

A FILM BY MORITZ KRAUSE

POW 
PROTECTOURWINTERS

presents

WARMING CYCLES

A JOURNEY THROUGH A CHANGING MOUNTAIN WORLD

Two mountaineers set out to cycle across all seven Alpine countries and climb their highest peaks, only to discover that the mountains they love are disappearing beneath them, forcing them to confront how long their way of life can still exist.



***THERE IS NO DENYING THAT CLIMATE CHANGE IS HERE,
IT'S REAL, AND IT'S CHANGING OUR MOUNTAINS.***



Even if you don't believe in it, you can clearly see the transformation of the alpine landscape. As an adventurer, climber, hiker, mountaineer, skier, and every other title you give yourself while enjoying the peace of high altitudes, it's not anymore about 'how can we stop this?', but rather about 'how do we need to adapt to avoid the worst possible outcome?'

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Together with my best friend and long-time adventure partner Jonas, the one person I trust the most in the mountains, I want to cycle through every one of the seven alpine countries to summit each respective highest point—from Mount Triglav in Slovenia to Mont Blanc in France. We're not doing this for the adventure's sake, though. With my film, I want to answer a question that, as a mountaineer myself, is deeply connected with my lifestyle:

***WHAT IS INEVITABLY GOING TO HAPPEN IF THE
PLACES WE LOVE START FALLING APART?***

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These are 125 seconds of me about the project, in my own words.



scan or click to watch



or visit moritz-krause.com/warmingcycles



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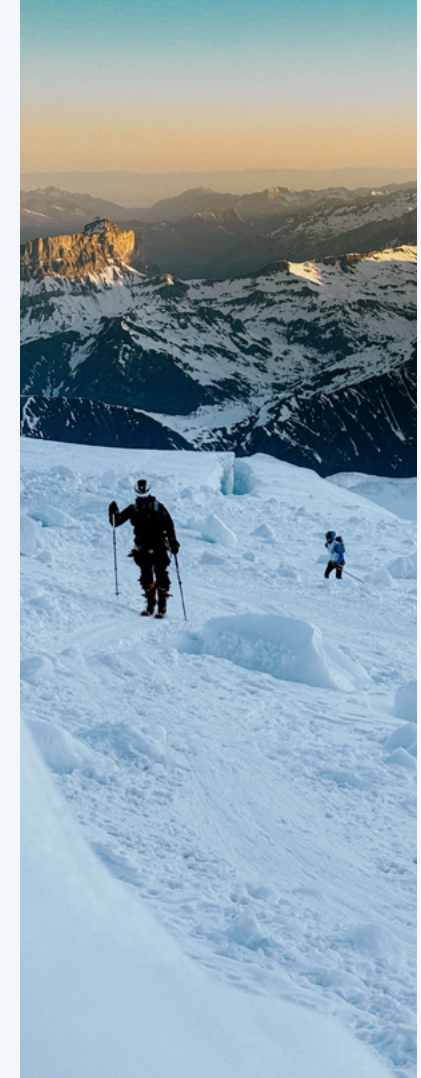
WARMING CYCLES

RISING TEMPERATURES ARE CONTRIBUTING TO OUR MOUNTAINS BECOMING LESS STABLE—THEY ARE „FALLING APART“. DANGERS SUCH AS SERAC- OR ROCKFALLS BECOME MORE FREQUENT, RENDERING TRAVEL THROUGH THOSE AREAS A LOT MORE DANGEROUS.

It's a film about an epic adventure, yes, but it also features conversations with experts and mountain guides who witness the changes of our Alps firsthand. Who show us (and the audience) how the mountains are falling apart, how the objective dangers become bigger, and what their unique perspective on the future looks like.

Finally, it is a movie that speaks directly to the audience:

IT PUTS OUR RECKLESS ATTITUDE TOWARDS NATURE INTO PERSPECTIVE AND RAISES AWARENESS FOR THE FRAGILITY OF OUR BELOVED MOUNTAINS.





MORITZ KRAUSE

Director, Cinematographer, Co-Producer, Athlete

Next to my passion for adventures, expeditions, trail running and mountain sports I am a professional filmmaker, director, cinematographer and editor.

With emphasis on outdoor adventure documentaries, I have created a number of movies that were screened and awarded at international film festivals. My feature documentary „*End to End Svalbard*“ premiered in front of 400 people in a well known theater in Munich, and my latest film „*Merino Trails*“ took me on a 6-week exploration to New Zealand, discovering the magic of merino wool.

I live in the heart of the Alps in Chamonix, France.



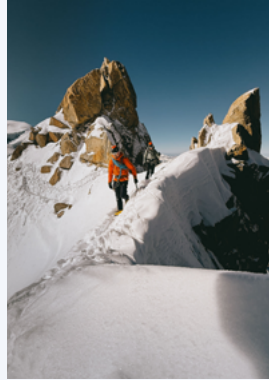
JONAS HAASS

Producer, Athlete

Jonas quit his well-paid business consultant job to pursue working as an Arctic Nature Guide on Svalbard, as well as an athlete and producer on our documentary movie projects.

Having produced our latest feature-length documentary movies „*End to End Svalbard*“ and „*Merino Trails*“, he has firsthand experience with the tasks and challenges involved in creating a high-quality film from scratch. Coming from the business side of things he knows how to handle budgets, manage logistics and turn beautiful imagery into a successful end product.

Jonas lives near his hometown in Munich, Germany.



This project offers more than a film. It produces a body of work—*expedition footage, athlete content, and real-world product use* in conditions that no studio shoot can replicate. Your gear doesn't appear in a controlled environment. It gets used on a month-long alpine expedition, in weather and terrain shaped by the very changes we're documenting.

PARTNERING UP

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The film targets an audience that is already engaged, that is climbers, mountaineers, cyclists, skiers. People who buy gear because they actually use it, and who are deeply invested in the future of the places they love. A partnership here means *your brand becomes part of a story that the audience cares about*, told in a format they trust: an honest documentary film featuring real content from real people.

WOULD IT BE WRONG TO SAY
authenticity in the mountains isn't a priority for your brand?

AND WOULD YOU PREFER
to watch this story unfold from the sidelines?

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*If your answer to both questions is “No”,
it seems like this is worth a conversation.*

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A photograph of a person climbing a snowy mountain peak at dusk. The person is in the lower right foreground, wearing a red jacket and a headlamp that illuminates the snow. The background shows a vast, snow-covered mountain range under a dark blue sky. The text "THANK YOU." is centered in the middle of the image.

THANK YOU.