

SIGHTS ON ANOTHER LEVEL

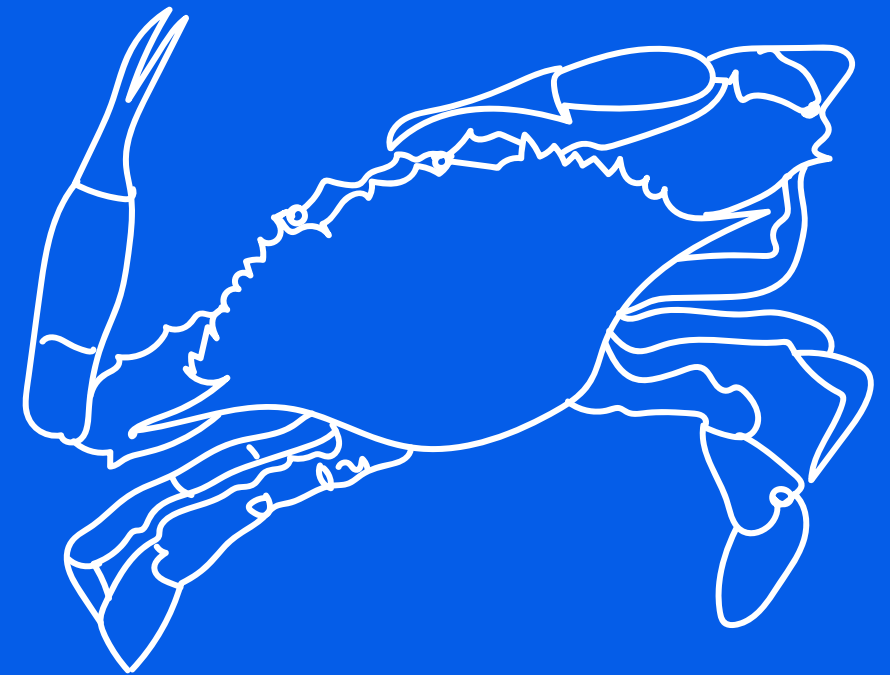
PROJECT

Holidays through the eyes of little ones.
Collaborative photography project.



Contents

- 01** *Introduction.*
- 02** *The project.*
- 03** *Create a unique memory.*
- 04** *The Canary Islands, an ideal holiday setting.*
- 05** *Photo gallery.*
- 06** *Everything we have learned.*
- 07** *Participate.*



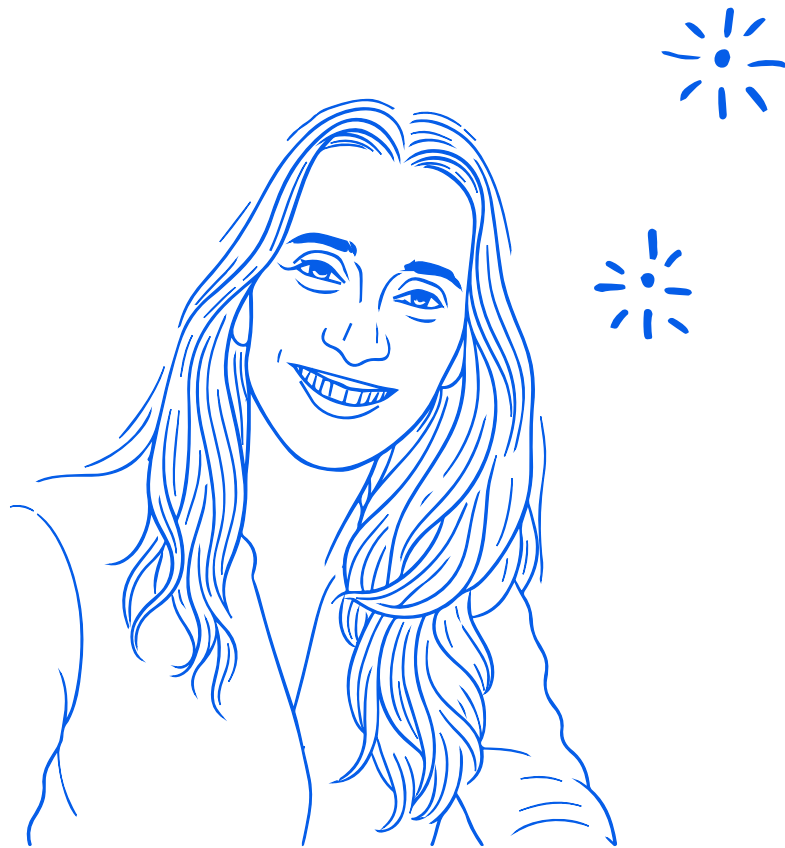
– 01 –

INTRODUCTION



Elena González

Mother of 3 children.



***Director of Communication
and Marketing Projects at
Promotur Canarias.***

Welcome to this exciting collaborative photography project.

There are no instructions, qualifications or workshops for parenting. We raise children with intuition, and sometimes we forget that a child's gaze —free from prejudice and bias— is capable of intensely enjoying what they are really fascinated by. Which is why their way of seeing the world is more authentic, purer. Because they aren't trying to impress or feign anything. Their gaze comes from further down, true; but it often reaches up much higher than that of any adult.

Why do we lose that gaze? Why do we stop drawing, writing, playing...?
What if we tried to regain it? What if we went back to seeing the world from another level, through the eyes of our children? That was the seed of this project.

A proposal for reflecting together on what really gets children excited when they are on holiday. What captures their attention, what fires up their imagination. Because understanding that not only connects us to them, it also reconnects us with the child we once were. At least, that's what happened with me. And I hope that is your experience too: rediscovering your children, even on holiday.

In the Canary Islands, we have been working for years to ensure both adults and children can enjoy themselves to the full: sun and beach, nature, leisure for all. If you're up for it, we're waiting for you here. But if not, you can also join the project from home, sharing your photos. The most important thing is to observe them carefully, find out what really interests them and prepare a holiday designed from their point of view.

Álvaro Sanz

Father of 4 children.



***Photographer and
curator of the project.***

As a photographer of over 25 years and the father of four children, there is one thing I have only become more certain of over time: their gaze —that of children— is much purer, freer and more authentic than mine. While I am still searching for the perfect light, the best framing, the ideal moment... they simply look. And in doing so without filters or pretensions, they capture the very essence of what so many professionals search for: emotion.

I am convinced that if you give a child —any child— a camera and don't set out a path for them or impose your own rules, they will surprise you. They will show you a new world. And even more importantly, they will make us discover a whole heap of things we had stopped seeing. Because there is beauty in the most unexpected places, in the simplest gestures, in everyday things. And there are stories in every little corner, waiting to be told from a perspective that isn't seeking likes, but the truth.

Which is why I invite you to not tell them what is right or wrong. Because if there is one thing I have learned in all these years it's that true art does not follow any rules. It is felt. It is lived. And sometimes, it is born of little hands that are quite simply playing.

- 02 -

THE PROJECT



What if your children were the ones putting together the holiday photo album?



Sights on another level is a collaborative photography project that tries to show what captures the attention of little ones when we are on holiday.

We often think we know what it is they enjoy the most... but what if that isn't the case?

Which is why we want to call upon families to let their children take their own photos during their holidays. The idea is that the parents then share those images on social media —respecting the privacy of the children at all times— under the hashtag #sightsonanotherlevel. In this way, all together we can build a more authentic and complete picture of how children experience their holidays.

An initiative that invites us to be inspired and reflect, as parents, on how to plan a holiday that really is designed for them.



- 1 Encourage the children to be the holiday photographers.
- 2 Share their photos on Instagram or Facebook under the hashtag #sightsonanotherlevel
- 3 Gather and analyse the most genuine photographs.
- 4 Publish the conclusions of the analysis.
- 5 Apply what we have learned during the planning and enjoyment of the family holidays.

— 03 —

CREATE A
UNIQUE MEMORY



Create a unique memory of your family holidays:



1. Let them be the photographers.

Give your son or daughter a camera (or a mobile phone with parental control) and encourage them to take photos of whatever captures their attention the most. It doesn't matter if the image isn't perfect: the important thing is what they see and how they see it.

2. Discover the journey through their eyes.

At the end of every day, go over the photos together. Ask them why they chose each image, what it was that they found curious or funny. You will be surprised by the story behind each snapshot.





3. Turn the photos into tangible memories.

Preserve those memories forever. Print the photos and create a family album where every image has a little note with the date, the place and a comment about the moment by your child.

4. Encourage their creativity.

Playing with the photos can be a fun activity. Let them decorate their album with drawings, stickers or magazine clippings that complement their images. In this way, as well as remembering, they will be telling their own story.



5. Make this a family ritual.

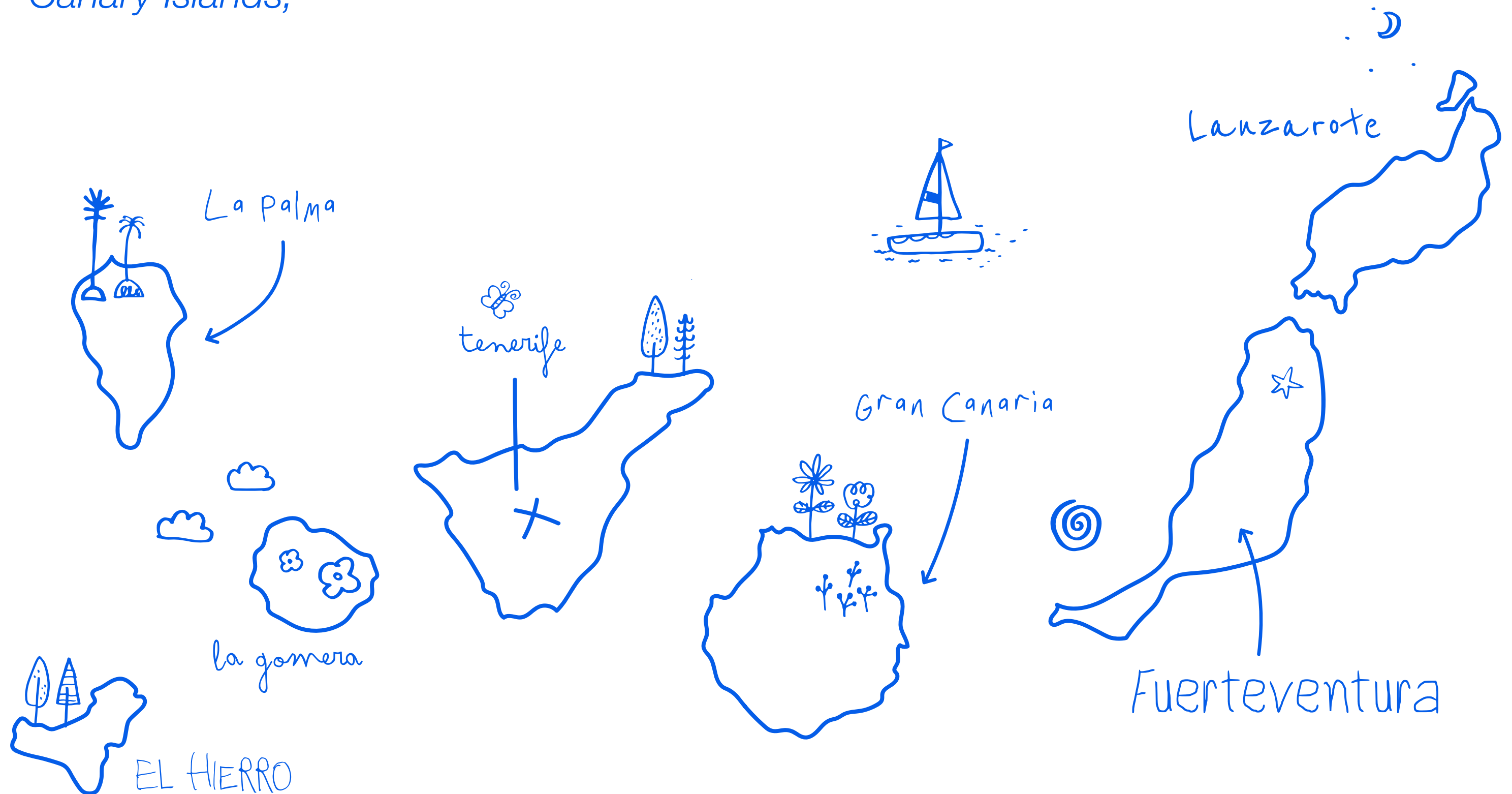
Repeat the experience every year. In time, that photo album will become a collection of memories that will grow with them, showing how their gaze and the way they see the world has changed.

– 04 –

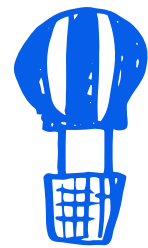
THE CANARY ISLANDS, AN IDEAL HOLIDAY SETTING



Map of the Canary Islands,

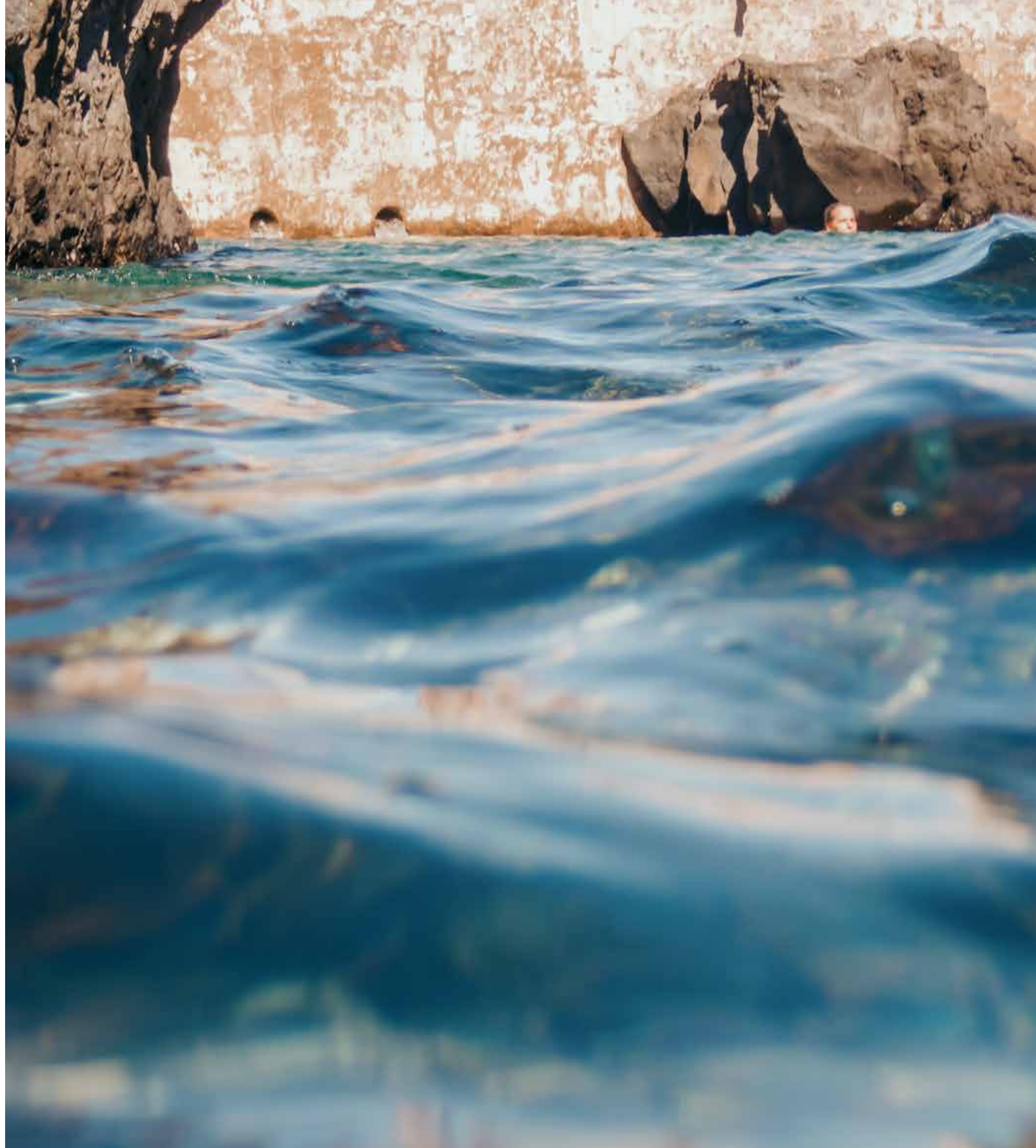


Family beaches.



There are hundreds of beaches on the eight islands where you can enjoy a wonderful day by the sea. All types of beaches, with something to please everyone, with clear, clean, calm water and different-coloured sand for building amazing castles, playing on the shore, enjoying a dip or jumping over the waves.

Perfect for kids. As well as spectacular unspoilt spots, most Canary Island beaches are equipped with the services needed to ensure visitor safety and peace of mind. Many have palm trees that create some pleasant shade where you can sit and enjoy a refreshing fruit juice.



Leisure and parks.



One of attractions of visiting the Canary Islands with the family is the huge variety of leisure opportunities. Water parks like Siam Park in Tenerife - the largest in Europe - and theme parks like Loro Parque, also in Tenerife and famous for its killer whale show, and the Poema del Mar aquarium in Gran Canaria, all make a great holiday even better. Fabulous fun for adults and kids.

But there is more to do than visit theme parks. The islands also have numerous museums where families with kids of all ages can have fun and learn about the cultural side of the islands.



Nature for all the family.

Leave the hustle and bustle of the world behind in the spectacular unspoilt corners of the Canary Islands, ideal for children to experience these wonders for themselves. The volcanic history of these islands has blessed them with an enormous variety of landscapes and a terrain where it is easy for people of all ages to walk and explore the main paths and routes.

Among the attractions are verdant, leafy laurissilva forests, volcanic landscapes, all under clean, clear skies. Despite its spectacular beauty, the nature on the Canary Islands is there to be experienced as well as admired. That's why there are hundreds of experiences designed for families to enjoy together, like whale and dolphin spotting, surfing and scuba courses, nights under starry skies...



– 05 –

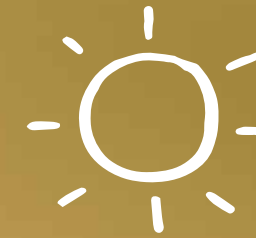
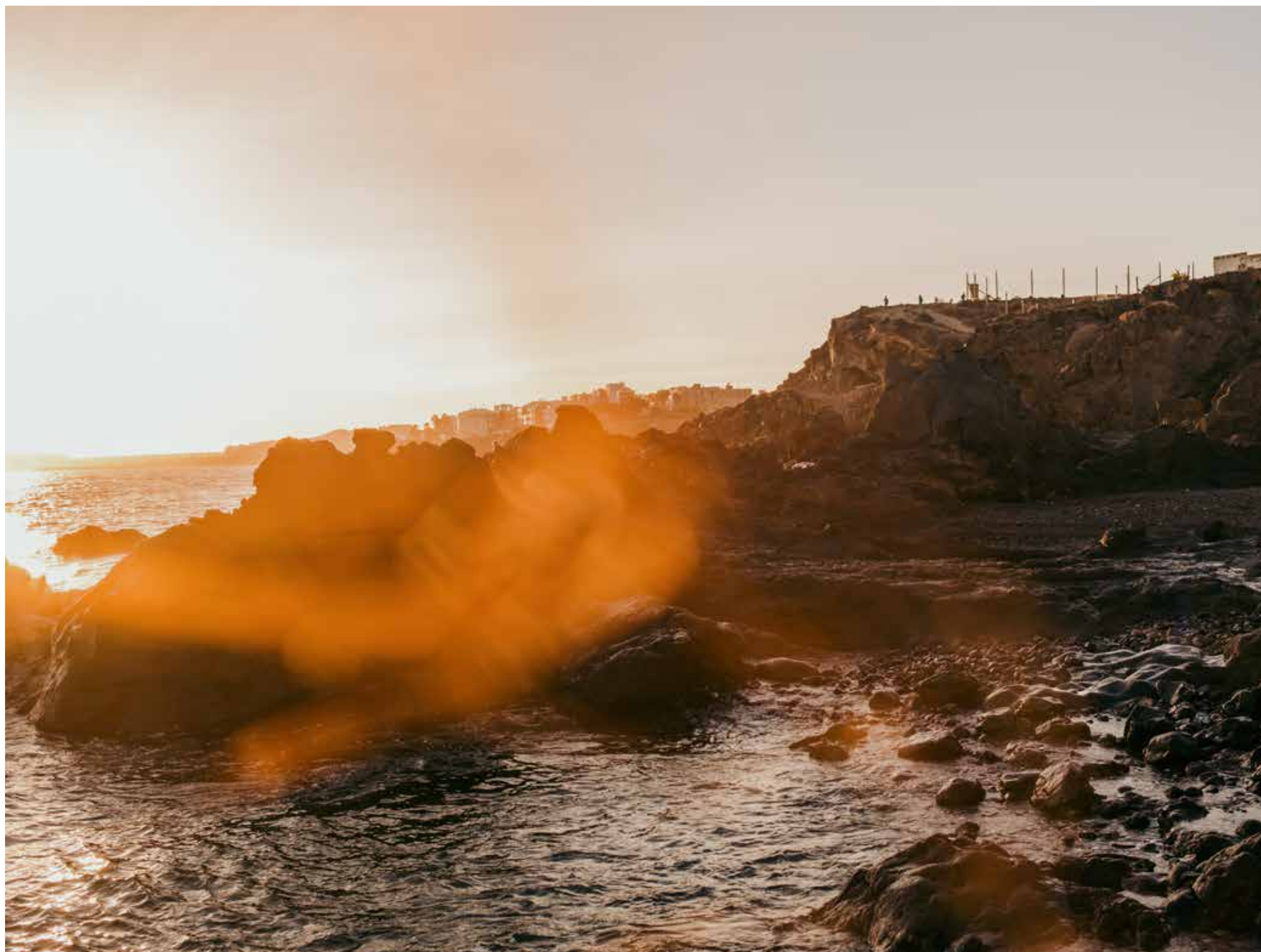


PHOTO GALLERY





Water rocks.

Álvaro, 138 cm.



My feet.

David, 130 cm.



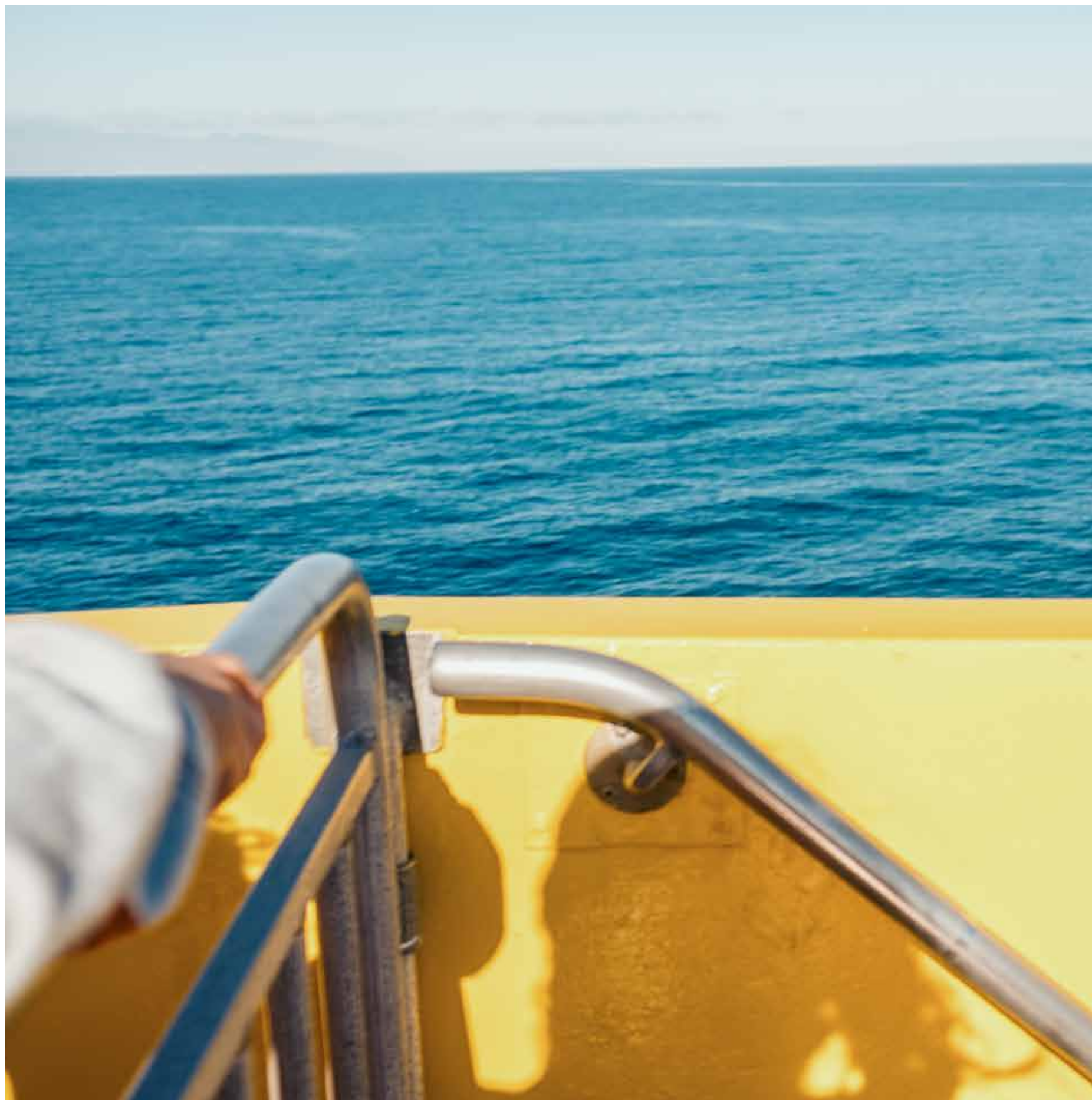
Pingu.

Neiwen, 110 cm.



Beach day.

Isabella, 128 cm.



Yellow boat.

Ana, 136 cm.



*“I really liked
the colours,
it was a very
pretty flower.”*

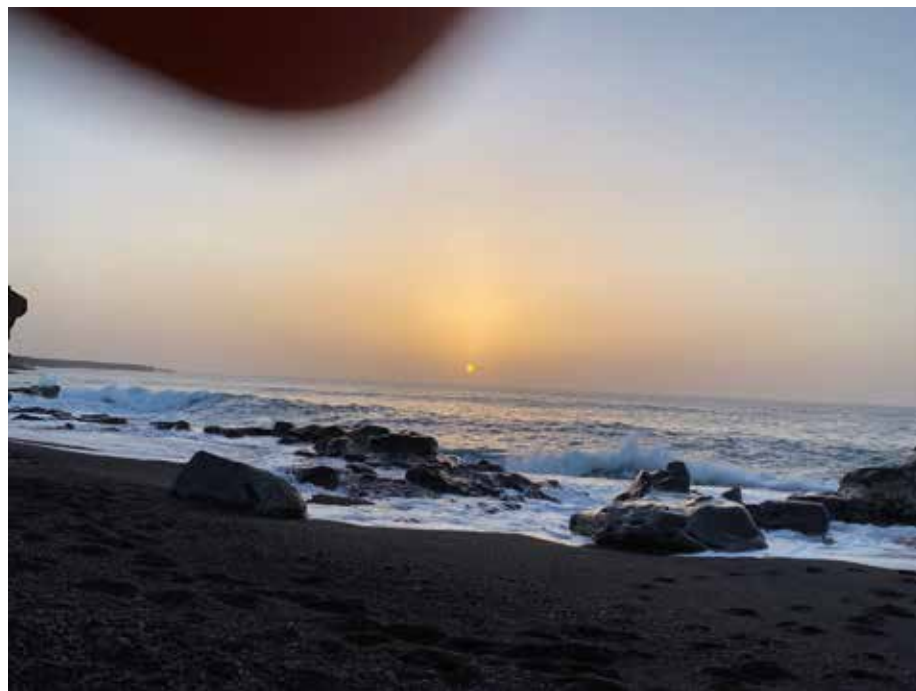
Happiness in flower.

Neiwen, 110 cm.



Ana.

David, 130 cm.



Beach.

Lewis, 116 cm.



*“The beach
was orange
and the lights
were cool.”*

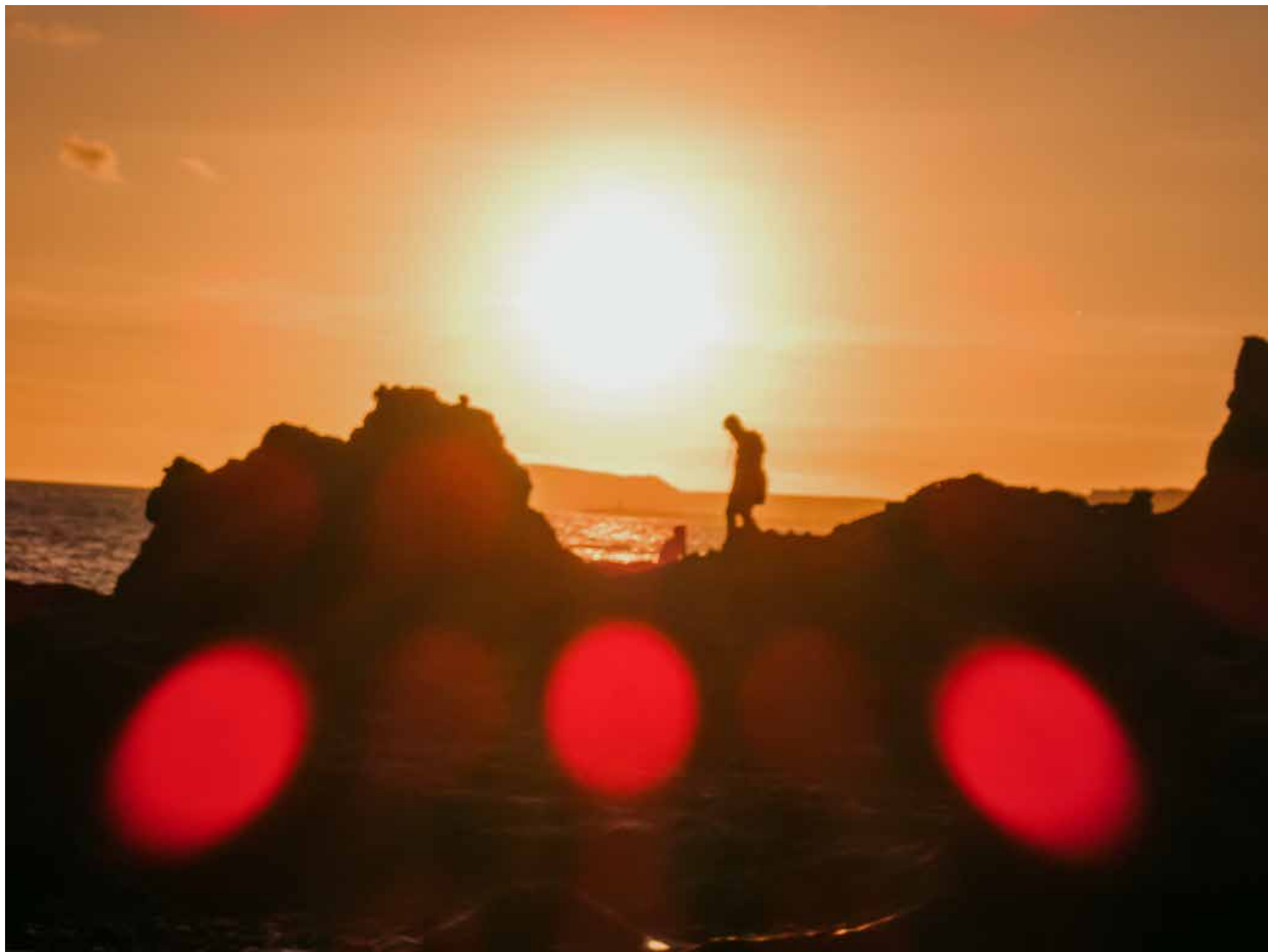
Sunset in the dunes.

Martina, 119 cm.



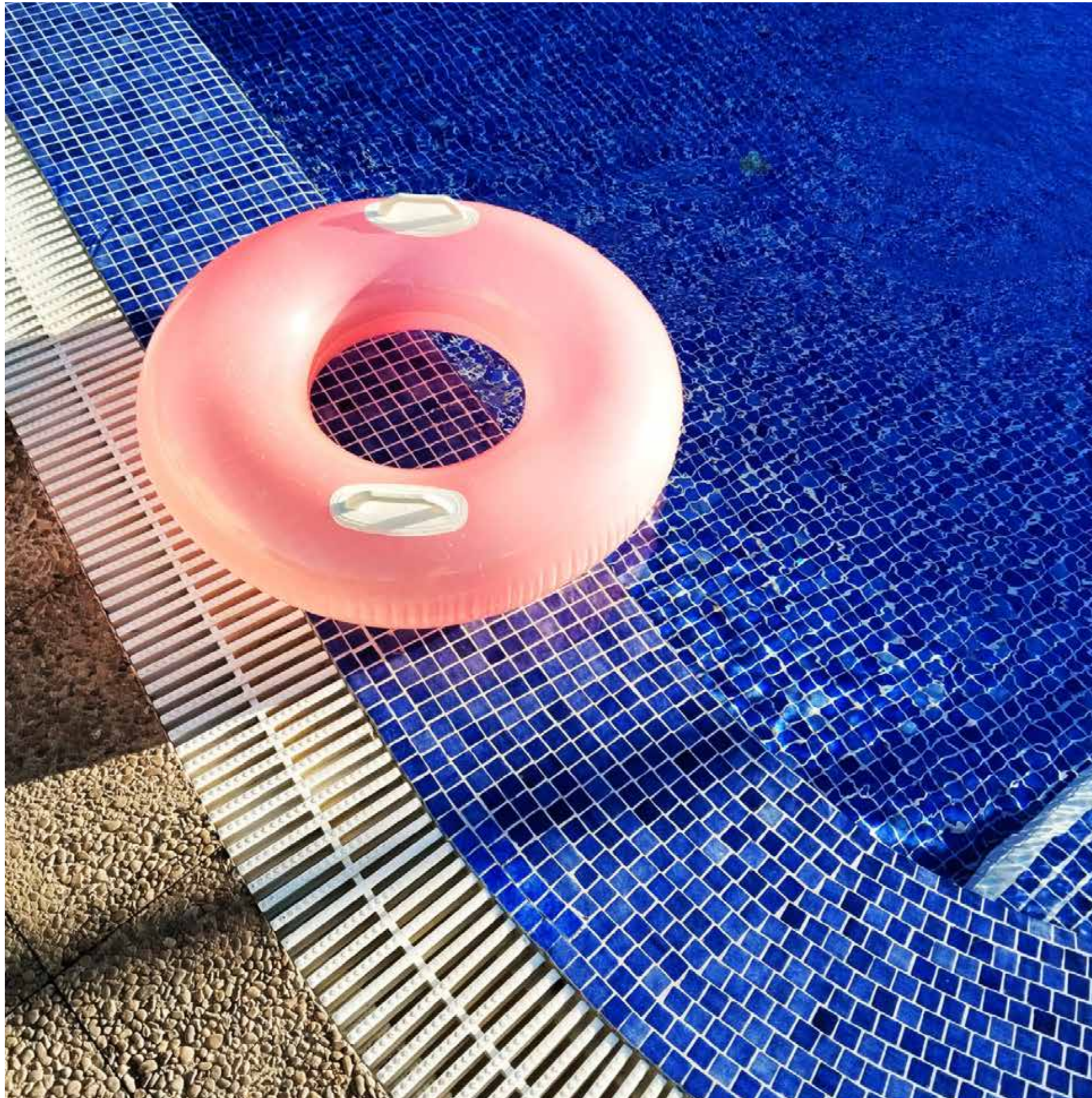
Siam Park.

Ana, 136 cm.



Sunset.

Álvaro, 138 cm.



“I like pink and doughnuts. And this float is great fun because I swim all around the pool.”

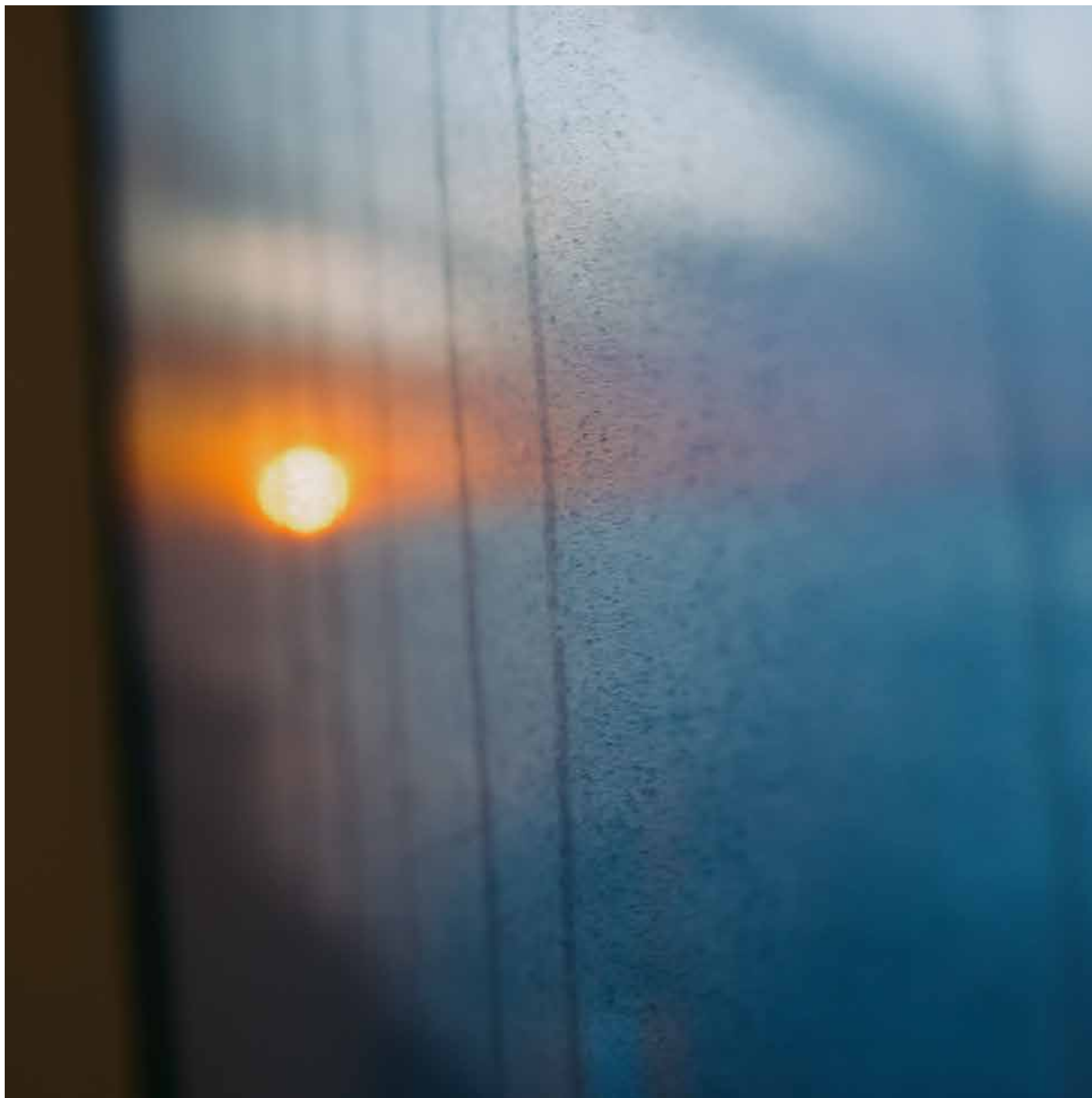
Pink doughnut.

Luna, 107 cm.



Lighthouse.

Jon, 135 cm.



Circle of fire.

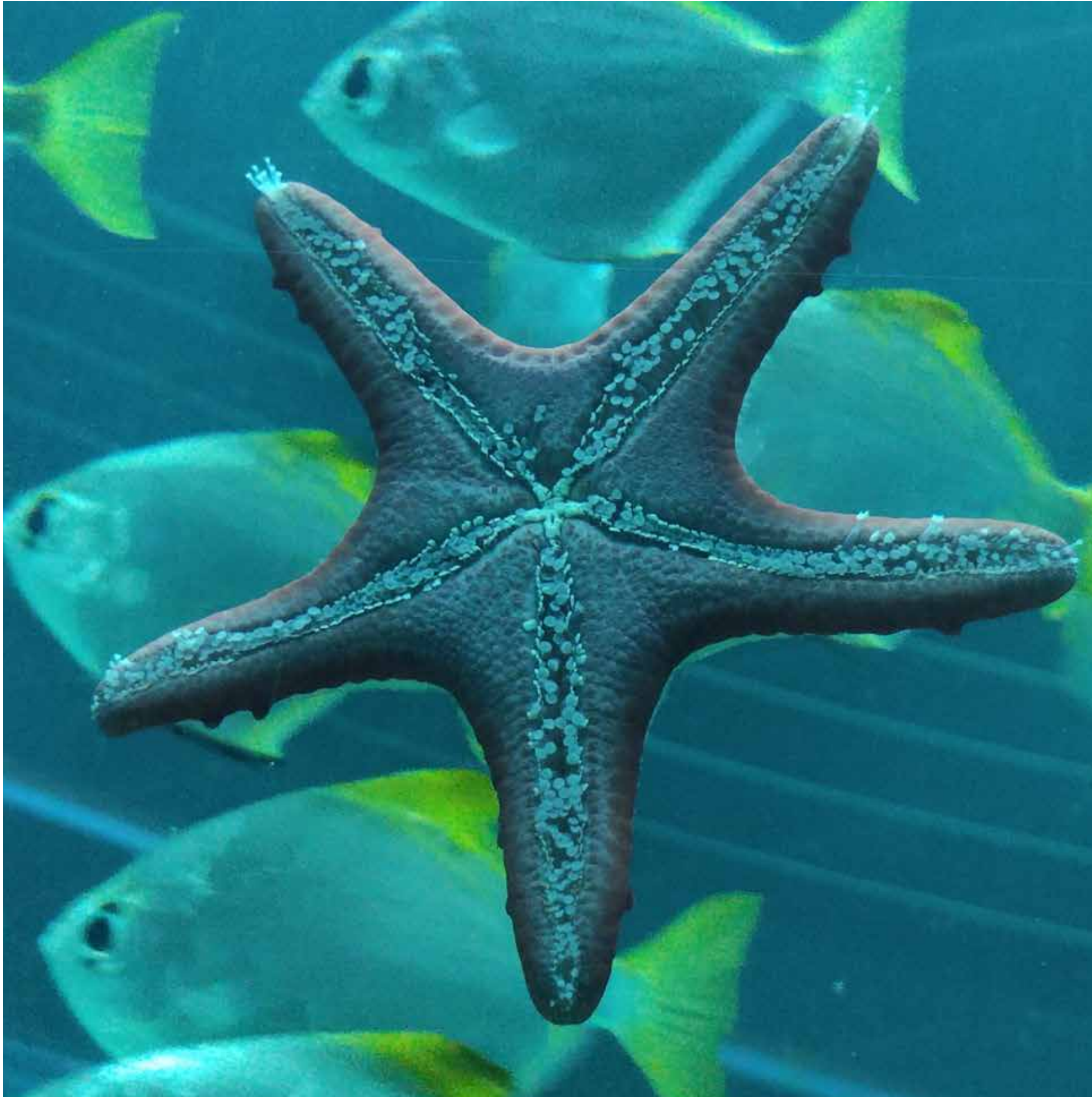
Ana, 111 cm.



*“I love colours,
and these
ones were
intermittent,
they kept
moving all
the time!”*

Jelly rainbow.

Massimo, 118 cm.



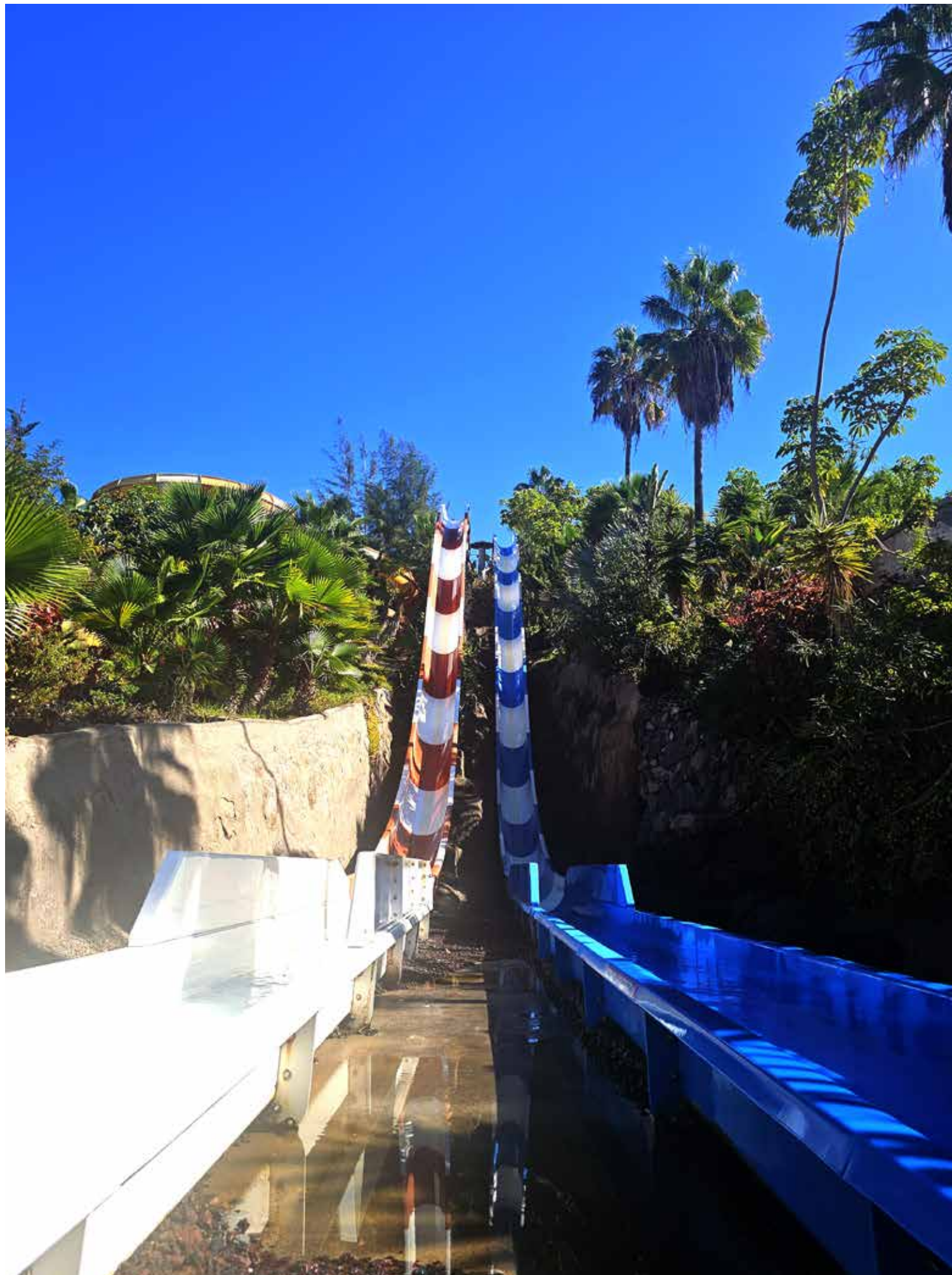
Starfish.

Neiwen, 110 cm.



Pink flamingo.

Neiwen, 110 cm.



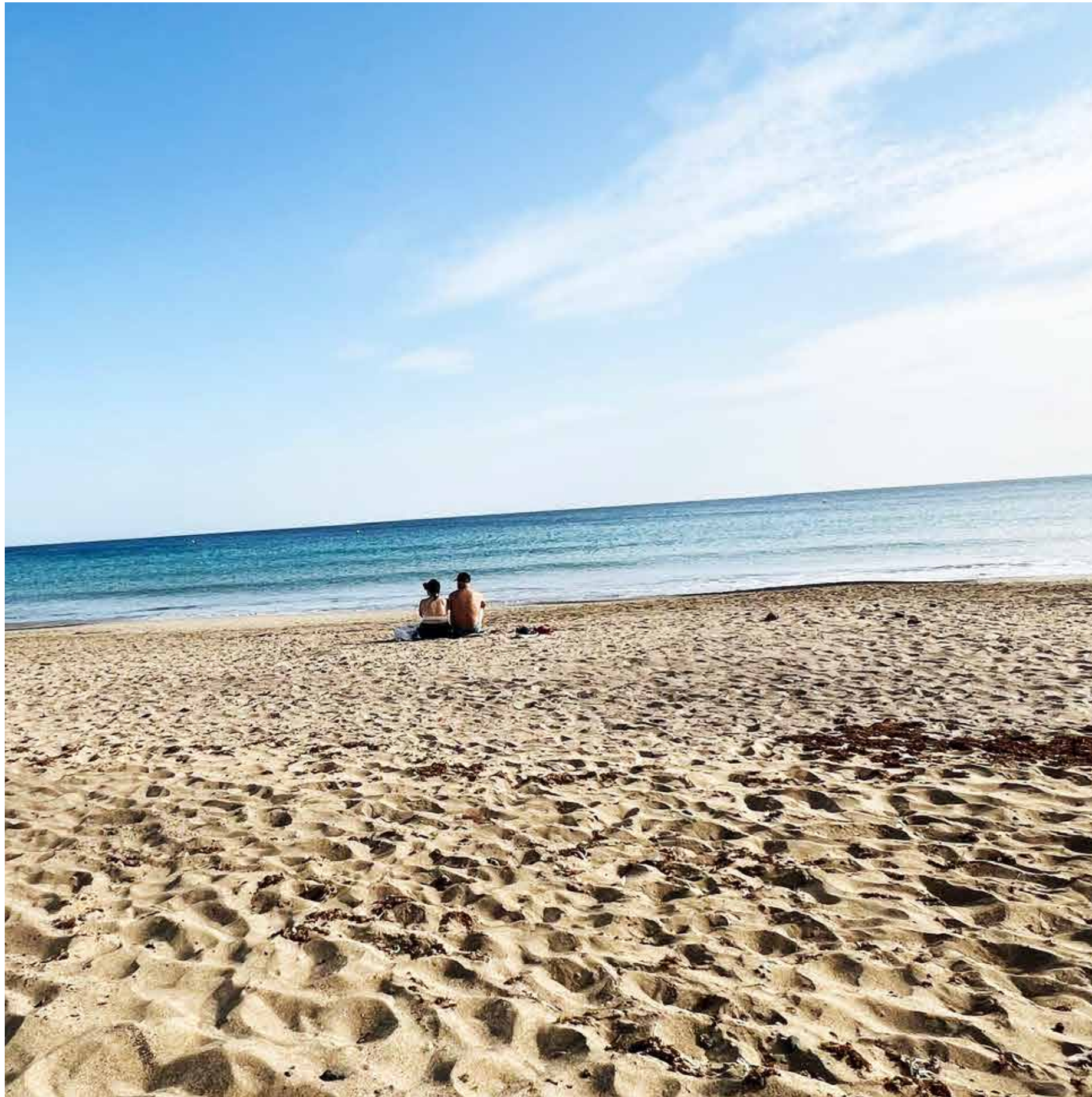
The best day of my life.

Keona, 140 cm.



A shark swimming.

Massimo, 118 cm.



*“The boats,
the sky and
the sea water
were incredible.”*

Sand and Water.

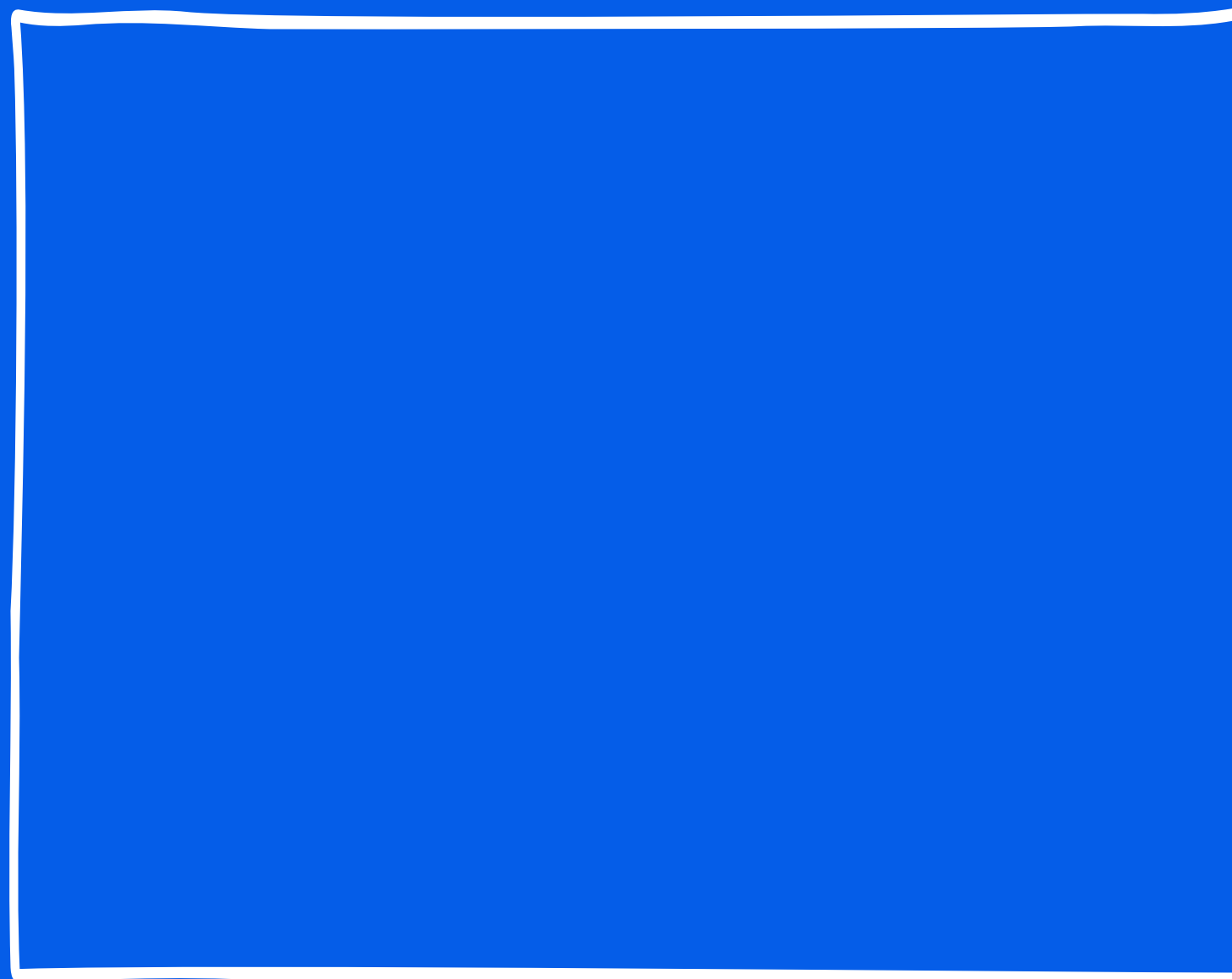
Eiden, 109 cm.

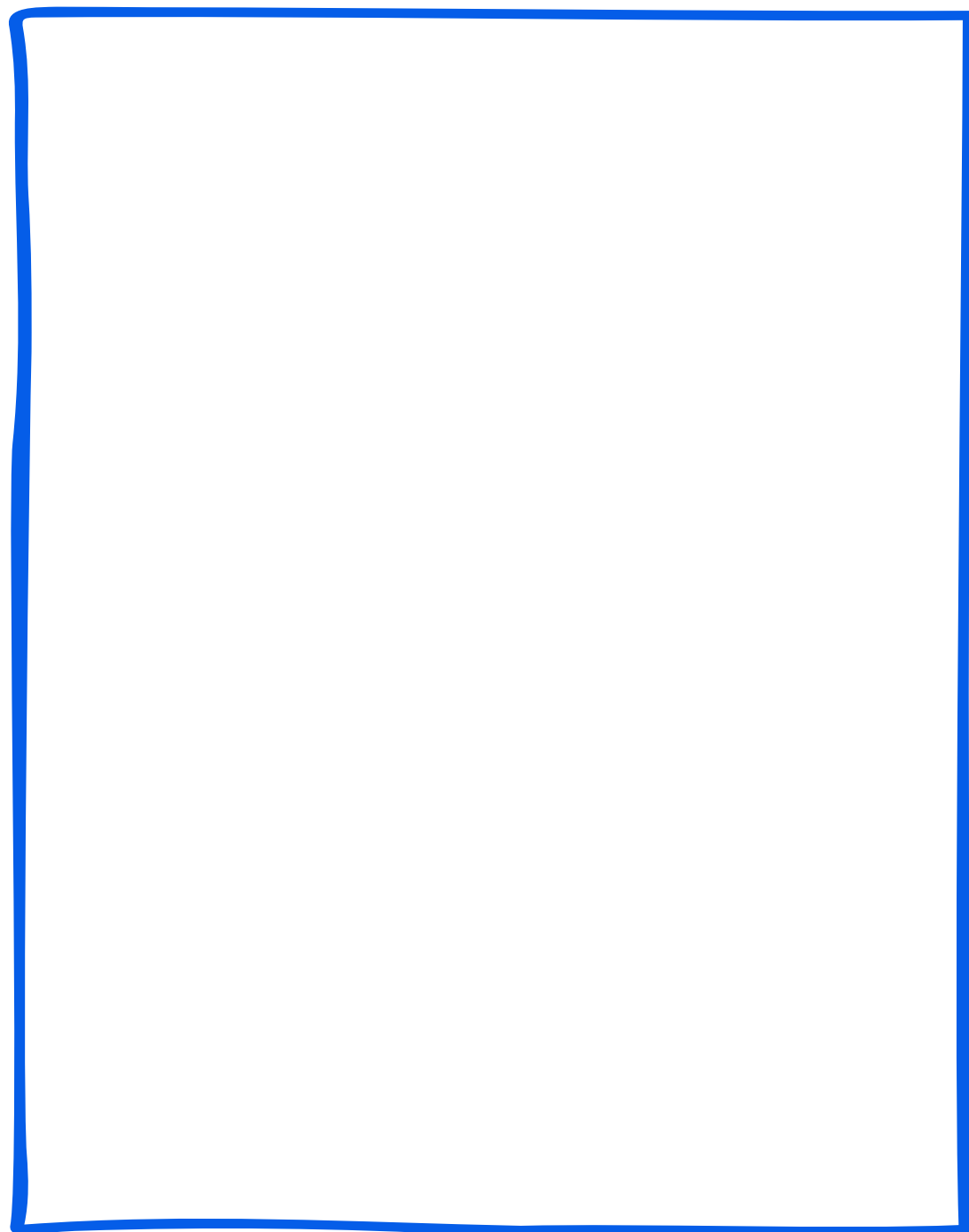
Your turn!

*Create an
unforgettable
vacation memory
with your own
photos.*



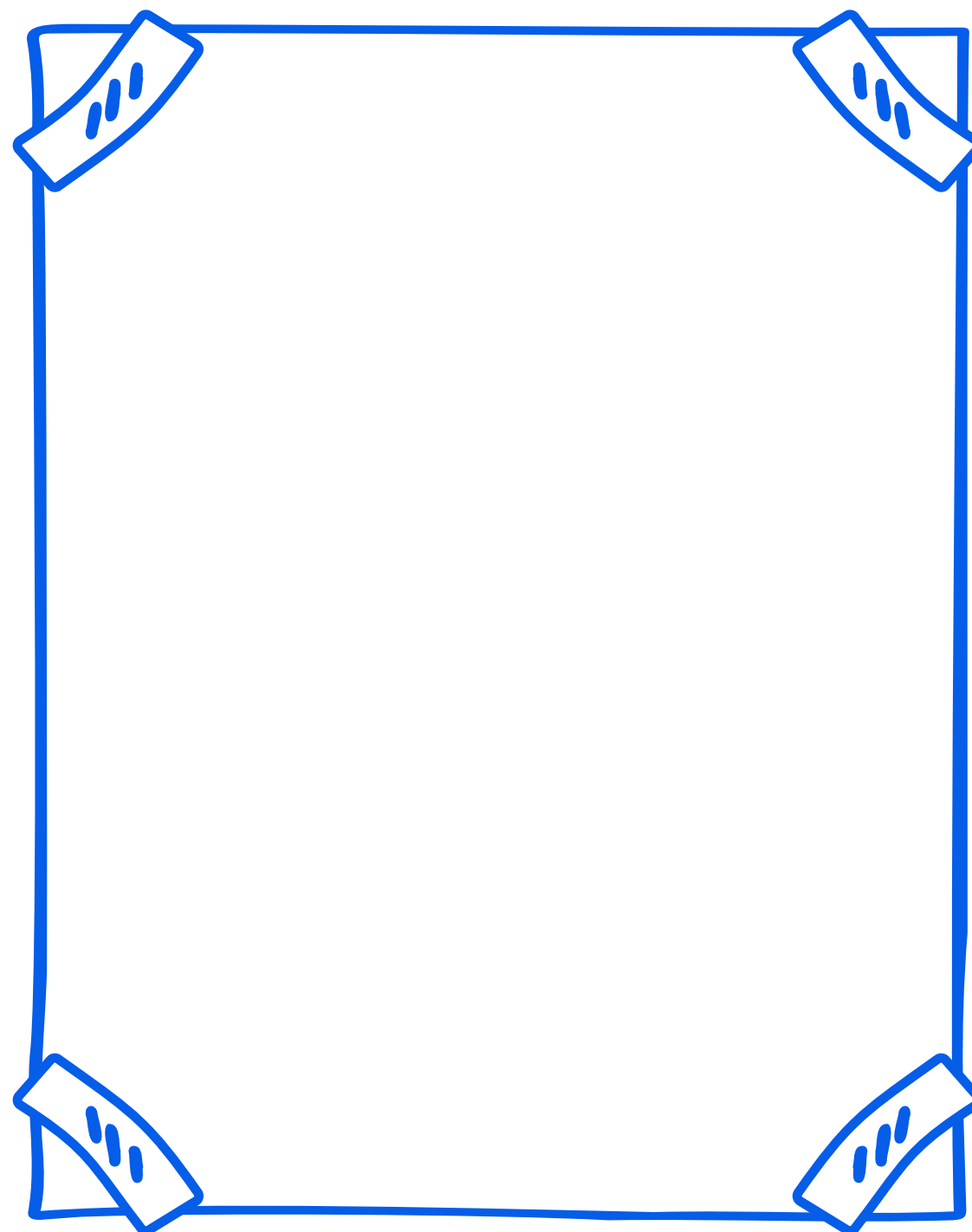
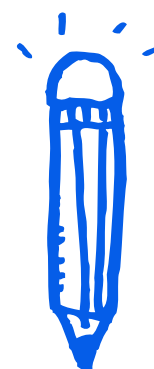
*Don't forget
to add your
height.*





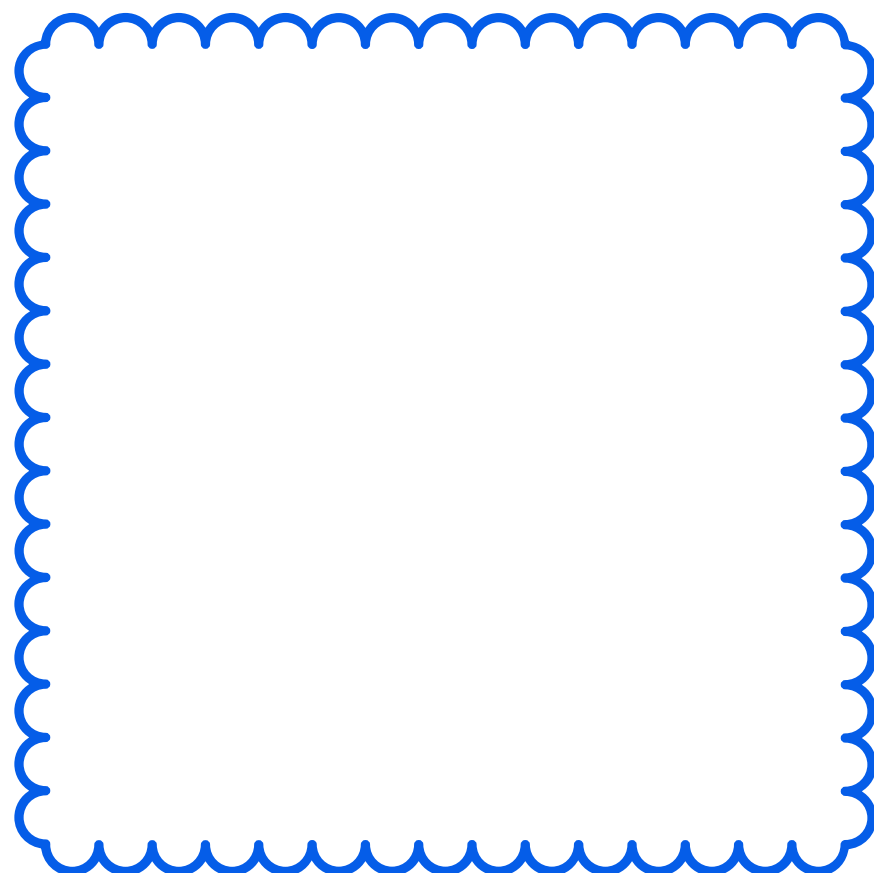
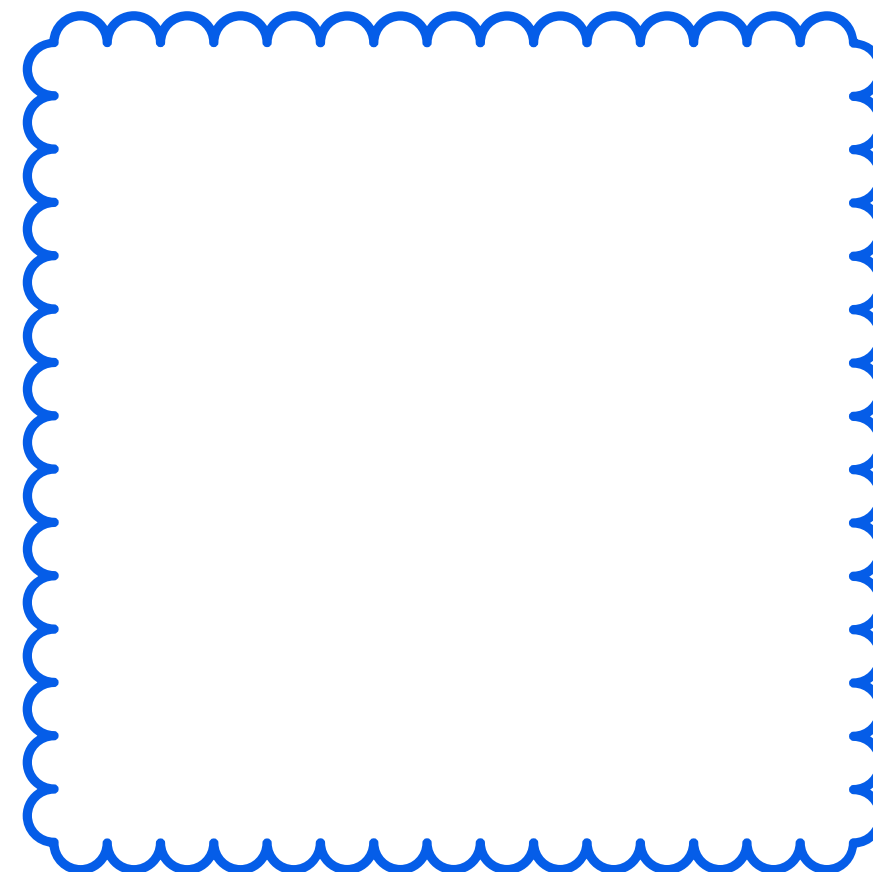
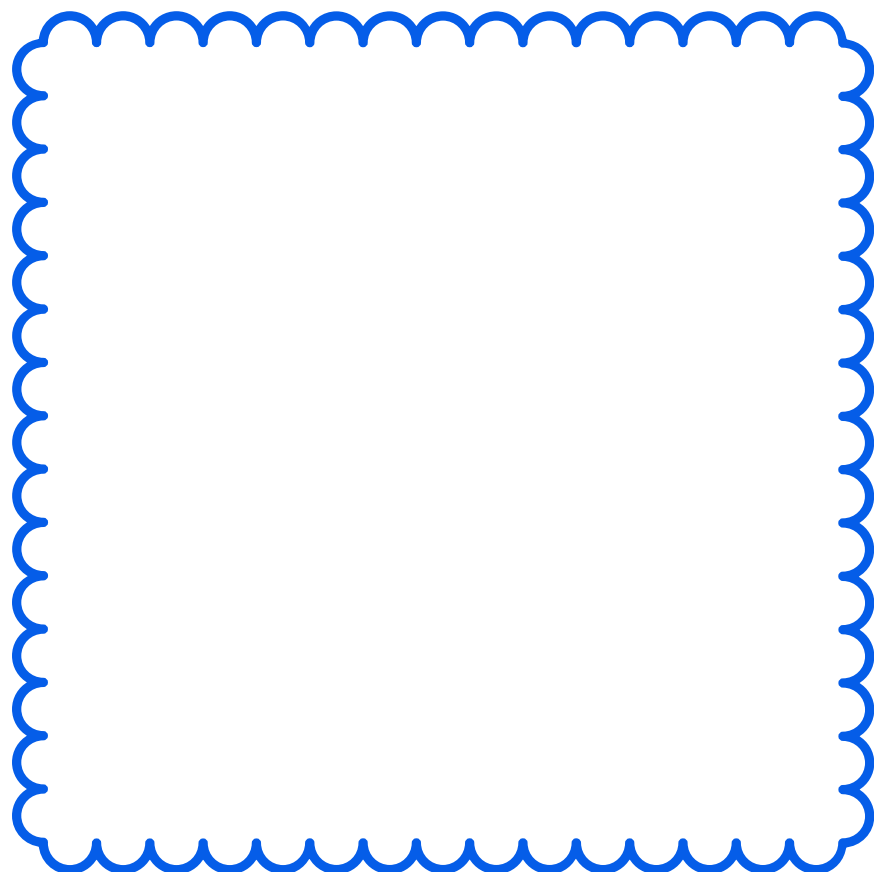
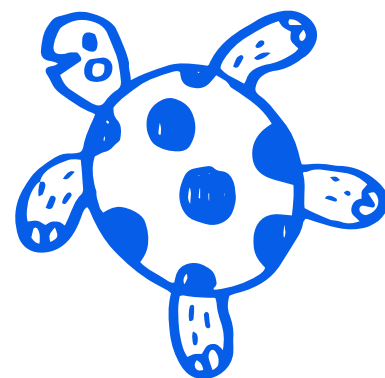
.....

.....



.....

.....



.....
.....

.....
.....

.....
.....





— 06 —

EVERYTHING
WE HAVE
LEARNED



Thanks to their photos, we have discovered that for them, holidays are experienced in a simpler, more honest and intense way. These are some of the things that we have learned by observing the world from their level:



Details

While we adults think about itineraries, reservations or recommendations, they stop to think about small things: a shiny shell in the sand, the strange shape of a cloud or a shadow that looks like a monster. They teach us that the magic lies in what we often ignore.



The open air

The big theme parks are fun, but a path between trees, a puddle on the ground or a beach with no toys can be enough to create a thousand adventures. They value space, the freedom to run, jump or simply explore at their own pace.



Nature

Scenery doesn't impress them with its magnitude, but with its life. An insect on a leaf, a weirdly-shaped stone, the foam of the sea... Their connection to nature is direct, spontaneous and unfiltered. For them, things natural are always a game.



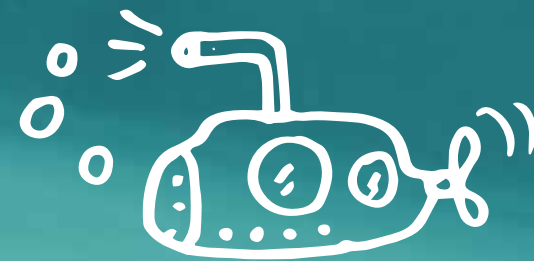
A pure gaze

They capture the world just as they feel it, without any pretensions. Without looking for the perfect photo, they capture images full of truth. Their gaze does not judge or compare: it merely observes, gets excited and records. And that reminds us that sometimes, looking at things like a child is the best filter.



– 07 –

PARTICIPATE



Join this collaborative project.

Post their way of seeing the world on Instagram and Facebook under the hashtag **#Sightsonanotherlevel** respecting their privacy and without showing their face if you prefer. Be part of this collective project that helps us see the world through their eyes.

Sharing not only inspires other families, it also creates a beautiful collection of memories for the future.



SIGHTS ON ANOTHER LEVEL

