

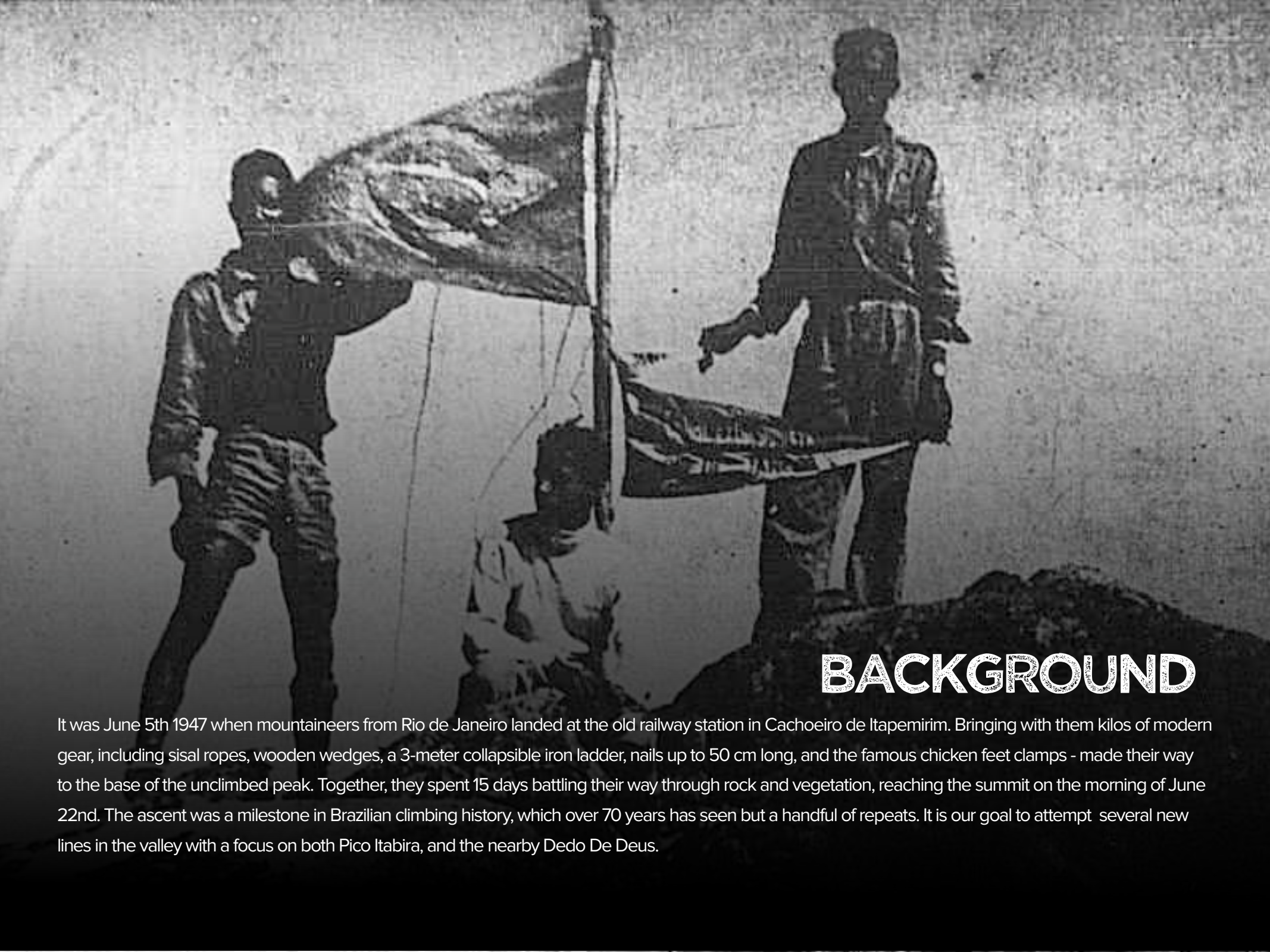


ITABIRA

BRAZIL CLIMBING EXPEDITION

EXPEDITION TREATMENT • VERSION 1 • APRIL, 2023

CREATED BY **we||good** PRODUCTIONS • BEYOND THE ORDINARY



BACKGROUND

It was June 5th 1947 when mountaineers from Rio de Janeiro landed at the old railway station in Cachoeiro de Itapemirim. Bringing with them kilos of modern gear, including sisal ropes, wooden wedges, a 3-meter collapsible iron ladder, nails up to 50 cm long, and the famous chicken feet clamps - made their way to the base of the unclimbed peak. Together, they spent 15 days battling their way through rock and vegetation, reaching the summit on the morning of June 22nd. The ascent was a milestone in Brazilian climbing history, which over 70 years has seen but a handful of repeats. It is our goal to attempt several new lines in the valley with a focus on both Pico Itabira, and the nearby Dedo De Deus.





OBJECTIVE

In June of 2023, Gareth Leah and Drew Herder will visit northern Brazil with the goal of establishing new routes in the Cachoeiro de Itapemirim valley. The primary goal is the rarely climbed tower of Itabira.

- + Establish a new line on the wall.
- + Explore the surrounding area, connect with local climbers to hear about climbing history in the area.
- + If time permits, establish a new route on the tower Dedo de Deus, and Cinco Pontões.

TEAM

EXPEDITION | **LEADER + MOTION**



GARETH "GAZ" LEAH (CLIMBER)

British-born climber Gareth Leah has lead expeditions to some of the world's harshest and most remote environments in search of discovery. From the United States to the Middle East, Africa, and Latin America. He is highly experienced in problem solving, resourceful and doesn't mind "grimming it out". Driven by a curious love for new cultures and environments, he is in constant search of the next adventure. When not climbing, you'll find him behind a camera creating stories that speak to his heart.

SPONSORS

Sterling Ropes, Revo Sunglasses,
Scarpa

Author:

NYC Bouldering Guide
Parque La Huasteca
Guidebook

Contributor:

Rock & Ice, Grimpe, Climb
Max, Grimper, Climbing
Magazine, Climb
Magazine, Sideracked.

NOTABLE ASCENTS

- [FA Golden Eagle Feathers](#)
[5.12c \(7b+\) 365m \(WY, USA\)](#)

- [FA Bayan Massir](#)
[E5 6a \(5.11b x\) 1045m \(Oman\)](#)

- [FA Nubivagant](#)
[5.13d \(8b/A0\) , 455m \(Africa\)](#)

- [FA El Son del Viento](#)
[5.12+ \(7c+\) , 420m \(Mexico\)](#)

- [FA The Life You Can Save](#)
[5.12+ \(7c\) , 350m \(Mexico\)](#)

- [FA No Mi Chingues](#)
[5.14a \(8b+\) \(Mexico\)](#)

- [FA Godsmack](#)
[5.13a \(7c+\) \(UT, USA\)](#)



TEAM

EXPEDITION | **TEAM + MOTION**



Contributor:
Mountain Project

DREW HERDER (CLIMBER)

Self described “Froth Lord” and shredder of all things, Drew Herder takes life head on. Locally famous for his pioneering vision in the building world, and for completing the worlds longest route. Whilst his jovial demeanor often shine through, drew is a talented climber with a cool and calm head about him.

NOTABLE ASCENTS

- [The Great Wall of China](#)
[5.9+ R/X, \(F7a\) 2804m \(USA\)](#)
- Childhood End
5.12-R, (F7b) 303m (USA)
- Klyuchevskaya Sopka
W12 Snow, 4727m (Russia)
- FA Cortex Dynamics
VIIIc (F6b+) (Czech)
- FA Angus Herder
5.11b (F6c) (USA)



TEAM

EXPEDITION | PHOTO



WILLIAM SAUNDERS

Talented and humble, Will has asserted himself as one of the top outdoor and adventure photographers in the US. He has travelled extensively for his passion, working alongside brands and outlets like Backcountry.com, Black Diamond, Sterling Ropes, The North Face, Merrel, Kuhl, Probar, Outside Magazine, the Surfers Journal, Gregory Backpacks and Camp4 Collective.



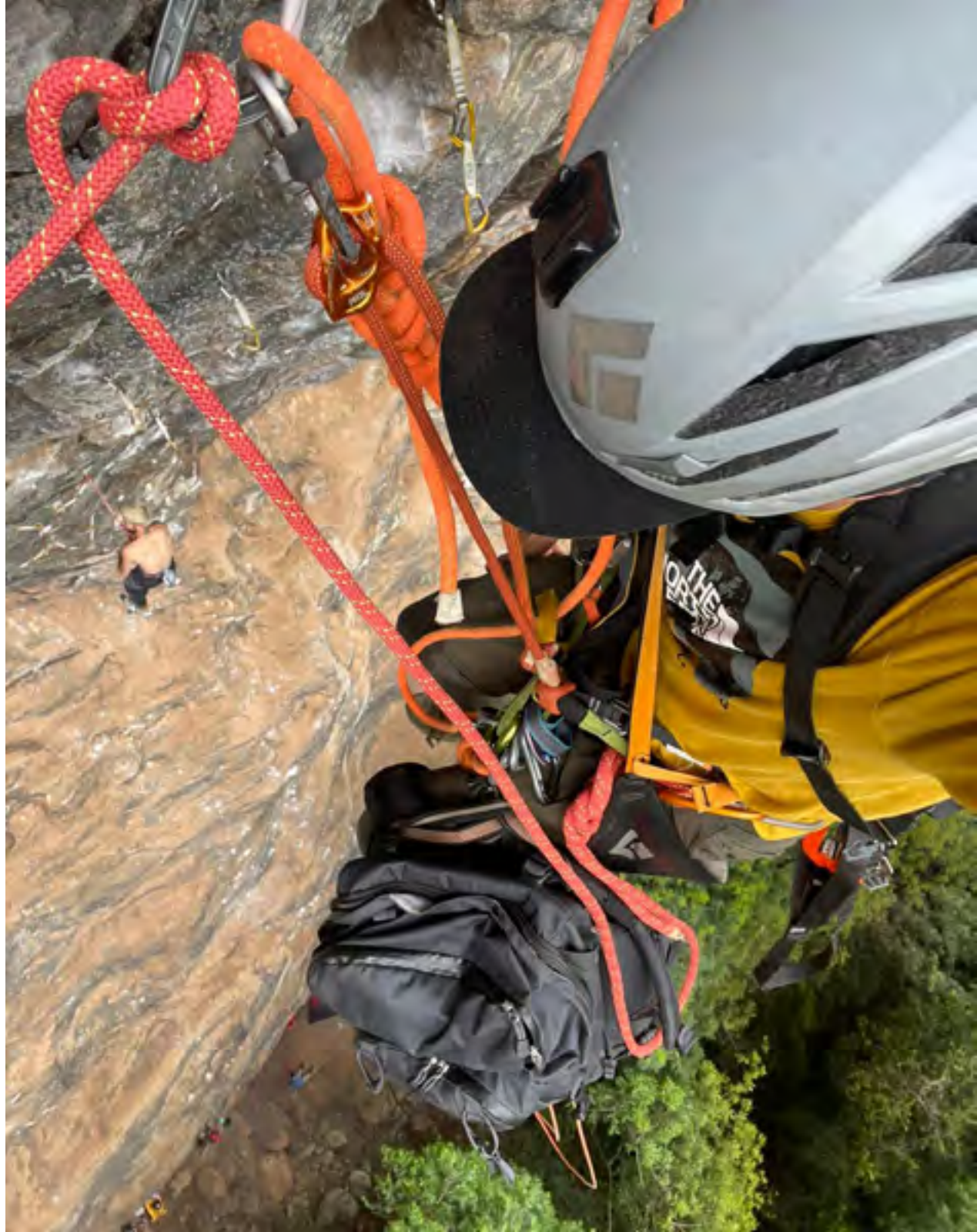
TEAM

EXPEDITION | MOTION



MURILO VARGAS

Bursting with energy and [positivity. Murilo is seasoned adventure film maker, and highly respected in the Brazilian adventure film community for his work covering high line FA's, filming the 7 summits, and spearheading a global media campaign with Prudential focusing on climbing. Father of 2, his free time is spent enjoying time with his children and kite surfing on the Brazilian coast.



MEDIA

EXPEDITION | DELIVERABLES

Delivering a turn-key media around the story.

Stills

Capturing the raw and timeless visuals of the journey as it unfolds, the images will breathe life to the project. Supporters will receive a pre-agreed number of assets in line with funding commitments.

[Example](#)

Written

We will put into words the trials and tribulations of the expedition to complement the visuals. Utilizing existing relationships in the climbing media world, we will seek distribution for the article and film to ensure the greatest impact of the generated media.

[Example](#)

Motion

A expressive short film that focuses on telling the story of the area, its history, and the journey to develop the new routes.

[Example](#)

STILLS

Digital image gallery

Behind-the-scenes

Social stories

WRITTEN

Article

Blog (upon request)

Gear reviews

MOTION

Short Film

Social cuts





Free thinkers, light bringers, and game shakers. We believe in equality, inclusivity, and diversity. An interdisciplinary team of innovators, artists, and digital guru's that endeavor to be the change they want to see in the world. With adventure media as our stage for action, we are forging a better future with like minded humans. Specializing in commercial outdoor media, our crew is experienced in crossing the toughest terrain, and ascending the highest peaks whether human powered, or break neck speeds.

well
good



**DIGITAL
SIGNAGE
CURATION
ADVERTISING
BRAND VOICE
PHOTOGRAPHY
VIDEO PRODUCTION
PROJECT MANAGEMENT
DISTRIBUTION STRATEGY
CONCEPT DEVELOPMENT
EXPEDITION PLANNING
DRONE PILOTING
ART DIRECTION
ILLUSTRATION
PACKAGING
ANIMATION
STRATEGY
WRITING
EVENTS**

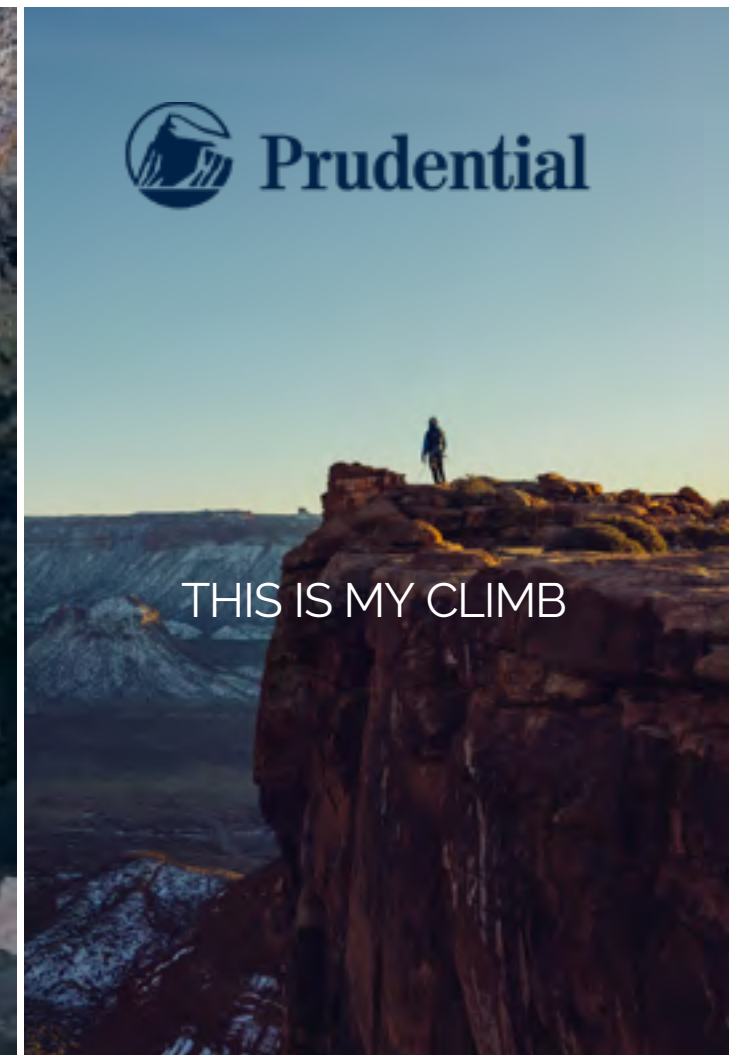
PORTFOLIO

BRANDED STORY | WHAT WE CREATE

Whether it's a feature story, branded content, or a documentary - our team adapts their mountain proficiencies to the creative world. Allowing us to access the most difficult terrain, and keep up with the world's cutting edge athletes.

ACCESS CODE: 3GLC_1_S2JOAKHHUE

ACCESS CODE: PRUDENTIAL



PAST COLLABORATORS

CLIENTS | WHO WE WORK WITH

Climbing



Outside

cruise

ROCK
THE CLIMBER'S MAGAZINE **AND ICE**



vimeo



EPIC TV

The New York Times



Backcountry



Black Diamond



**MOUNTAIN
HARD
WEAR**



MERRELL

BFGoodrich
Tires

facebook.

AWARDS

FEATURED | **ON THE BIG SCREEN**





THANK YOU

Thank you for taking the time to review this project.
We appreciate your consideration in working with us,
and look forward to connecting with you.

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