

PRESS RELEASE

## UNESCO, Prada Group and Luna Rossa Prada Pirelli present the new edition of the Ocean&Climate Village in Barcelona

The exhibition, curated by UNESCO-IOC, supported by the Prada Group and part of the collaboration between UNESCO and Luna Rossa Prada Pirelli, was visited today by UNESCO Director-General Audrey Azoulay.

About 1000 admissions in the first six days of the exhibition, with 500 workshops held by experts from UNESCO's Intergovernmental Oceanographic Commission.

Barcelona, 1 October 2024 – Students, citizens, tourists and sailing enthusiasts who flocked to Barcelona for the final stages of the 37th America's Cup welcomed the opening of the Ocean&Climate Village traveling exhibition at Port Olímpic in the Catalan capital with great enthusiasm.

Today, UNESCO Director General Audrey Azoulay visited the Ocean&Climate Village exhibition at the Olympic Port in Barcelona and the Luna Rossa Prada Pirelli base where she met the Luna Rossa Women's and Youth teams. The Director General was welcomed by Lorenzo Bertelli, Prada Group Head of Corporate Social Responsibility, Max Sirena, Luna Rossa Prada Pirelli Team Director together with the Italian Consul in Barcelona Emanuele Manzitti.

Audrey Azoulay warmly congratulated the Youth team for their recent victory and wished the best to the Women and the whole team for the upcoming regattas.

**Until October 4**, visitors to the Ocean&Climate Village will have the opportunity to participate in dedicated workshops, both at the exhibition, guided by experts from UNESCO's Intergovernmental Oceanographic Commission, and on board the Cassiopea, a vintage sailing ship restored and transformed into a sustainable oceanographic vessel by marine biologist and director of the MuMa Sea Museum in Milazzo, Sicily, Carmelo Isgrò.

The exhibition, which has already welcomed **around 1000 visitors in the first six days** of its opening and **has hosted 500 scientific workshops**, allows visitors to explore the complex relationship between the ocean and the climate through educational tools such as



infographics, photographs, interactive virtual reality installations and haptic experiences, with a focus on the ocean's crucial role in regulating the climate.

This special edition of the Ocean&Climate Village is part of the partnership between UNESCO and Luna Rossa Prada Pirelli, created to highlight the importance of sustainability in maritime sports and the contribution that the sailing world can make to marine scientific research through the collection of valuable data.

**Audrey Azoulay, UNESCO Director-General**, stated: *"The America's Cup is a fantastic opportunity to raise public awareness on ocean protection. I warmly thank the Prada Group for having included on the Luna Rossa main sail the logo of our joint Sea Beyond educational program, which today benefits more than 200 schools in 56 countries and is set to expand even further."*

**Lorenzo Bertelli, Prada Group Head of Corporate Social Responsibility and Executive Director, Patron of the Ocean Decade Alliance**, added: *"I am delighted to be here in Barcelona during the final stages of the America's Cup to welcome the public to the Ocean&Climate Village, together with UNESCO and Team Luna Rossa. These are great days for the sport and for the conservation of our ocean."*

#### About UNESCO-IOC

The Intergovernmental Oceanographic Commission of UNESCO (UNESCO-IOC) promotes international cooperation in marine sciences to improve management of the ocean, costs and marine resources. The IOC enables its 150 member States to work together by coordinating programmes in capacity development, ocean observations and services, ocean science, tsunami warning and ocean literacy. The work of IOC contributes to the mission of UNESCO to promote the advancement of science and its applications to develop knowledge and capacity, key to economic and social progress., the basis of peace and sustainable development. The UNESCO-IOC is the entity in charge of coordinating the UN Decade of Ocean Science for Sustainable Development 2021-2030 (the Ocean Decade).

#### About Luna Rossa Prada Pirelli

The Luna Rossa team was born in 1997 when Argentine yacht designer German Frers proposed to entrepreneur Patrizio Bertelli to challenge for the 30th America's Cup to be held in New Zealand in 2000. Since then, the team has taken part in five editions of the America's Cup, winning the Challenger selection regattas twice - the Louis Vuitton Cup in 2000 and the PRADA Cup in 2021 - and competing in the final in 2007 and 2013. In the 36th America's Cup presented by PRADA final match against the Defender Emirates Team New Zealand, Luna Rossa Prada Pirelli achieved the best score ever by an Italian challenger in the history of the America's Cup. Luna Rossa will represent the yacht club Circolo della Vela Sicilia once again in its challenge for the 37th edition of America's Cup to be held in Barcelona, Spain in September and October 2024.

#### About SEA BEYOND

SEA BEYOND is a project by Prada Group conducted in partnership with the Intergovernmental Oceanographic Commission of UNESCO (UNESCO-IOC) since 2019 to raise awareness of sustainability and ocean preservation, contributing to the progress of ocean education on a global scale



Ocean &  
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VILLAGE

SEA BEYOND

through a series of training initiatives for younger generations. Since its debut, the educational program has shared the principles of ocean literacy with more than 35,000 students around the world. Moreover, the “Kindergarten of the Lagoon” project – outdoor education activities for preschool children in Venice – was launched in 2021 to create links between kids and the lagoon ecosystem. While the main focus remains education, SEA BEYOND has recently extended its scope to two new areas of focus: support for scientific research dissemination and humanitarian projects, both dedicated to the ocean. As of July 2023, 1% of the proceeds from the Prada Re-Nylon Collection support SEA BEYOND. A list of such products is available on [www.prada.com](http://www.prada.com).

Through SEA BEYOND, Prada Group has also trained its more than 14,000 employees worldwide on ocean literacy principles via VR educational content and the AWorld app, the official platform selected by the United Nations to live more sustainably.

### About Prada Group

Prada Group is socially engaged to contribute to the sustainable development of the communities and stimulate the cultural debate in all its forms of expression. The Group partners with recognized players and international entities to develop educational and training programs, value talent, support scientific research, foster women’s empowerment, and promote local culture and artistic heritage. Prada Group operates in the luxury sector through the Prada, Miu Miu, Church’s, Car Shoe, Marchesi 1824, and Luna Rossa brands.

