

**PRADA GROUP, IN PARTNERSHIP WITH IOC-UNESCO, PROVIDES SUPPORT  
TO THE DIGITIZATION OF THE “MUMA” - MILAZZO SEA MUSEUM**

*Awarded with the prestigious “EU4Ocean” prize at the European Maritime Day 2022 in Ravenna,  
by the European Commission’s DG Mare*

**Milan and Milazzo, 8 June 2022** - Today, to mark World Oceans Day, and in partnership with the Intergovernmental Oceanographic Commission of UNESCO and its project office at UNESCO Regional Bureau for Science and Culture in Europe, the Prada Group is proud to announce that the “MuMa” - Milazzo Sea Museum – located within the picturesque “Bastione di Santa Maria” in the ancient Castle of Milazzo – has completed the digitization of its spaces and contents.

The project named “*Let’s digitize MuMa*” was awarded the prestigious *EU4Ocean* prize by the European Commission’s Directorate-General for Maritime Affairs and Fisheries (*DG Mare*) on European Maritime Day (EMD) 2022 on last 20 May in Ravenna.

The contribution made it possible to create a wide range of interactive content including: a *Virtual Tour*, *touch-screen totems*, a *digital Museum Guide*, multimedia adaptations to make the contents accessible to people with visual and hearing disabilities, interactive educational games, virtual reality experiences and multimedia art installations.

*“Months ago, just when the health emergency began obliging us to adopt digital solutions to cope with everyday life, with the help of UNESCO we selected a number of projects that could create a new way of interacting with culture and education. In line with our vision, the MuMa proposal intends to rediscover the harmony between man and sea in a constant dialogue between science and art, which today is also digital,”* announces Lorenzo Bertelli, Prada Group Head of Corporate Social Responsibility.

*“With this great project realised in partnership with the UNESCO Regional Bureau for Science and Culture in Europe with the support of the Prada Group, it has been possible to make MuMa visited and known all over the world, spreading and reviving the voice of Siso the Sperm Whale after his death, to raise awareness and testify that a future enlightened by hope is still possible,”* underlines Carmelo Isgro, biologist and Director of MuMa - Milazzo Sea Museum.

The “MuMa” - Milazzo Sea Museum was born from the moving story of a sperm whale, nicknamed “Siso” who died in the waters of the Aeolian Islands in the summer of 2017, after becoming entangled in an illegal fishing net. After the extraordinary recovery of the carcass, whose stomach contained a great deal of plastic ingested during the whale’s lifetime, biologist Carmelo Isgro reconstructed the skeleton. This is now the centrepiece of the museum and is displayed together with the illegal net that killed the whale and the ingested plastic, with the aim of raising awareness of the need to protect and preserve the sea.

**Find out more**

**Virtual Tour**

**Museum History**

**Prada Group**

Pioneer of a dialogue with contemporary society across diverse cultural spheres and an influential leader in luxury fashion, Prada Group founds its identity on essential values such as creative independence, transformation and sustainable development, offering its brands a shared vision to interpret and express their spirit. The Group owns some of the world's most prestigious luxury brands, Prada, Miu Miu, Church's, Car Shoe, the historic Pasticceria Marchesi and Luna Rossa.

**UNESCO's Intergovernmental Oceanographic Commission**

The Intergovernmental Oceanographic Commission of UNESCO (IOC-UNESCO) 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 and tsunami warning. 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, the basis of peace and sustainable development.

Prada Group Press Office:

[corporatepress@prada.com](mailto:corporatepress@prada.com)

[www.pradagroup.com](http://www.pradagroup.com)

UNESCO Press Office:

Vinicius Grunberg Lindoso (Communications Officer)

Intergovernmental Oceanographic Commission of UNESCO

+33 (0)145681170

[v.lindoso@unesco.org](mailto:v.lindoso@unesco.org)

[www.ioc.unesco.org](http://www.ioc.unesco.org)

Anne Ajoux (Communication Officer)

UNESCO Regional Bureau for Science and Culture in Europe

+39 041 2601522

[a.ajoux@unesco.org](mailto:a.ajoux@unesco.org)