

SSEA BEYOND

POST RELEASE

SEA BEYOND AT PRADA RONG ZHAI

The program of educational activities in the framework of SEA BEYOND has officially opened at Prada Rong Zhai. For ten days, it will engage the local community in ocean preservation

Milan, Shanghai, 11 October 2025 – Yesterday Prada Rong Zhai – the historic residence located in the heart of Shanghai, restored by the Prada Group – officially opened its doors for the first time to SEA BEYOND, with a multi-faceted program of educational activities for children and adults that promote a better understanding of the relationships between the ocean and human beings, and how each influences the other. The initiative, which welcomed 1600 people over the first two days, will be open until October 19.

Visitors can learn about the vital role the ocean plays in regulating the planet's climate at the **Ocean&Climate Village** – a travelling, immersive, interactive **science exhibition developed by the Intergovernmental Oceanographic Commission (IOC) of UNESCO** – making its second stop in China after its debut in Qingdao in October 2023. It is located in the *Ballroom*, the historic room of Prada Rong Zhai once used for formal events, featuring a massive stained-glass skylight made of sixty-nine panels.

Student volunteers from **East China Normal University, Shanghai Ocean University and Shanghai Jiao Tong University** guide visitors through the exhibition's themed areas, which explore key topics such as marine biodiversity, climate science, ocean acidification, rising sea levels, and the impact of both individual and collective actions. Infographics, photographs, and interactive tactile installations help bring these issues to life. Among the highlights: ***UpSeaDown***, an installation illustrating how global warming has expanded the volume of the ocean and how this trend may continue on a timeline from 1940 to 2100; ***Feel the Change***, which allows visitors to touch models of marine ecosystems in both their natural and acidified states; and **virtual reality experiences** exploring SEA BEYOND initiatives.

The **FIO (First Institute of Oceanography, Ministry of Natural Resources)** and **DCC-OCC (UN Decade Collaborative Centre on the Ocean-Climate Nexus and Coordination Amongst Decade Implementing Partners in P.R. China)** have supported the adaptation of the exhibition to the local context.

On the fourth floor, visitors are invited to reflect on the urgent realities of climate change through a selection of **striking images by Emmy-nominated environmental photographer and climate artist Enzo Barracco**. Captured during his expeditions to **Antarctica, the Galapagos, Hawaii, and Alaska** – with the Alaskan series unveiled here for the first time – the photographs showcase the beauty of some of the planet's most extraordinary and threatened marine environments.

The garden at Prada Rong Zhai hosts open-air screenings of the documentaries **“Kindergarten of the Lagoon”** and **“Deep White Forests”** both highlighting projects supported by SEA BEYOND. The former recounts the outdoor education initiative aimed at preschool children in Venice, which allowed them to better understand the ecosystem they live in. The latter documents the scientific research conducted by marine biologist Giovanni Chimienti, which led to the discovery of black coral in the waters surrounding the Aegadian Islands in Sicily, Italy.

To mark the opening days, a series of **thematic talks** – livestreamed on Tencent Channels – brought together high-level figures from the fields of science, the arts, and the private sector, offering diverse perspectives on ocean education, while children were engaged in **educational workshops blending art and science**.

The educational and cultural content of the overall experience has been developed with the **UCCA Foundation**, in collaboration with **Intergovernmental Oceanographic Commission (IOC) of UNESCO**.

THEMATIC TALKS

"Ocean literacy and global collaboration"

A conversation among **Francesca Santoro**, **IOC Senior Program Officer**, **Dr. Fangli Qiao** **Member of Academia Europaea**, **Deputy Director General of the First Institute of Oceanography, Ministry of Natural Resources, China**, **Director of UN Ocean Decade Collaborative Centre on Ocean-climate Nexus**, and **Philip Tinari**, **Director, UCCA Center for Contemporary Art**, to highlight the global mission of ocean literacy and the importance of cross-sector collaborations, where art can play an important role, in order to build a more informed, engaged, and sustainable relationship with the ocean.

Dr. Fangli Qiao commented: *"The ocean plays a vital role in sustaining life on Earth: it regulates the climate, provides food and livelihoods, supports biodiversity, and drives the global economy. It is essential for sustainable development. That's why it is crucial to strengthen communication around ocean literacy, engaging all stakeholders – scientists, governments, educators, the private sector, and also artists. Sometimes, an image can speak louder than a thousand words. We understand the ocean better when we collaborate together."*

"Emotions, storytelling, and ocean protection"

SAKANA-KUN, renowned Japanese **Ichthyologist, Professor and Artist**, joined **Titouan Bernicot**, **Founder of Coral Gardeners and SEA BEYOND Goodwill Ambassador** in a dialogue moderated by podcaster **Zhang Zhiqi** to explore the emotional, narrative, and scientific dimensions of ocean conservation. The panel recounted how a childhood passion for the marine environment – fish for SAKANA-KUN, corals for Titouan Bernicot – sparked a lifelong commitment to ocean protection. This early fascination evolved into careers dedicated to protecting the sea: one through scientific outreach, the other through coral reef restoration.

The conversation was also joined by actor **Bai YuFan**, who recounted his passion for the sea, which he developed despite growing up in an inland province. All of them emphasized the power of communication as a tool to engage and educate broad and diverse audiences through different platforms and tools.

SAKANA-KUN said: *"Sharing knowledge empowers children, who will lead the next generation, to learn. Projects like SEA BEYOND are not just about today, they connect to the future through ocean education"*.

"Photography's role in climate awareness"

An intimate conversation between **Enzo Barracco**, **Emmy nominated Environmental Photographer and Climate Artist**, and **Francesca Santoro**, **IOC Senior Program Officer**, on the role of visual art in promoting ocean preservation and environmental responsibility. Focusing on the beauty of nature, the dialogue highlighted how art can bridge science and society, raising awareness and inspiring action for the planet.

Enzo Barracco commented: *"Photography has the power to communicate a very complex story. Its stillness and its silence move you and create a very strong connection between the image and the audience. If you see, you care. If you see, you act. If you see, you think differently".* He added: *"In my work I focus on the beauty of the ocean as I really believe a positive story can inspire and drive a change."*

EDUCATIONAL WORKSHOPS FOR KIDS

Young visitors were engaged in educational workshops that blended science, art, and ocean awareness through lively, hands-on experiences. During the opening days, children explored ocean pollution and its impact on marine life (*"Ocean kaleidoscope: rescue the whale"*), learned how sea level rise affects both marine and human ecosystems and discovered nature-based solutions (*"Land and sea: mini-ecosystems"*), and got to know the most iconic fish species in Chinese waters through live drawing and storytelling by SAKANA-KUN (*"Secrets of the Sea: A Journey into the World of Fish"*).

Among the participants were a group of elementary school students from Guizhou, an inland province of China. Thanks to SEA BEYOND, they traveled to Shanghai with their teachers to experience the seaside for the first time, bringing them closer to ocean knowledge and marine culture.

Throughout the week, additional educational workshops will be held for children aged 6-16, with art-based programs that approach ocean education through creative expression.

GENERAL INFORMATION

Reservation can be made via the "Prada Rong Zhai" WeChat Mini Program.

Operating hours: 10:00-22:00 daily on October 11 – 12; 10:00-18:00 daily on October 13 – 19.
Free access upon reservation.

For further information, please refer to "Prada Rong Zhai" WeChat Mini Program.

SEA BEYOND

SEA BEYOND is a project by Prada Group conducted in partnership with the Intergovernmental Oceanographic Commission (IOC) of UNESCO 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 2023 to create links between kids and the lagoon ecosystem. While the main focus remains education, SEA BEYOND has recently extended its scope to new areas of focus: support for scientific research, community engagement activities and policy advocacy dedicated to the ocean. The commitment was further reinforced in 2025 with the launch of the SEA BEYOND – Multi-Partner Trust Fund for Connecting People and Ocean, designed to mobilize financial resources from a broad coalition of partners to help restore the relationship between humanity and 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, Church's, Car Shoe, Marchesi 1824 and Luna Rossa brands.

www.pradagroup.com

Intergovernmental Oceanographic Commission of UNESCO

The Intergovernmental Oceanographic Commission (IOC) of 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, 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 IOC is the entity in charge of coordinating the UN Decade of Ocean Science for Sustainable Development 2021-2030 (The Ocean Decade).

UCCA Foundation

UCCA Foundation was formally accredited as a non-profit by the Beijing Bureau of Civil Affairs in 2018 and works under the aegis of the Beijing Bureau of Culture. In 2021 it was accredited at the "4A" level, the highest status granted to non-governmental foundations. UCCA Foundation is dedicated to serving the public and the culture through programs which focus on the two core areas of children's education and academic research. UCCA launched its earliest children's education initiatives in 2008, drawing from its expansive network of artists and educators to share the power of art with underserved communities; these activities have since grown into a range of curricula and programs designed to help children develop new ways of relating to the world around them, create their own original artworks, and learn to think like artists. Meanwhile, the foundation also supports scholarly research, communication, publication, and exchange around the field of contemporary art in China, helping to stimulate the discourse around artistic production and circulation.

For more information, please contact:

Prada Group Press Office

corporatepress@prada.com

www.pradagroup.com