shift behaviour, and inspiring people. We've launched this movement in the peak of the summer season to reach as many people as possible with this important message, and explore all our media can do with a big, bold campaign to make a difference by doing something as natural as looking up," said Moldrich.

Glider's founder Lekki Maze, who co-authored with Dr Kerr on the report, said, "Look Up is for everyone and is everywhere. It's one of the simplest things we can do with some of the most profound impacts on so many aspects of our lives – to just tilt your head, lift your eyes and take that moment to look up and out and engage with the world around you. Whether that is staring at a big sky or out at the horizon, noticing the details on your way to work, smiling at someone as you

pass by, or starting a conversation – these are all fantastic things you can do for your brain, your body and your experience of life. And as human beings it's actually what we're wired for," said Maze.

With qualifications encompassing cognitive neuroscience, complex systems engineering, anthropology and psychology and almost thirty years in industry, Dr Fiona Kerr is passionate about people understanding the wonders of human connection, cognition and neurogenesis to positively impact their lives and each other's.

Dr Kerr said, "It seems counter-intuitive to our modern culture that looking up and out and seemingly doing nothing could be the most beneficial state for optimising our thinking, but in fact, this is our natural way of being or 'default' mode if we're not distracting our brains with technology or pushing it down the rabbit hole of trying to work on a specific task or problem."

"This is just one example in the gamut of benefits we hope people will discover with the Look Up movement, and I am excited to see this project come to life in such a big way with the OMA and Glider. Together we're working to have a positive impact in the public domain, to reconnect people to their surroundings and to each other," said Dr Kerr.

Purpose-led PR and communications agency, The Bravery will be leading the media campaign.

Claire Maloney, Director, The Bravery: "We knew this was a story we wanted to share from the moment we opened the brief – it speaks to the heart of our mission as a business and a chance to amplify a message that matters.

This project has the potential to light a fire in public discourse, and to create positive impact for the millions who experience it."

Visit lookup.org.au to find out more.

Credits

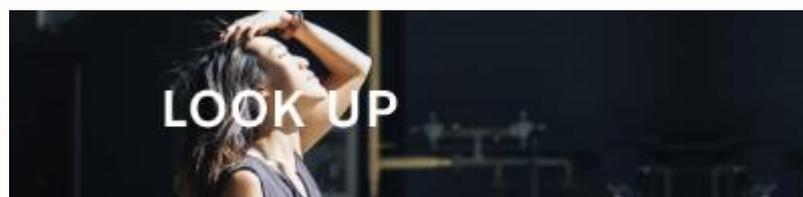
Media: Outdoor Media Association and its members – Charmaine Moldrich, CEO

Conceptual: Glider Global – Lekki Maze, Director

PR Agency: The Bravery – Claire Maloney, Director

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For more information contact Lauren Sinfield, The Bravery, M: 0431 012 018.



About The Art & Science of Looking Up Report: January 2019

Building on a body of work by Glider Global, neuroscientist Dr Kerr's research supports and explains that 'Looking Up' is good for our brains, our view of the world, and each other.

The literature reviews cutting-edge global research from a wide number of disciplines, exploring seven key subject areas: Eye gaze and engagement, abstraction and neurogenesis, lighting up our brains, solving complex problems, lived experience, connection and connectedness, and contagion, confirming the multitude of extraordinary benefits to our lives when looking up and out.

About the OMA

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners. The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services. The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.

About Glider Global

Glider creates new form experiences that move people to think, feel, be and do in new and fuller ways. Fundamental to their work is a desire to share important stories and spark meaningful conversations about what it is to be alive, and all the fullness of what it means to Be Human. Underpinned by human-centered research, Glider's projects start and end with people. They focus their work on the most important human issues shaping our society and the future. They are motivated to create moments that open people up, and invite them to explore and better understand our shared human experience, so that we might live well together.

About Dr Fiona Kerr

Fiona is the founder of the NeuroTech Institute, an independent body working at the intersection of neuroscience, emerging technology and ethical practice. It offers a truly multi-disciplinary approach to investigating how humans shape each other, how technology shapes us and thus how we should shape technology. Her own diverse qualifications include cognitive neuroscience, complex systems engineering, anthropology and psychology built up over forty years, with almost thirty years in industry. Fiona advises and works with organisations ranging from Finland's AI steering committee and smartlabs in Ireland and New York, to US Defence and Cirque du Soleil, with research projects including how soldiers interact with autonomous systems in decision making and elderly people with robotic companions, how to design multimodal gadgets which have a positive cognitive impact, and why face-to-face interaction with a nurse makes a patient heal better. She is also the Neural and Systems Complexity Specialist at the University of Adelaide.