



QUEST

SAILING THE NORTHWEST PASSAGE

Documentary proposal

hello@wildfilms.co.uk
0161 806 1200



The Quest

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Steeped in equal parts history and mystery, the fabled **Northwest Passage** was sought for centuries.

Quest sets out to tell the **human stories** that have been shaped by this harshest of landscapes: Stories of **exploration, adventure and failure**. Of the rich culture of the indigenous Inuit who call the ice home and the scientists who **brave the danger** today.

The voyage of **3,400 nautical miles** represents an exceptionally rare chance to study one of the most vulnerable and important ecosystems on Earth.

A prime opportunity for front-line research into ice cover and biodiversity loss and to discover how changes in technology and climate have transformed navigating this **notorious arctic route**.

All these stories will be told in a **compelling documentary series**.

Quest sets sail in **July 2027**.



The Ship

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SY Quest is a 64-foot, **purpose-built expedition yacht** designed to icebreaker specification.

Fully equipped for long-range, off-grid expeditions, *Quest* has been certified to **operate in any condition**, anywhere in the world, and has already proven herself from the equatorial tropics to the high arctic.

Her captain, Göran, spent 15 years and \$1M building her from scratch, and together with his first mate and wife, Hilda, they're embarking on their most ambitious voyage yet: to sail the **Northwest Passage**.



The Documentary

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The expedition is not dependent on a film crew.

Quest will be sailing regardless, though a journey of this significance **deserves to be documented.**

The voyage is in pursuit of more than simply adventure. With scientists and historians on the crew, Quest will have the opportunity to conduct valuable research and will visit some of the historic Franklin Expedition sites along the route.

How will Quest fare navigating the most **infamous nautical route** in the world? Will she succeed, or will the crew suffer the same icy fate as Franklin?

This character-driven documentary weaves adventure, history and science in **a journey unlike any other.**



We propose a 6x15', **non-sequential episodic format**, engaging audiences regardless of viewing order and preserving retention across the series.

Each **self-contained** episode highlights a different aspect of the journey: maritime history, polar science, Inuit culture and natural history to name a few.

With overlapping themes, any one episode is enough to entice viewers to seek out the rest of the series.

Alternatively, this **rich well of stories** can be reimagined as a traditional feature length documentary.



The Quest for the Northwest Passage

What is the Northwest passage? What compelled mariners - past and present - to attempt to traverse the infamous nautical route?

We cast off on the difficult journey ahead and learn about the dangers of **sailing across the top of the world** in a 64 foot yacht.

Introducing *Quest*, our vessel purpose-built for the expedition and the crew who **dare to take on the challenge**. How do you prepare for 1,000 nautical miles of Arctic pack ice?

What happens if something goes wrong?

This story of modern adventure will weave through all of the proposed episodes.



The Dark History of Exploration

As recent DNA testing unlocks more of the mystery, we bring history alive by tracing the **route of the Franklin expedition** and visiting some of the historic sites. These evocative locations have been preserved in time by the harsh conditions and remote location.

From the lonely graves on Beechey island, down the treacherous Peel Sound to King William Island where horrified rescuers found the **remains of the crew** that pointed to a dark secret.

Here we will also visit **Gjoa Haven**, the town named after Amundsen's ship, now an isolated Inuit settlement and the place from which Amundsen launched his successful traversal of the northwest passage.



The Greatest Polar Pioneers

The Inuit are the world's greatest polar experts who have learned to not only survive, but thrive in the harshest of environments.

Their story of ingenuity and resilience is too often overlooked. From the first kayaks some 4,000 years ago, to the engineering of the igloo and the creation of snow goggles, the Inuit's inventions have not only shaped their own history but are foundational to all polar exploration.

Due to the extreme conditions of the polar region, there are **untold archaeological stories** from the thousands of years of human culture that have developed there. Stories that are now being uncovered by the changing climate.



A Changing World

The Northwest Passage is changing faster than at any point in recorded history, but at what cost to the local communities and wildlife that call it home?

The Unicorn of the Sea

The high arctic is home to the mysterious narwhal and the majestic polar bear. But how does this fragile ecosystem cope in a modern world?

Cutting Through The Ice

Quest will record sea ice conditions, wildlife sightings, weather observations, and seabed mapping. What does the future of the arctic look like?

Social Media Content



From the onboard team who brought National Geographic's *Endurance* to your mobile, our **comprehensive social strategy** spans short form, mid-form and live streams.

Releasing regular reels and stills across Instagram, TikTok and Youtube, we build an audience as the adventure unfolds. Raw, humanised content showing the **drama and danger** of the trip set against the beauty of the polar regions.

By partnering with specialist social media channels that already cover subjects like maritime exploration, polar science and natural history we can open up a huge **ready-made audience** that feeds back into the content series.

The extended social media coverage for *Endurance* reached over 24M accounts and saw almost 30M video views across platforms.

The Crew

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Göran Persson
Captain

A veteran mariner and certified dive master, Göran has spent his entire career at sea. He has captained mega yachts, commercial ships and cruise liners all around the world, including Antarctica.



Hilda Christensson
First Mate

Hilda began sailing at 15, bought her first yacht at 18, rebuilt the whole thing and qualified as a yacht master at 23.

Not only is she Göran's co-pilot, but a trained chef and polar guide too.



Nick Birtwistle
Producer

With over 20 years of experience across broadcast and digital, Nick specialises in productions with complex technical needs. He has shot on every continent and was Shooting Producer on Nat Geo's *Endurance*.



Alex Stone
Director

Carving out a niche as a polar specialist, Alex has filmed in blizzards, on glaciers and in Antarctica..

He also made the film adaptation of Apsley Cherry-Garrard's *The Worst Journey In The World*.



Saunders CB
Social Content Producer

A producer, presenter, skilled cameraman and social media expert, Saunders is a regular visitor to the polar regions and was the social content producer on the *Endurance 22* expedition.




Mood Board

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Find out more or join the expedition

Contact

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