

PRESS RELEASE

The new edition of the Ocean&Climate Village arrives in Barcelona on the occasion of the 37th America's Cup

The exhibition, curated by UNESCO-IOC, is part of a collaboration between UNESCO and Luna Rossa Prada Pirelli, and is supported by Prada Group in the framework of SEA BEYOND

Milan and Barcelona, 10 September 2024 – **From September 24 to October 4, 2024, the new edition of the Ocean&Climate Village** will be on display at **Port Olímpic** in **Barcelona**, right by the Bogatell Fan Zone for America's Cup spectators.

The exhibition is curated by the Intergovernmental Oceanographic Commission of UNESCO (**UNESCO-IOC**) and supported by **Prada Group in the framework of SEA BEYOND**, the educational program conducted in partnership with UNESCO since 2019. The project is also part of a collaboration between UNESCO and the **Luna Rossa Prada Pirelli** team on the occasion of the 37th America's Cup, which aims to promote ocean conservation and ocean literacy.

The Ocean&Climate Village is a travelling, immersive, interactive science exhibition that explores the intricate connections between the ocean and the global climate. Designed to engage visitors of all ages, the exhibition utilizes a diverse array of educational tools—from infographics and photographs to interactive installations and tactile experiences—to illuminate the critical role the ocean plays in regulating the Earth's climate. Visitors can explore thematic areas covering key topics such as the dynamics of marine biodiversity, the science behind climate change, and the urgent challenges posed by ocean acidification and sea-level rise.

Francesca Santoro, Senior Programme Officer of UNESCO-IOC, stated: *"The Ocean&Climate Village is a groundbreaking initiative that brings the science of the ocean-climate nexus to life in an engaging and accessible way. By hosting this exhibition at the 37th America's Cup in Barcelona, in partnership with Luna Rossa Prada Pirelli team and the Prada Group, we are seizing an opportunity to reach a new and diverse audience. Our aim is to inspire people to take meaningful action for the ocean and the climate beyond the event: to "sea beyond". This exhibition not only aligns with UNESCO's commitment to education and sustainable development but also emphasizes the vital role each of us plays in safeguarding our planet."*



Lorenzo Bertelli, Head of Corporate Social Responsibility of Prada Group and Executive Director, Patron of the Ocean Decade Alliance, said: *“SEA BEYOND has supported the Ocean&Climate Village since its first edition, taking it further than the borders of Italy and Europe, with the aim of spreading ocean literacy and ocean preservation principles. The presence of the exhibition here in Barcelona during the America's Cup reflects the multifaceted nature of our relationship with the sea, which is a place of innovation, experimentation and competition, but first and foremost is a long-term commitment to sustainability and to the education of young generations.”*

This special edition of the Ocean&Climate Village is presented as part of a partnership between UNESCO and the Luna Rossa Prada Pirelli team, participating in the current 37th America's Cup. This collaboration aims to highlight the importance of sustainability in maritime sports, and the contribution that sailing boats can make to the ocean science community through valuable data collection. The partnership is symbolized by the inclusion of the UNESCO and SEA BEYOND logos on the mainsail of the Luna Rossa Prada Pirelli boat, highlighting a shared commitment to protecting our ocean and raising awareness on ocean literacy along one of the most prestigious sporting competitions in the world.

Max Sirena, Team Director of Luna Rossa Prada Pirelli, added: *“The Ocean&Climate Village is not only an immersive experience and an exhibition on ocean health and conservation, it is a real “Manifesto” on the need to promote education and protection of the marine environment, which Luna Rossa Prada Pirelli is proud to pursue together with UNESCO-IOC and Sea Beyond. After the success of previous editions, I am happy that this important initiative has come to Barcelona, the “home” of the 37th America's Cup. This is a unique opportunity to spread our shared values of sport, education and sustainability globally, in the hope that our message can help save the blue planet.”*

Visitors to the Ocean&Climate Village will also have the opportunity to take part in dedicated educational workshops on board Cassiopea, a classic sailing boat that has been restored and transformed into a sustainable oceanographic vessel by marine biologist and director of MuMa – Museo del Mare di Milazzo (Italy) Carmelo Isgrò with the support of Prada Group in the framework of the SEA BEYOND program. The sailboat is powered by solar energy and equipped with cutting-edge research instruments that will monitor the marine environment and the impact of human activities, spreading ocean literacy and circular economy practices.

Previous editions of the Ocean&Climate Village were hosted at the Triennale in Milan (October 2021), the Arsenale in Venice (March 2022), Castel dell'Ovo in Naples (March 2023) and the Haitian Centre in Qingdao (China). Over the years, the exhibition has constantly renewed its content, adapting to the needs and interests of the various local communities and reflecting the geographical characteristics of the hosting cities.



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 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.

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.