



PRESS PACKAGE

PROGRAMME KEO: A UNIVERSAL PROJECT THAT IS SYMBOLIC IN ITS FUSION OF ART, TECHNOLOGY, HUMANISM AND DREAMS

Programme KEO is an invitation to every individual on Earth to address himself to our faraway future descendants. This message is the expression of oneself, of one's way of life, of one's dreams, of one's hopes and aspirations, of one's revolts and of being habitants of planet Earth.

All the messages, without undergoing any form of censorship, will be put aboard the satellite KEO, that will be constructed and put into orbit such that it returns to Earth intact in 500 centuries.

The world-wide collection of messages, that is already underway since several months, will continue till KEO is launched into space in the year 2003.

Once KEO is launched, a copy of the entire assortment of messages will be preserved on Earth. Once made anonymous the messages will be made freely available to all (under certain protocols). By reading these messages, each one of us can take a peek into the thoughts, ideas, aspirations and dreams of a village chief in Africa, of a young girl in love, of a homeless vagabond, of a wise old man in Japan, of an unemployed young lad, of a child living in the slums....

With the emergence of this new vision towards the human community of the 21st century, KEO aspires to create a world that is more human.

In addition to our messages, KEO will also be the carrier of archeological gifts that are laden with symbols and information destined to our great grandchildren. Our future descendants will thus be recipients of all the knowledge procured by the Man of the 21st century and they will also be witnesses of his cultural diversity...

KEO is a project that is free from all political, religious and commercial influence. It is being realized thanks to the generous assistance by its various partners who provide their professional expertise free of cost. The list of partners includes the European spatial industries, the Unesco, the French Ministry of Foreign Affairs...

In keeping with the glorious human creations that flag the history of humanity, KEO will be penned down in the same league as that of the Pyramids of Egypt and the Great Wall of China, as a universal masterpiece that is the porter of the collective memory of the inhabitants of the 21st century who wish to address themselves to their future descendants.

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Video images and CD-ROMs of computer generated pictures that are free of rights are available on request.

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www.keo.org

I - KEO: ITS INTENTIONS

The objective of Programme KEO is to encourage the maximum number of men, women and children to participate in the biggest collective mission ever undertaken in the history of mankind. This venture is designed such that we are forced to rethink about how we want our human destiny to be and about how we want our living conditions to be. KEO allows each one of us to do something important in our epoch and to dream our life as we would want it to be.

An identical space of equality and freedom of expression through 4 simple pages; for oneself, for the people of today and for those of tomorrow.

Your participation will involve writing and sending a message to KEO (via the Internet or the post). A personal message that represents you and your life; a message that expresses your dreams and aspirations; a message that reveals your intimate thoughts and deepest convictions; a message that talks about your fears, conflicts and hopes...4 pages of liberty of expression that reveal the person you are.

Every message, like a splash of color on an artist's canvas, will enhance the beauty of the fresco of messages aboard KEO, whose goal will only be achieved once each person has sent in his personal jottings.

The collection of messages received will be sent (engraved on glass disks that are resistant to time and cosmic radiation) aboard the winged satellite KEO without undergoing any censorship. KEO, whose launch date is during the year end 2003, will return to Earth after a long voyage of 50,000 years to tell the people of tomorrow about the people of today.

More than thousands and thousands of messages, coming from over 130 countries and written in more than 60 languages, have already been received by KEO. All continents and age groups are represented through these messages proving that the metaphor of KEO goes beyond all frontiers and cultures.

II – KEO: THE DESCRIPTION OF THE PROJECT

The satellite KEO

Result of the spatial European industry, KEO is a jewel amongst the existing technologies. KEO is a passive satellite that will be sent to space only to return to Earth after a period of 50,000 years thanks to the ballistic laws (planetary, lunar and solar attractions), the pressure of solar radiation and the breaking of the terrestrial atmosphere.

KEO will be launched into space during the year 2003

To enable KEO to survive its long voyage of 50,000 years, necessary precautions will be taken to ensure that it is protected from the hostile environment in space. Several protective shields will cushion the gifts that are destined for our future descendants. The first, an anti-oxygen atomic shield will protect KEO from the residual atmosphere of the Earth. Additional shields of titanium and tungsten, both time resistant metals will protect it from cosmic radiation (due to their high atomic weight, these metals are able to absorb a substantial part of these destructive rays).

The aluminum, titanium and tungsten shields serve a dual purpose. Interwoven with layers of vacuum, they will also protect KEO from its principal enemies: space debris of human origin and micro-meteorites.

KEO requires:

- To ensure a safe re-entry into the Earth's atmosphere: a heat shield composed of carbon carbon will resist temperature higher than 2800°Celsius.
- To absorb the shock of its impact while landing back on its native soil: our messages will be protected by an insulation of metallic foam that is capable of absorbing an impact speed of 130 meters per second.
- To guarantee its buoyancy in the event of a marine landing: the density of its core shell will be less than 1.

After 17 months of research and study by Aerospatiale and Sup'Aero, KEO's technical feasibility was demonstrated before a board of industry professionals at the 47th International Astronautical Congress in Turin in 1997. Since then, KEO has been refined, its shape has been perfected and enhanced and its dimensions have been redefined (since the capacity of its load to resist temperature which was earlier predicted as 380° Celsius is now modified to 480° Celsius).

KEO's orbit

In order to minimize the cosmic radiation which will inevitably destroy the archeological gifts and our precious messages aboard the satellite, KEO will be injected into the orbit beneath the Van Allen belt some 1,800 kilometers from the Earth. These belts, bound to the Earth's magnetic field, deflect a significant percentage of these harmful rays.

KEO's flight

As of today the dimensions of KEO are restricted keeping in mind that it is being launched free of cost. Since KEO is a secondary passenger on a commercial launch rocket it is obliged to respect the restrictions imposed on its mass and volume. The satellite will have a total wingspan of 9 meters while its core body will measure less than 80 centimeters in diameter and its weight will not exceed 100 kilograms.

KEO will also promise to be magnetically neutral so that it does not endanger the launch of the principal satellite. In this sense, KEO is a passive satellite without any ferrous metals, motors and energy power. KEO will be positioned in the launcher's cap on a platform underneath the principal satellite.

KEO's odyssey

KEO's wings will be folded during the launch. However once in orbit, their membrane of naphthalene will melt like Icarus' wax wings under the heat of the sun and will activate the mechanism for wing movement. Henceforth, the wings will beat in rhythm to KEO's passage under the Earth's shadow and its exposure to the sun's rays. With a suitable optic telescope it will be possible to record KEO's flight as it flutters its wings over its orbit.

After a couple of years in orbit, KEO's unprotected wings will be shed, leaving the core sphere to continue its journey alone in space. During its 14,500 billion kilometers voyage around the Earth, KEO's orbit will gradually decay bringing it closer and closer to its native land.

KEO

www.keo.org

Re-entry into the atmosphere

As KEO approaches the end of its long journey, it will begin to decelerate as it descends below 120 kilometers in altitude; its momentum checked by the dense layers of the Earth's atmosphere. It will then enter the final and critical phase of its return flight.

Some 20 minutes before landing, KEO will announce its arrival to our future descendants in the form of a shooting star, emitting sparks of radiant light that will be brighter than those of a natural star. Its luminosity will be continuous and its intensity will be strong.

Some 2 minutes before it lands on the soil, KEO's titanium and tungsten shields will disintegrate under the effect of the heat accumulated during its passage across the layers of the dense atmosphere. The carbon thermal shield will heat up to 2800°Celsius. KEO will be equipped to resist this phenomenon and will trigger off an ionization that will release a steam of minute particles that will be totally illuminated.

Our future descendants will witness a flash of artificial northern lights in the sky, a strong glow, like a signal.....they will be alerted of the return of KEO.

In the core body of KEO, the temperature of the archeological tokens addressed to our future generations will not exceed 450°Celsius. They will thus remain intact.

IV - KEO: DECODING ITS ARCHEOLOGICAL TREASURES

The durability of the glass disks

In July 1998, the National Grand Accelerator of Heavy Ions (GANIL) conducted an experiment in which glass disks and engraved DVDs, identical to the ones that will be aboard KEO, were exposed to radiation 10 times superior than what will be experienced by KEO during its 50,000 years journey. The result of this experiment showed that despite their long exposure in space, the information stored on the glass disks will remain intact; only the color of the disks will vary slightly.

The keys to decoding

In order to guide our descendants towards the significance of our messages, information immediately intelligible to the eye will be provided to them in the form of holograms and/or diagrams (around 200 in all) on each side of the glass disks.

They will also come across signs representing some of the invariants used in the past by numerous civilizations such as those indicating water, houses, etc...accompanied by their translation into several languages. They will also find a specific disk, engraved analogically (like an old vinyl record) at their disposal.

Next to this they will find a tuning fork, a miniature horn, a record needle and a diagram showing how the disks must be rotated in order to extract their contents. As soon as the frequency emitted by the miniature horn corresponds with that of the tuning fork, our descendants will hear human voices speaking the principal languages of our days as well as melodies of the music of our times. The subsequent disk will contain exactly the same information but this time digitally coded and engraved. Our descendants will then have to begin their work of deciphering and decoding.

The Rosetta Stone

Our descendants will be in the state of uncertainty similar to the one experienced by the discoverers of the Rosetta Stone: is there an actual meaning hidden in these glass disks or are they just esoteric symbols?

Their task will be all the more complex because, unlike the clearly visible engravings on the Rosetta stone, the DVD images and the micro-millimeter engravings encoding our alphabets will be imperceptible to the naked eye. However, we will furnish them with technical diagrams for constructing a DVD disk reader, which will enable them to access the visual representation of our messages. These plans will be presented to them in the form of diagrams engraved on the faces of several glass disks aboard KEO.

Often it has taken us some hundreds of years of research, perseverance and careful study to be able to decipher the scripts of the past.

Still today there are several languages which remain incomprehensible. Others required several years of disciplined study while some were transmitted to us over the centuries.

Will traces of our current high-tech world survive the passage of 50,000 years or will they disappear like the ancient Egyptian civilization? We cannot tell. How much time will our future generations take to decode the information saved on the glass disks? One day or a thousand years? We will never know.

KEO, the Archeological Bird of the Future, beneath its unusual appearance, is the carrier of hopes and dreams, a metaphor of artistic and technological creations and a symbol of individual introspection. It forces each one of us to evaluate ourselves in a new light, to view things differently and to reflect once again on our definition of the destiny of the human species and the true meaning of life.

KEO makes you question yourself, your beliefs, your faith and your compassion towards another. It gives you a reason to share with somebody who is so different from you, a common bond of humanity and belonging.

V – KEO: THE CEREMONY OF SHARING MESSAGES

A theatrical representation of time and space, an invitation to send messages from across the globe and a promise to return to Earth; all stocked aboard a dedicated satellite, where emotions and dreams transcend are the fundamental parameters that will assure the quality and contents of the messages destined to be the object of a sociological analysis. Apart from this mass of messages, tables of contents as well as values and beliefs, arranged continent by continent, language by language, country by country and according to the age groups will be developed.

From the launch date of KEO in the year **2003**, the fruits of this analysis will reveal, for the first time, a universally unedited image of mankind and a picture of a global community of people as it exists today. Guarded under the veil of anonymity, the entire content of the messages will also be made public on the Internet. Such a grand ceremony of sharing messages between the people of today will be celebrated across the entire world through the help of universities, schools and the media.

In the attempt to answer the most basic questions of mankind, “who are we, what can we expect from ourselves and what kind of future do we want to build together?” KEO aims to be the catalyst to ignite the global fire of comprehensive and active awareness where each person, like an actor, will play his individual role.

Foundation KEO

After the launch of KEO, Foundation KEO will be created to pursue the enriching work of individual and collective reflection generated by the collection of messages from people all over the world.

The work of Foundation KEO will involve concrete actions dedicated to promoting the new collective consciousness that recognizes its responsibility towards the human species and the future generations of our planet and towards the forces of nature. It aims at bringing about a collective reaction towards our destiny and towards our aspiration for the future at a time when man is able to match powers with the forces of nature and change the course of his destiny.

VI – KEO: HOW YOU SHOULD SEND YOUR MESSAGE

The messages for KEO should be addressed either through the Internet by logging on to the site www.keo.org or by post.

The site keo.org, one of our major communication tools, has received world-wide recognition. In 1999, it won the Prix Ars Electronica and a special prize from the Jury of the Clic d'or awarded by IBM, Yahoo, CB News and Colt. Since the past two years the KEO website has been mentioned on the pages of the worldbestsites and has also been referred to as the "hotsite" by USA Today.

As of today, the KEO website exists in two versions, English and French. The Spanish and Portuguese version of the site will be online by October 2001. However, it is possible to receive messages in all languages.

By mid-September 2001 a new column called "KEO Mag" will be launched on the site to enable all Keolovers to be kept abreast with the latest developments that take place on this project. A discussion forum will allow them to share their inputs with other Keolovers and the KEO coordination team.

Procedure for sending your message to KEO

By the Internet: www.keo.org on the link "Your Message"

By post: Programme KEO, 30 Quai des Célestins, 75004 Paris, France

You have the liberty from 1 line to 4 A4 sized pages (6000 characters). In order to allow your faraway descendants to know you better, please do not forget to mention:

- Name, Surname (optional)
- Sex
- Date of birth
- Nationality
- Country of residence
- Maternal language
- Language in which the message is written
- Address (optional only if you wish to be recontacted by KEO)
- Profession (optional)
- Hobbies (optional)
- How did you discover KEO (if it is through the media, please mention the details: name, date and place of media coverage, name, date and place of conference, specification of educational project).

A project that welcomes everybody without any fee or charge, KEO provides you with the liberty of expression. All the messages received by KEO will be put aboard the satellite without undergoing any censorship. The closing date for receiving the messages will be announced in the press and on the Internet through the KEO website.

Under the veil of anonymity, the messages received by KEO will be published and/or made available for free consultation after the launch of KEO in 2003.

VII – KEO: THE BIRTH OF THE IDEA

KEO is the reaction of a French artist and scientist, Jean-Marc Philippe, in response to the contemporary world.

In one of his recent conferences, Jean-Marc Philippe elucidates that:

“ We live in a world today that is dominated by contradictions; at times splendid and at times dismal: splendid and marvelous some days because of the twinkling stars, the beauty of the Earth and the nature, the progress of our knowledge, skills and technology and our capacity to love and give.....dismal and sad some days because of the wars, the murders, the pollution, the disparity between the rich and the poor, the disparity in the levels of our knowledge, the injustice, the torture....”

“And yet however, we are a species that are exceptionally talented and gifted who are beginning to realize how small and delicate the Earth is. Even though we form only 0.4% of the entire animal biomass and that we find ourselves in the position of a guarantor and a manager of this planet, we have matched powers with the forces of nature and are able to dictate their destiny and ours....”

“.....We live in a world today where man has, for various reasons, forgotten to reflect on his actions: problems in daily life, work pressure, keen competition, scattered information, the necessity to earn his livelihood...sufficient reasons to give us the impression that the “cacophony” we hear in the world today is because we are aimlessly drifting about...”

“.....I have therefore looked for a metaphor that can be shared by everybody without any distinction of culture, religion and age... a metaphor that incites each one of us to spend some moments in reflection, free from the anxieties of daily life.....a metaphor that incites us not only to go beyond our span of life and time, but also to take into consideration the duration of the line of evolution of our species.....”

“.....From here was born the idea of sending into space a satellite that will return to Earth, safe and sound, carrying all our messages, texts, poems and questions.....but a satellite that will return only after a long passage of time.....”

“.....From here was born the idea to ask each one to go deep within himself and write, in the 4 pages offered to him, his thoughts on matters that are closest to his heart.....”

“.....From here was born the idea to share our messages, to try and know each other, to try and learn who we are, and to realize that we are first brothers and sisters belonging to the same human species and that we belong to a big human family; the fact that we are each representatives of this huge human community is actually our most treasured wealth...”

“.....From here was born KEO, a universal invitation to reflect, an invitation to learn more about each other, an invitation to dream about the world and the destiny of our human species.....”

VIII – KEO: THE CHOICE TO RETURN TO EARTH IN 50,000 YEARS

There are several reasons due to which it has been decided that KEO will return to Earth after 50,000 years:

- In order to evoke in each one of us a feeling that we need to take a moment to stop and think, to focus on a fixed point, to enjoy the moments of exaltation and silence....
- To allow us to think and question ourselves differently, to permit us to define our expectations and our most profound aspirations.
- To spark off a personal, sensitive and unusual reflection within each one of us, such that in our hearts, imagination, awareness, intimate convictions, dreams and intuitions supersede the sense of reason.
- To permit each one, through his actions and messages, to be able to exert an influence on his epoch and on the collective future destiny of mankind.
- To induce us each to believe that we are all brothers and sisters of the same human family and that our most valuable wealth is the sense of belonging to this community which all of us represent.
- To put into perspective while climbing the ladder of evolution,
 - that the human species came into existence some **4 million years** ago
 - that man invented his first tools at least **2.5 million years** back
 - that he tamed fire some **500,000 years** ago
 - that the sepultures dated back to **100,000 years** ago (a true indication of the emergence of the capability of metaphysical thought)
 - **that man discovered how to express his artistic talents 50,000 years ago (the first symbols of abstract art were found on the walls of the Australian caves).**

When we witness the exceptional speed at which we are evolving, we have no choice but to face it.

IX – KEO: ITS PRINCIPLES OF WORKING AND ITS PARTNERS

KEO is a project that is supported by its numerous partners who are renowned for their professional excellence and who are offering their expertise and competencies free of charge.

In order to respect the universal values that are fundamental to KEO and to be welcomed by all persons belonging to the existing human community, Programme KEO is a non profit organization, in accordance with the 1901 French Law, whose goals are not influenced by any commercial, religious or political benefit.

To this day, the objectives of the project have been realized solely through the benevolent contributions made by its many partners and well wishers. Keeping this in mind, KEO can truly be viewed as “a gift from the people of today to the people of tomorrow” where every form of expert assistance is offered without any charge or fee. Only the Project Co-ordination Team of Programme KEO, composed of experienced professionals, receive some financial support to effectively pursue their different missions.

Thus, Programme KEO being an ethically transparent organization can avoid all criticism regarding better usage of resources for achieving other objectives such as humanitarian goals.

THE PARTNERS OF KEO (as on 1st September 2001)

A) Building and launching of the capsule

Partners First Circle

Aerospatiale Matra

Technical feasibility study - Definition of the technical organization

Arianespace and Starsem

Agreement in principle to launch KEO as a secondary satellite

CEA

Cosmic radiation resistance tests

Development of shape memory alloy junctions

Construction of micro-inclusions for the archeological gifts

CNES

Study in launching compatibility

EADS

Final definition of the dimensions of KEO

Ecole des Mines de Paris

Study of the chemical environment of the liveload

Execution of the computer graphics

Intespace

Flight conformity and wing deployment tests

Sup'Aero

Contribution towards the technical feasibility study and building of wings

Toolex (Digipress)

Engraving of messages on glass disks

Partners Second Circle

International Space University

Technical expertise at our disposal for the functioning of the project

KEO

www.keo.org

B) Institutional Endorsements

Civilization Museum, Quebec

KEO prestige Exhibition (from 8th September, 2001 to April 2002)

European Space Agency

Providing network

FIDH (International Federation of Human Rights League)

Providing their international network for the collection of messages across the globe

International Olympic Committee

Moral endorsement

Louvre Museum

Moral endorsement and lending of original works of art to enrich the KEO exhibition in the Civilization Museum, Quebec.

Ministry of Foreign Affairs

Promotion of KEO through exhibitions and participation of all the French embassies world-wide

UNESCO: UNESCO 2000 Partnerships for the 21st Century

Assistance in the research of the 6000 languages spoken in the world as content for the “Contemporary Library of Alexandria”.

C) Communication Consultants

Partners Third Circle

BDDP & Fils

Consultancy for the development of KEO’s communication strategy

Porter Novelli

Consultancy for the development of KEO’s communication strategy

D) Communication tools

Partners Second Circle

BaBeL@STaL

Design conception and execution of the first and second website www.keo.org

Ecoles des Mines de Paris

Design and production of images of KEO

Partners Third Circle

Carré Noir

Creation of the KEO logo

Espace Courbe

Creation of exhibition models of KEO

H3D

Cross-referencing of the website www.keo.org

Kaos

Creation of the name KEO

Le Bureau

Production of promotional animated film

KEO

www.keo.org

Pixcell

Production of promotional 3D film (in preparation)

Sipa Press

Loaning of non-copyright images

E) Communication Channels

Partners Second Circle

The Town of Les Ulis

Creation of an exhibition of KEO and its presentation abroad

Radio France Internationale (RFI)

Regular coverage of the project in 18 languages

Partners Third Circle

Histoire (the thematic channel on cable and TPS)

Regular coverage of the project

Internationale de l'Education

Promotion of KEO through its international network

Touristra

Promotion of KEO through its network of holiday villages

F) Information technology

Partners Second Circle

Cabinet Conseil Guy MULLIER

Computer Consultancy Services

Isdnet

Hosting the site www.keo.org and the domain keo.org

Lingway, Solutions in language processing

Provision of techniques and softwares for linguistic analysis

Partners Third Circle

World-net

Internet access and e-mail provider

G) Support for the Project Co-ordination Team

Partners First Circle

VediorBis/ Expectra

Delegation of expertise (3 people)

Partners Second Circle

Air France

Air Transport

The Town of Paris 2000

Provision of premises for the office of the Project Co-ordination Team

Marsh Insurance

Consultancy in Space Insurances



www.keo.org

Partners Third Circle

ABPR

Professional auditing services

Arjomari Diffusion

Paper supplies

Cabinet Laurent Cornon

Professional legal services

Conseil Economique de la Défense

Consultancy services in industrial and financial partnerships

Imprim'And Co

Printing of documents

JM Bruneau

Office and equipment supplies

Klein~Goddard & Associés

Professional legal services

La Financière de Brienne

Consultancy services in industrial and financial partnerships

Poly Print Agence

Photocopying services

WHY HAVE THEY CHOSEN TO SUPPORT KEO: SOME EXTRACTS DISPLAYING THE MOTIVATION OF THE PARTNERS OF KEO

Patrick TEGEDOR, past Director of Human Resource Development, Aerospatiale

“ In May 1995, while I was Director of Human Resource Development at the Aerospatiale Group I met Jean-Marc PHILIPPE on this project which was not yet named KEO, and I understood immediately what a project such as this could offer to all those who actively participate in it.”

1. For the persons in the organization:

Each one of us has a hobby, an activity that we enjoy doing (sports, flying at an air club, community work...) and why should we not dedicate some of our free time to a project that is as beautiful and as grand as this? At least, it was necessary for me to encourage those people who were interested in working on this project at an individual level. KEO allows each individual, who so desires, to blossom and grow with such a marvelous project.”

2. For the image of the enterprise

Be it through publicity, advertising, patronage or prestigious actions, the enterprise must always exhibit an image of force, strength, optimism and appeal before its target audience who are the authorities, the financial institutions, the clients, the general public, its own employees,KEO with all its universal and humanistic splendor will be a fantastic vehicle for the enterprise.

3. For displaying our know-how

*KEO needs technical skills, competencies and precise knowledge in certain fields. And our enterprise possesses an excellent level of know-how in these subjects- calculation of the path of the satellite, launch into space, return through the high layers of the atmosphere, development of difficult material, integration of a satellite,.....
KEO will be a display window of our know-how.*

4. For the integration in the enterprise:

Aerospatiale, thanks to its multiple activities and organizations, would request contributions from many entities belonging to the same group, who would together contribute to a common action. This has become even more possible with EADS. KEO would be a true integrator and a common project in such a big company.

To recapitulate, one could say that the above 4 points concern the following persons:

point 1: The Director of Human Resource Development and The Branch Manager

point 2: The Communication Manager

point 3: The Technical and Industrial Director and The Commercial Director

point 4: The General Manager

One can clearly see that the entire company benefits from KEO!

Jean-Louis GOUBIN, Communication Manager, ARIANESPACE

*« ROCKETS FLY,
SATELLITES FLY,
ARIAN FLIES,
KEO....WILL FLY,*

ARIANESPACE, the first spatial transporter, supports the experimental challenge that symbolizes KEO, its objective and its mission charged with hope, adventure and eternity.

ARIANESPACE wishes to go beyond its daily rigorous work of technical and commercial performance by participating in this endeavor to bond with the men and women of our planet through relationships, exchanges and interaction.

The force of ARIANESPACE lies in its ability to forge towards the future, strive towards excellence and then merge with the infinite space.

Together with KEO, ARIANE, supporter of the activities of the 21st century, will carry the testimony of an epoch, the flame of the civilizations, the confidence of millions of human beings that live on our old EARTH, to the extreme frontiers of tomorrow and the day after”.

Philippe FEINSILBER, Chief Executive Officer, BABEL@STAL

"[BaBel@Stal] has chosen to help project KEO because the entire company was not only impressed by the project but also by the team that promotes it. We witnessed an enthusiasm, an investment and a professionalism that matched ours, thus permitting us to liberally express ourselves. From the technical aspect, the site and the Internet construction of KEO had been a passionate problem in terms of managing multilingual messages. The communication logic of the project, based on its meaning and originality, has the goal of promoting the dispatch of messages and the "word of mouth" communication through the Internet."

Nicolas BORDAS, Vice-President France, TBWA Group and Chief Executive Officer, BDDP & Fils

"KEO is a magical project. First and foremost, this concept of Jean-Marc Philippe is a fantastic idea in the field of communications. This idea anchors in our minds and stimulates in each one of us an increasing awareness of consciousness towards humanity. It obliges us to go beyond the realm of daily perception by forcing us to think of our faraway descendants and not just the children of our children. KEO is thus a technological project in the true sense of the term, which fuels the progress of service with a cause that is universally human."

Jean-Pierre TROTTIER, Director, Center of Materials P.M. Fourt de l'Ecole des Mines of Paris

"Like many encounters that happen by chance, I once met in 1995, the creator of KEO. The creations of Jean-Marc Philippe combine the most advanced domains of technology and in particular those of materials. Thus it was most logical for the Center of Materials of the Ecole des Mines of Paris to join hands with KEO."

The artistic and technical originality of the project, its humanitarian content, and its cultural universality have immediately sparked off a curious interest amongst the students and researchers that are generally involved in "utilitarian" work. They have been equally impressed by the benevolent participation of all the universities and the industrial partners.

In a society that is increasingly becoming dependant on technology, where paradoxically the number of young European people pursuing scientific studies is declining, a project such as KEO can reorient this trend which is damaging the future.

Jean-Louis MARCE, Chief Executive Officer, INTESPACE

"This fusion of art and technology which is the essence of the project KEO, the archeological bird of the future, and most certainly its humanitarian dimension are the two aspects of this project that impressed me immediately. Nothing can be more sublime than participating in this adventure."

The work of INTESPACE is to reproduce the same hostile environment that any space object may encounter during its launch and its life on orbit. Thus it was only natural that INTESPACE participates in this adventure by executing several weeks of trial of the environment that would allow KEO to accomplish its mission of 50,000 years.

For a technological company like INTESPACE, this association represents an opportunity to give the technicians, which we are, the chance to transcend our work in some sort and to federate our efforts. Thus we can develop our know-how as a test center by effectuating environmental, mechanical, thermal and electronic trials on the satellite KEO so that it can realize its missions.

By this voluntary action, we would also like to display that despite the severe conditions that exist in reality in the commercial world to which we have to adapt, there is always some space for dreams and humanity in our adventure.

Ivan GAVRILOFF, Director KAOS

"KEO is a project that incarnates poetry and humanity. Rare are the occasions available to an enterprise to offer its services generously and free of charge. Moreover, how can one possibly not surrender to the extremely polite requests of Jean-Marc Philippe?"

Normier Bernard, Chief Executive Officer, LINGWAY

"The universal symbolism of the KEO project can only but fascinate a computer engineer-linguist: undoubtedly this is the first time that we see a collection of several millions of messages coming from across the globe, all replying to the same question, originating from diverse cultures, nationalities, written in all languages possible.. This unique corpus will be the best representation that we can ever imagine of what are the values, the hopes and the fears of the human community today. Only a project like KEO can gather such content to transmit to our future generations, who without doubt would analyze and interpret it in order to know us better and this is what we ourselves must do today."

X – KEO: EXHIBITIONS AND CONFERENCES

Current and upcoming

Civilization Museum, Quebec (Canada)

8th September 2001- April 2002 – Prestige Exhibition KEO across 1000m2 in collaboration with the Louvre Museum during the French Season at Quebec

Search for Extraterrestrial Intelligence (S.E.T.I.), Toulouse (France)

30th Septembre 2001 – Invitation to Jean-Marc Philippe in the capacity of an expert on the subject

52nd International Astronautical Congress, Toulouse (France)

1st –5th October 2001- Presentation of Programme KEO that will concentrate on its communication strategy through the Internet

Center for Information and Culture Yvan Yefremov Moscou (Russia)

4th –7th October 2001 - Conference « Anticipations and Progress » - Presentation of Programme KEO

Scientifika (Senegal)

12th –25th November 2001 – Conference and exhibition of KEO

Congres Exhibition Centre of Nantes (France)

December 2002– Conference and exhibition of KEO

Permanent Exhibition

City of Space, Toulouse (France)

Since 11th September 1999– Exhibition devoted to KEO

Past Exhibitions and Conferences

KEO was presented at the Reunion islands at the initiative of G.T.I.E and its subsidiary company AXIANS with the support of NRJ Reunion and the Scientific Committee of the Reunion

11th and 12th June 2001

Pan African Postal Union, Capetown (South Africa)

22nd – 24th June 2001 - Presentation of Programme KEO in order to establish a collaboration with the Pan African Postal Union

Conference GTX, a Group X from Toulouse (France)

17th May 2001 – Presentation of Programme KEO

The Mayor of Opoul (66) dedicated a whole day to KEO at the Opoul Castle (France)

1st May 2001

“National Day of French Speaking Communities in Assumption organized by the French Embassy in Paraguay (Paraguay)

18th- 20th April 2001- Collection of messages

Yuri’s Night-The World Space Party- 40th anniversary of the space travel of Y.Gagarine (France)

12th April 2001- Presentation of KEO to the actors of the space world.

Science Festival in Grahamstown thanks to the Cultural Department of the French Embassy in Johannesburg (South Africa)

28th March –3rd April 2001- Presentation of KEO

International Celebration of Poetry, Athens and Delphy (Greece)

17th –22nd March 2001- Conference on KEO presented to associate the world famous contemporary poets with the fresco of messages

51st International Astronautical Congress, Rio de Janeiro (Brazil)

2nd –6th October 2000 – Presentation of KEO and its impact on the public

Universal Exhibition 2000, Hanover (Germany)

1st June -31st October 2000 - KEO on exhibition at the French Pavilion

Exhibition *Prelude to KEO'S flight*, Hôtel de Ville, Brussels (Belgium)

11th July-10th September 2000 - Exhibition to mark the French presidency of the European Union

Touring exhibition *Prelude to KEO'S flight*, Les Ulis (France)

9th April -9th May 2000 - Exhibition organized by the Town Council of Les Ulis

Companions of the Night, Paris (France)

14th April 2000 - Presentation of KEO to the SDF (homeless people)

Science exhales 2000, Paris (France)

15th January 2000 - Presentation of KEO to school children from the Hauts-de-Seine department

Museum of Science and Industry, Manchester (Great Britain)

27th November 1999–30th January 2000 - Exhibition dedicated to KEO

UNESCO, Paris (France)

26th –29th November 1999 - Exhibition of KEO: *Partnerships of the 21st Century*

Afristech, Dakar (Senegal)

22nd –26th November 1999 - Presentation of KEO by the Town Council of Les Ulis

Space 99, New Delhi (India)

14th –20th November 1999 – Display of the model of KEO on the stands of CNES

Science and Us, Fontenay-sous-Bois (France)

21st –24th October 1999 - Exhibition at “The Science Week”

50th International Astronautical Congress, Amsterdam (Netherlands)

4th –8th October 1999 – Exhibition and scientific communication

Forum SMAU, Milan (Italy)

30th September-4th October 1999 - Centerpiece at the “Universi Paralleli” forum

Festival Ars Electronica, Linz (Austria)

4th –9th September 1999 – KEO was awarded a prize for its site www.keo.org

UNISPACE, Vienna United Nations General Conference / Peaceful Utilization of Outer Space

15th –21st July 1999 - Presentation at the educational workshops

Display of the model of KEO on the stands of CNES

Mission for the celebration of the Year 2000, Toulouse (France)

29th May 1999 – Participation at the conference “Is the future in the sky ?”

City of Space, Toulouse (France)

14th May 1999 – Conference at the inaugural ceremony of the exhibition of KEO

The 20th Meeting for Sponsorship, Paris (France)

5th –6th May 1999 - “Company sponsorship, source of innovation for society”: the KEO example

Exploradome, Paris (France)

19th –21st March 1999, Internet Fiesta: Discover the Internet with KEO

Congress of the Digital Cities, Paris (France)

19th March 1999 - Presentation of KEO to the members of Parliament of the National Assembly

International Film Festival on Energy, Lausanne (France)

17th March 1999 - Presentation of KEO

Science Festival Frontiers, Cavaillon (France)

26th –30th January 1999 - Exhibition and conference

International Festival of Archeology, Bordeaux (France)

26th October-15th November 1998 - Exhibition and conference

Space Education Council, London (Great Britain)

24th October 1998 – Symposium

Association of Space Explorers, Brussels (Belgium)

October 1998 – Presentation of KEO to the International Community of Astronauts

49th International Astronautical Congress, Melbourne (Australia)

28th September–2nd October 1998 – Exhibition and scientific communication

City of Science and Industry, Paris (France)

20th June –1st September 1998 - Exhibition at the zone Explora, dedicated to the space

Science in celebration, Paris (France)

11th October 1997 – Exhibition of KEO

48th International Astronautical Congress, Turin (France)

5th –10th October 1997– Exhibition and scientific communication

Discovery Palace, Paris (France)

May-October 1997 - Exhibition

Fusion of Space and Sky, Paris (France)

31st May-2nd June 1997 - Exhibition and conference

UNESCO, Paris (France)

May 1997 - Exhibition

XI – KEO: FREQUENTLY ASKED QUESTIONS

- Why have you chosen the name KEO?
- Why have you chosen to send “this souvenir of humanity” in space rather than burying it under the earth?
- Why 50,000 years?
- What are the possible risks of collision with meteorites and debris?
- Can KEO’s safe and sound return to Earth in 50,000 years be guaranteed?
- Even if the satellite survives in space for 50,000 years, how would we know that our messages are intact?
- How would our future descendants be able to read our messages?
- Do we need to pay anything to participate in this project?
- When can we start sending in our messages?
- Can we write what we please?
- Can we also send drawings, photos, sounds,.....?
- What about those people who are illiterate?
- What about those people who do not have access to the Internet?
- In which language will the messages be preserved?
- Can we consult the contents of the messages?
- How is this project being financed?
- What energy resources will KEO utilize?
- Can we communicate with KEO during its flight?
- Why does KEO have wings?
- If KEO is a passive satellite, how can it flutter its wings?
- How will the information forming the “Contemporary Library of Alexandria” be chosen?

Jean-Marc Philippe, the creator of KEO replies to you:

- **Why have you chosen the name KEO?**

It was necessary that the name of the project reflected its spirit of sharing and exchange. This name had to be acceptable by all people irrespective of their age or culture. Since no such example of universality existed in our past or our local mythologies, one partner came up with the idea to research the sounds (phonemes) common to the most widely spoken languages today and to choose the ones that are used most frequently: [k], [e], and [o].....and hence was born KEO, a name that is pronounceable by all cultures.

- **Why have you chosen to send “this souvenir of humanity” into space rather than to bury it under the earth?**

Space appeals to the human imagination and KEO is addressed to the imagination of each person. Moreover, if we would have decided to bury this Fresco of Messages, we would have had to select a place, a country..... whereas space belongs to everybody...or nobody.

KEO will certainly encounter dangers in space but will be immune to any catastrophe on Earth. In fact if any calamity was to occur, KEO would indeed play the role of a guardian of this “souvenir of humanity.”

- **Why 50,000 years?**

50,000 years is the mirror date to a milestone in the evolution of our species: the first traces of art reveal the human capacity for abstract thought and symbolic expression.

50,000 years is a distance in time so compelling that it forces us to shed our worries and daily routine and puts us each on an equal footing, inviting us to bask in our thoughts, intuitions and deepest convictions...

However 50,000 years only represent only 1% of the evolution of the human species that have appeared on Earth some 5 million years ago.

It is also the concept of time and distance that will give our treasures a genuine archeological value because it is very probable that definitive traces of the activities of the Man of today will be in turn rediscovered by the Man of tomorrow.

- **What are the possible risks of collision with meteorites and debris?**

The main risk for KEO is the possibility of a collision with micrometeorites or space debris of human origin. This is the reason why the core of KEO is protected by several layers of shields made from aluminum, titanium and tungsten that are separated by a vacuum.

Nevertheless, if the pollution of human origin in space continues to grow at its present level over the next fifty years (+5% per annum), KEO would have practically no chance of survival.

There is no doubt however, that restrictive measures will be taken to prevent this since space debris is not only endangering the operation of costly military, scientific and commercial satellites, but more importantly threatening the lives of astronauts in space shuttles and stations. Thus, the big spatial groups like the NASA or the ESA are already developing programmes to “clean” this debris. This is the reason why we consider this risk as non significant.

- **Can KEO’s safe and sound return to Earth in 50,000 years be guaranteed?**

A technical feasibility study carried out during the years 1996-1997 concluded that KEO’s safe and sound return to Earth in 50,000 years was possible. This means that KEO has reasonable chances of attaining its objective of an interplanetary mission being launched today. For this, KEO takes advantage of our present day capabilities in precision design, technological mastery of capsule re-entry and uses materials that have demonstrated their durability in nature (eg. titanium, tungsten).

(For more information, you could refer to the site, www.keo.org and download 3 pages in English that talk about the technical feasibility of the project at the 48th International Astronautical Congress, Turin, October 1997.)

- **Even if the satellite survives in space for 50,000 years, how would we know that our messages are intact?**

In July 1998, the National Grand Accelerator of Heavy Ions (GANIL) conducted an experiment whereby glass disks on which our messages will be engraved were exposed to intensive radiation. The experiment showed that the disks and their data remained intact even after they were exposed to an equivalent amount of cosmic radiation that they will undergo in 50,000 years.

- **How would our future descendants be able to read our messages?**

It is evident that what is a “must” in our technology today -a laser reader- will be absolutely obsolete in the future. However, due to its volume and innate fragility, a DVD disk reader cannot be included in KEO’s payload. Therefore we are currently working on creating diagrams bearing simple symbolic explanations to construct a DVD disk reader in order to make it possible for our future descendants to access the contents of the disks. Following the example of the Rosetta Stone, this information will be repeatedly made available to them such that it is clear and easy to decode.

- **Do we need to pay anything to participate in this project?**

No. KEO is an operation that is open to everybody free of cost.

In order to make it possible for everybody to participate in this project, we have managed to restrict the cost of individual participation to the cost of an Internet connection or a postal stamp to send the message.

- **When can we start sending in our messages?**

You can send your message right now, either via Internet through our site www.keo.org by visiting the page titled “Your Message ” or by post to: Programme KEO, 30, Quai des Célestins, 75004 Paris, FRANCE.

- **Can we write what we please?**

*Yes. All messages received by KEO will be sent aboard the satellite **without undergoing any censorship**.*

It is upon each individual to decide what he wishes to write in his message.

*The only restrictions are the length of the messages that **cannot exceed 6,000 characters** or 4 A4 sized pages (so that each person has the right to contribute) and the obligation **to fill the information asked** so that our future descendants know who is the author of the message (name, sex, date of birth, nationality, country of residence, maternal language, address, profession, hobbies and how did you discover KEO).*

- **Can we also send drawings, photos, sounds,.....?**

No, only written messages will be accepted. Drawings, photos and sound are heavy consumers of disk memory and would not permit each person living on this planet to express himself. Keeping in mind the physical constraints of the memory space, a certain form of restriction or censorship would have been necessary. This contradicts the spirit of the project that is collectively open to everybody. However since images and sound form an integral and important constituent of our times, they will be represented in the “Contemporary Library of Alexandria” , the encyclopedia of all the knowledge, habits and customs of the Man of the 21st century.

- **What about those people who are illiterate?**

KEO depends essentially on the human solidarity to receive messages from those people who are illiterate.

We are currently working with several international networks to publicize the project and to help in the collection of messages.

When a child hears about KEO at school, on television, in the library or at the dispensary, we hope that he talks about this to his parents or his grand parents. If anybody amongst them do not know how to write, don’t you think that this child would pen down their oral message?

- **What about those people who do not have access to the Internet?**

If you do not have your own Internet connection you may try and find it in the neighborhood-at a friend’s place, at a cyber cafe, at the library, at school or at the city hall. Or you may address your message by regular post at: Programme KEO, 30, Quai des Célestins, 75004 Paris, FRANCE.

- **In which language will the messages be preserved?**

The messages will be stored in the author’s original language, the language that he has chosen to express himself.

- **Can we consult the content of the messages?**

*Yes, all the messages, **after being made anonymous**, will be made available for consultation. We ourselves are looking for a wide coverage and readership of the messages. We believe that without a real exchange of messages between us, KEO will never be able to completely attain its goal.*

In fact even though KEO constitutes a formidable gift for the future generations, its real interest lies in the impact it will have on us today.

*Slowly and gradually as the messages arrive they will be stocked in secured databases which will be made accessible via the Internet **after the launch of KEO** during the year 2003. Each person can thus inquire about the human community that exists in Africa, America, Australia, Asia and Europe.....*

- **How is this project being financed?**

KEO is a non-profit undertaking which is being realized solely through the benevolent contributions of several professionals, individuals, enterprises and institutes who pool in their knowledge free of any charge.

Thus, Programme KEO being an ethically transparent organization can avoid all criticism regarding better usage of resources for other objectives such as humanitarian goals.

Only the Project Co-ordination Team of Programme KEO that works full time to manage the different activities and participants has to find ways of financing its daily operations.

- **What energy resources will KEO utilize?**

KEO does not have its own energy. It is a passive satellite which means that it does not contain any energy sources or active instrumentation on board. Once injected into the orbit, it is only subject to the laws of nature (ballistic forces, terrestrial, lunar and planetary attraction, pressure from solar radiation and breaking due to the Earth's residual atmosphere), that will be responsible for its long journey of 50,000 years before it returns to its native soil.

- **Can we communicate with KEO during its flight?**

No, because KEO is a passive satellite that cannot be contacted once it is launched into its orbit. Since it will be orbiting around 1,800 kilometers above the Earth it will be possible to view its flight with the help of powerful optic telescopes. On the other hand to survive 50,000 years KEO has to be made up of stable materials alone: interactive materials like batteries which would have permitted us to communicate with it, would have in return endangered its life due to their unpredictable decomposition.

- **Why does KEO have wings?**

Purely for symbolic reasons KEO is adorned with two big wings. This image will appeal to the human imagination as the mythical figure of a bird that is the messenger of the people of the 21st century.

- **If KEO is a passive satellite, how can it flutter its wings?**

To allow its wings to flutter, KEO uses a leading-edge technology "shape memory alloys". These are metallic alloys that are able to assume different shapes according to different temperature ranges and are able to revert to their original shapes each time they are brought back under their original temperature.

In this case, the difference in temperature between shadow and sunlight is exploited, so that during its orbit around Earth, KEO will spread its wings when it is touched by the sun's rays and fold them when it re-enters the Earth's shadow. Therefore, no form of energy is needed to make KEO's wings function.

- **How will the information forming the "Contemporary Library of Alexandria" be chosen?**

A multicultural, multidisciplinary and multidimensional « Committee of Learned People » has been assigned with the responsibility to classify all the information, both geopolitical and cultural (translating our habits and customs) of the people of the 21st century for the benefit of our future descendants.

XII – KEO: BIOGRAPHY OF JEAN-MARC PHILIPPE CREATOR OF PROGRAMME KEO

European born in France

French artist, Jean-Marc Philippe, is the creator and the driving force behind KEO. A pioneer in the use of technology instead of traditional artistic tools and most recently a winner of the 13th Prix Ars Electronica, he originally intended to pursue a career in science (geophysics). While he was working on his thesis he realized the limitations of the scientific approach which led him to “forsake the rational for the intuitive”. And so the artist was born.

His earlier works, traditional canvas paintings, portrayed a rebellion against what he called the spiritually empty society that surrounded him. Nevertheless, they secured his reputation as an artist and throughout the 1970’s and early 1980’s they were exhibited for critical acclaim at the Georges Pompidou Center, the Museum of Modern Art in Paris, FIAC and Alexandre Iolas Gallery among others. However, his portrayal of the western society as fractured and rootless began to lead him to a dead-end in terms of artistic satisfaction.

Seeking new horizons for his artistic expression, Jean-Marc Philippe retraced his footsteps. Though the divorce between science and art had apparently been clear-cut, a fascination for space remained. From the mid-seventies onwards, he began to identify space both as a source of inspiration and as a canvas to “paint” new technologies with his palette of colors. Among the many prototypes that he created were the technically feasible *Celestial Wheel* (1980), a circle of illuminated “stars” around Earth, and *Venus+* (1980), the first “star” to appear at night and the last to disappear at dawn. Both the critics and the media titled him as one of the pioneers of Spatial Art.

In 1984 he came across a technological innovation known as shape memory alloys whose particular physical property allows them to “memorize” predetermined shapes at specific temperatures and to “reconstruct” these shapes whenever they encounter these temperatures again. From 1987 to 1989 in partnership with Raychem in the USA, he created a prototype for the first ever large-scale sculpture using these alloys. The *Totem of the Future* (1989) was hailed as a “living sculpture” and received the New Horizons Award of the International Society for the Arts, the Sciences and Technology (Berkeley, USA).

Current technology was further exploited in *Messages from Mankind to the Universe* (1986), a collective work of art composed of messages sent by Minitel from households all over France and transmitted by a radio telescope at Nançay on a never-ending voyage towards the heart of the galaxy.

As it linked the themes of present and future time, space, individual and collective memory, *Messages from Mankind to the Universe* may be seen as a precursor to KEO (although on a national level rather than on a global scale). Like KEO, it incorporated state-of-the-art technology and scientific know-how that required close collaboration with the industry in order to succeed. In fact, KEO, the Archeological Bird of the Future could well be dubbed as “artkeological” since it enhances the blend of the rational and the intuitive. But to its creator, it remains first and foremost an artistic project. Jean-Marc Philippe explains:

“KEO is like an impressionist painting where each individual’s message is one small dot of paint that he or she leaves behind before standing back to contemplate to find a meaning in the rich canvas of human colors. It challenges us to probe the question of who we really are and what we want from ourselves”.

XIII - KEO AND THE MEDIAS

From the onset, KEO has received an immense media coverage: *Reuters, CNN (Moneyline et Artclub), ABC News (World News Tonight), RAI2, RAI 3, Télé Bruxelles, TF1, France 2, France 3, M6, Canal+, LCI, Arte, Histoire, Disney Channel, TV5*, etc ... have all spoken about KEO.

Articles have appeared in the National Press like

Le Monde, Le Figaro, Les Echos, La Tribune, Le Parisien, Télérama, Le Monde Interactif, Le Télégramme, Ouest-France, La Dépêche du Midi, La Provence, Le Républicain, La Montagne, Le Monde Informatique, L'Ordinateur Individuel, OI Informatique, Quo, Sciences et Avenir, VSD, Le Nouvel Observateur, Art et Science, l'Événement du Jeudi, Ca M'intéresse, Eurêka, Web Magazine, Netsurf, Le Web, Femme Actuelle, Marie-Claire, etc ... ;

and in the International Press like

The Times of London (Great Britain), La Folha de Sao Paolo (Brazil), Le Corriere della Sera (Italy), Der Spiegel (Germany), The Sunday Time (USA), Discover (USA), The Daily Yomiuri (Japan), Komsomolskaya Pravda (Russia), Diaro La Hora (Chile), Apple Daily (Hong Kong), Zero Hora (Brazil), Le Quotidien du Peuple (China), Clarin (Argentina), Le Journal de Montréal (Canada), Le Soir (Belgium), Chips (Poland), Diario de Noticias (Portugal), Hospodarske Noviny (Republique Tchèque), Datoru Avize (Latvia), Bintang (Indonésie), World of Wonder (Qatar), The Courier Mail (Australia), Nature (Great Britain), etc ... ;

and even in the publications printed by the enterprises, associations and councils like

Le Personnel (quarterly of the Association Nationale des Cadres de la Fonction Personnel), newspaper of the Caisse d'Assurance Familiale de l'Essonne, the Review of CNPF, the Review of CNRS, Axiales (the letter of the Association Science et Technologie et Société), Epok, the newspaper of the FNAC, the newspaper of Essonne, L'Enseignement Public (Review of FEN), Club 92 (the newspaper of the Conseil général des Hauts de Seine), 92 Express (the magazine of Hauts de Seine), the internal newspaper of the Ecole des Mines etc ... ;

KEO would not have been able to collect such a large number of messages if it were not for the attention doted on it by the media, which will continue to inform the public about KEO, such that each person is incited to contribute to the fresco of messages that will be sent aboard the satellite.

Today long term partnerships are being created to assure that the project receives international coverage.