

S ≈ A B ≈ YOND

PRESS RELEASE

FOLLOWING THE NEW YORK ITERATION, PRADA POSSIBLE CONVERSATIONS BRINGS ENVIRONMENTAL PHOTOGRAPHER ENZO BARRACCO AND SEA BEYOND TO TOKYO

Milan, Tokyo, December 11, 2024 – Today, the **Prada Aoyama Epicenter** hosted a **Prada Possible Conversation dedicated to SEA BEYOND**, a project by Prada Group conducted in partnership with UNESCO's Intergovernmental Oceanographic Commission (IOC) since 2019, to raise awareness of sustainability and ocean preservation.

Possible Conversations is a series of talks hosted at Prada Epicenters between thinkers, cultural arbiters, scientists, and fashion figures from across the world. The talks reflect the plurality and layered passions of the Prada universe.

Following the Conversation held at the Prada Broadway Epicenter in New York last May, this iteration once again featured Emmy-nominated environmental photographer and climate artist **Enzo Barracco** in conversation with **Francesca Santoro**, UNESCO-IOC Senior Program Officer. They were joined by **Meghan Marrero** and **Joanna Philippoff**, representatives of the National Marine Educators Association (NMEA), an organization whose mission is to advance the understanding and protection of marine ecosystems. The experts discussed the urgency of ocean preservation and environmental stewardship and how art and culture can be instrumental in furthering science to spread knowledge and raise awareness with the ultimate goal of inspiring audiences to act. Ichthyologist **SAKANA-KUN** gave his contribution to the Conversation through a video message.

Lorenzo Bertelli, Prada Group Head of Corporate Social Responsibility, commented: *"We dedicated two Prada Possible Conversations in New York and in Tokyo to SEA BEYOND with the hope of reaching different audiences and having a greater impact. Conversations were accompanied by the impactful environmental images shot by Enzo Barracco during his expeditions as we believe that photographic art is one of the ways to nurture knowledge, a powerful tool to inspire and enact change."*

The Conversation marked the opening of an exhibition by Enzo Barracco, showcasing images from his expedition in Hawaii and taken from his latest book ***The Blue on Fire, Hawai'i***. Presented during the event, the photographic book captures the beauty and fragility of the islands, contributing to raising awareness of the local biodiversity. The foreword is written by Lorenzo Bertelli, Prada Group Head of Corporate Social Responsibility.

Enzo Barracco, who was named **SEA BEYONDer**¹ for his proven commitment to ocean preservation, highlighted the importance of photographic art in spreading knowledge thanks to its immediacy and declared: *"I hope my work acts as a reminder that it is time to give back, and to fall in love again with our ocean. We are all marine animals, we just forgot."*

Francesca Santoro, UNESCO-IOC Senior Program Officer, commented: *"Every photograph tells a story, and the ocean has countless stories waiting to be told. These visual narratives of wonderful yet fragile environments play a vital role in ocean literacy, inspiring meaningful change and urging us to embrace more sustainable practices for generations to come."*

The event was also the occasion to announce Prada Group's support of educational initiatives in the framework of SEA BEYOND to develop the next generation of stewards for our one ocean.

After a first **collaboration with NMEA** that has put 16 schools in the Tri-State area on the path to becoming "Blue Schools"², 10 additional schools in Hawaii will now benefit from the same opportunity.

¹ Influential leaders who help Prada Group and UNESCO-IOC to spread the SEA BEYOND message.

² Institutes that infuse ocean literacy and learning into their curricula and engage students in action projects.

Joanna Philippoff, NMEA Director, said: *“Through immersive experiences and place-based action projects, the Hawai‘i Blue Schools initiative will strengthen students’ pilina (relationships) and kūleana (sense of responsibility) with the ocean. The SEA BEYOND support will enable us to build students’ ocean literacy while celebrating Hawai‘i’s unique biodiversity and rich cultural legacy.”*

In Japan, Prada Group will support **SD Blue Earth**, an association captained by famous ichthyologist SAKANA-KUN that works to promote the importance of the ocean among children and younger generations. Thanks to this donation, SAKANA-KUN’s Team – which encourages inquiry-based study for children – will conduct lessons and workshops for kids on the marine ecosystems of Tokyo Bay.

SAKANA-KUN, “captain” of SD Blue Earth, declared: *“We hope children can experience firsthand the current state of our seas, rivers, and nature. I believe the best way to learn is by nurturing curiosity, inquiry, and a sense of wonder. With the support of SEA BEYOND in 2025, SD Blue Earth will collaborate with SAKANA-KUN’s Team to achieve the shared goal.”*

Enzo Barracco’s photographs will be on display in store through December 29, 2024.

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 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 with 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 for SEA BEYOND Collection benefit SEA BEYOND. The list of products in this Collection is available at 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.

PRADA GROUP

Prada Group is socially engaged to contribute to the sustainable development of communities and stimulate cultural debate in all its forms of expression. The Group partners with recognized players and international entities to develop educational and training programs, promote 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.

UNESCO-IOC

The Intergovernmental Oceanographic Commission of UNESCO (UNESCO-IOC) promotes international cooperation in marine sciences to improve management of the ocean, coasts, 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 the 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 and 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).