

# CLOUDS OVER CUBA

DISCOVER WHAT MIGHT HAVE BEEN.

ENTER THE DOCUMENTARY »

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COLLECT DOCUMENTS DURING  
THE FILM FOR LATER VIEWING

SYNC WITH MOBILE  
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ITEMS ON YOUR SMART PHONE

AUG 30 REAL TIME CALENDAR  
EXPERIENCE THE CRISIS WITH REAL  
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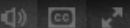
FOLLOW JFK

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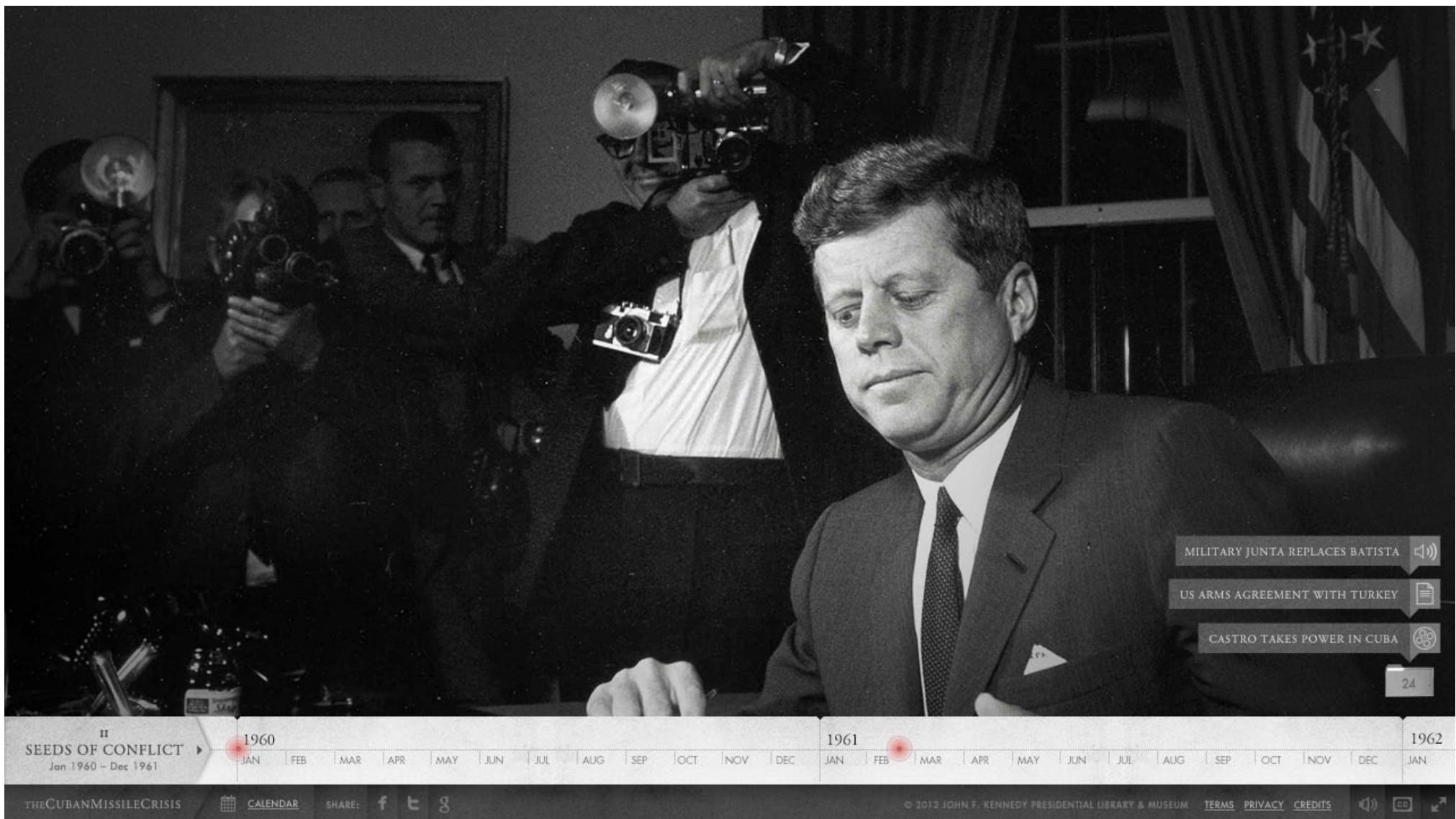
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The Martin Agency and Tool of North America, on behalf of the John F. Kennedy Presidential Library and Museum, have created an interactive multimedia documentary in honor of the 50th anniversary of the Cuban Missile Crisis.



When CloudsOverCuba.com launches on October 16, 2012, exactly 50 years after Soviet missiles were discovered in Cuba, users will enter an immersive documentary that lays out the full story of the Crisis in riveting detail, beginning in 1959 and continuing on until the missiles are removed in October 1962.

We also show you one possible vision of how the world might be different today had the Missile Crisis had escalated into nuclear war, then we resolve with the legacies of Khrushchev, Castro and Kennedy, and the humanizing things we can take away from the Crisis.

## YOUR DOSSIER

YOU HAVE COLLECTED 41 OF 64 ITEMS.  SYNC WITH MOBILE

ALL

12/18

13/18

8/18

8/18

US MIAMI HERALD  
STORY EMBARGO ON  
CUBAN IMPORTS

UNAVAILABLE

US MIAMI HERALD  
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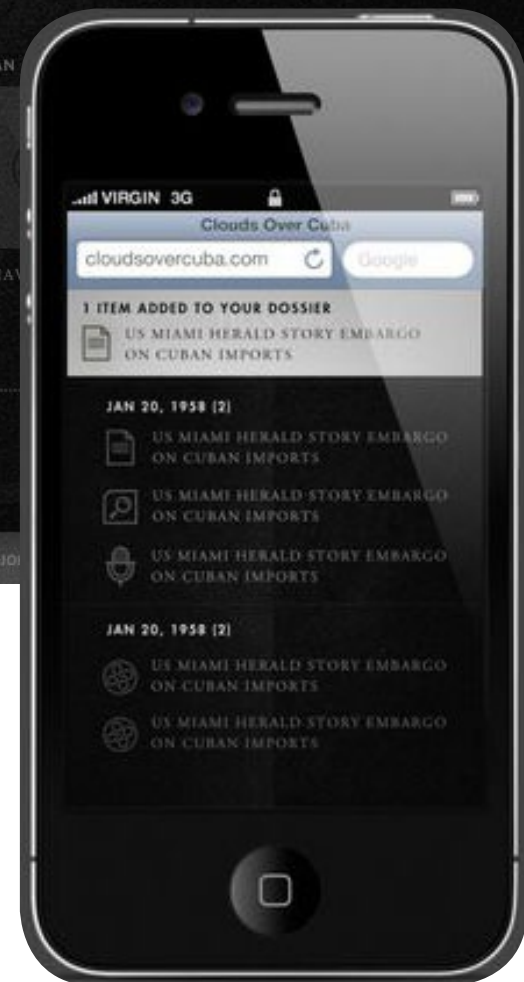
UNAVAILABLE

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As the documentary unfolds, dozens of archival photos, videos, documents and audio recordings are automatically added to a digital dossier of the website visitor for further review at any time. Smartphone users can also link their devices with the film so their mobile dossiers sync with the documentary playback. Using seamless HTML5 and innovative UX design, Clouds Over Cuba exhibits an unprecedented integration of desktop and mobile platforms for the documentary film format.



Along the way, the user is invited to explore 15 related events in greater depth via expert interviews including Sheldon M. Stern, former historian at the JFK Presidential Library and author of several books and articles on the Cuban Missile Crisis, and Sergei Khrushchev, son of Soviet Premier

Nikita Khrushchev. Topics such as the fear of communism, the Bay of Pigs invasion and the secret ExComm recordings are all explored in fascinating detail from multiple perspectives.



Before the film concludes, users can optionally access a short film that takes place in an alternate 2012 in which the Cuban Missile Crisis did escalate into nuclear war 50 years earlier. Beautifully shot by an Oscar-

winning cinematographer, this subtly intertwining tale tells the story of four fictional characters who each remember the horrors of nuclear war in their own way.

## CALENDAR

CubanMissileCrisis.com provides a unique opportunity to experience the events of the Cuban Missile Crisis as they unfolded, on the actual days and times, 50 years later.


DOWNLOAD TO YOUR CALENDAR:



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For users who want to follow the 13 most important days of the crisis “live” 50 years later, they can import all the secret ExComm meetings with JFK and his advisors, letters between JFK and Khrushchev and other

material from the two weeks into their iCal and Google calendars with one click, enabling them to “attend” the meetings and receive the communications live over the 13 days.



The goal of this project is to engage and educate a multigenerational audience about the Cuban Missile Crisis, and motivate them to learn more about presidential decision-making during the most dangerous moment

in modern history. By combining elements of a traditional documentary with an interactive experience, this will elevate the importance of history and its relevance to our lives today.