



# PRADA RE-NYLON

## **A STORYTELLING COLLABORATION WITH NATIONAL GEOGRAPHIC CREATIVWORKS *DROWNING IN NOISE***

For the second film in the ongoing collaboration between Prada and its storytelling partner National Geographic CreativeWorks, Benedict Cumberbatch travels to the Norwegian town of Bodø, to see the impact of humanity on the sonic underwater environment.

Captured on film within the ocean of the Arctic Circle, whales and other oceanic mammals use a variety of sounds for communication and sensation. The song of whales in particular can cover vast distances — their haunting sounds have been studied to even flow across entire ocean basins. Environmental advocate, actress, SEA BEYONDer and Goodwill Ambassador of the project Valentina Gottlieb speaks with Dr. Heike Vester, a biologist who specializes in social behavior and bio-acoustics of marine animals, to examine the impact of human activity on the rich acoustic environment of the ocean — the noise pollution of shipping, and seismic surveys in the search for natural oil and gas. It also details measures we can take to combat this disruption, and help maintain the delicate balance of marine life, sustaining species and their languages for future generations.

1% of the proceeds from the Prada Re-Nylon for SEA BEYOND Collection benefit SEA BEYOND, the educational program by Prada Group conducted in partnership with the Intergovernmental Oceanographic Commission of UNESCO to raise awareness of sustainability and ocean preservation.

The second episode of this collaborative film series between Prada and National Geographic CreativeWorks, exploring Prada Re-Nylon, is now available on [prada.com](https://prada.com).

## **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](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.

## *BIOGRAPHY*

### **BENEDICT CUMBERBATCH**

Benedict Cumberbatch is a BAFTA, Emmy and Laurence Olivier Award-winning and Academy Award and Golden Globe Award-nominated actor. He received an Oscar nomination for Best Actor for his role in Jane Campion’s *The Power of the Dog* (2021), following his first nomination for his portrayal of Alan Turing in *The Imitation Game* (2014). Cumberbatch recently starred in Wes Anderson’s Academy Award winning short film *The Wonderful Story of Henry Sugar* (2023) for Netflix and reprised his role as ‘Doctor Strange’ in Marvel’s *Doctor Strange in the Multiverse of Madness* (2022). Cumberbatch gained wide recognition for his portrayal of Sherlock Holmes in the series *Sherlock* (2010-2017). In 2014, Time Magazine named him one of the 100 most influential people in the world, and in 2015, he was appointed a CBE at Buckingham Palace for services to the performing arts and to charity. He next stars and produces through his company SunnyMarch *The Thing with Feathers*, which will make its world premiere at the 2025 Sundance Film Festival.