

S≈A B≈YOND

**Ocean_&
Climate
VILLAGE**

PRESS RELEASE

OCEAN&CLIMATE VILLAGE EXHIBITION ARRIVES AT THE LUNA ROSSA BASE IN CAGLIARI

Prada Group and the Intergovernmental Oceanographic Commission (IOC) of UNESCO unveil the new edition of the exhibition, showcasing a new display concept designed by Formafantasma

Milan, Cagliari, 17 September 2026 – Understanding the ocean means being able to recognize the relationships between climate, biodiversity and human activities. From this awareness, the **Ocean&Climate Village, the travelling science exhibition developed by the IOC and supported by Prada Group as part of the SEA BEYOND project**, takes shape. The exhibition will be open at the **Luna Rossa base in Cagliari on 9 and 10 October 2026**, with a new display concept developed by design and research studio Formafantasma.

The exhibition – one of the key initiatives arising from the renewed partnership between Luna Rossa and UNESCO for the 38th America's Cup – marks the start of a new phase for the Ocean&Climate Village. After appearing at various locations across Italy and overseas in recent years, the exhibition has been renewed to offer a systemic analysis of the ocean. Visitors are invited to learn about the connections between biological, climatic and geological processes, with the aim of moving beyond a fragmented view of environmental issues and highlighting the ocean's role in the mechanisms that support life on Earth.

Magdalena Landry, Director of the UNESCO Regional Bureau for Science and Culture in Europe, said: *"This new edition of the Ocean&Climate Village restates UNESCO's commitment to promoting Ocean Literacy and to inspiring visitors of all ages to support the ocean's future. It is particularly significant that the Luna Rossa base is hosting the exhibition, since sport has the power to inspire well beyond competition, contributing to strengthening global action to protect the ocean."*

Lorenzo Bertelli, Prada Group Head of Sustainability, said: *"I am delighted that, following several international stops, the Ocean&Climate Village is being hosted this year at Luna Rossa's base in Cagliari. Through our collaboration with UNESCO and Luna Rossa, we have the opportunity to inspire younger generations to connect with ocean issues, guided by the belief that knowledge is the first step towards fostering greater awareness and a stronger sense of responsibility for the marine environment."*

"It is a great honour for our team to be hosting the Ocean&Climate Village," added **Max Sirena, CEO of Luna Rossa**. *"The exhibition speaks to a wide range of audiences and, above all, resonates with young people, the true recipients of the call to protect the sea. Defending the ocean is everyone's responsibility, and we are happy to be able to contribute to this project, in the hope that it will help to raise awareness among the next generation."*

The exhibition is divided into **four themed sections – One Ocean, The Climate Engine, Biodiversity and Ocean Anomalies** – which help visitors explore the connections that regulate the ocean system. They each add a layer of understanding, showing how seemingly unrelated phenomena are all part of a single system. Every section opens with a visual essay that uses audio-visual storytelling to make these complex topics accessible, with supporting materials like photographs, maps, objects, data, infographics and multimedia content used to further support visitors' understanding. Case studies, showcased through reproductions and 3D models, provide even greater insight; these real, scientifically important examples turn theoretical ideas into empirical evidence, clarifying their meaning and implications. Each section then concludes with the

presentation of a SEA BEYOND project, which turns the content visitors have just explored into tangible actions for ocean conservation, spanning research, education and regenerative practices.

Educational workshops will also be running as part of the programme. Inspired by the principles of Ocean Literacy and designed as a natural extension of the exhibition visit, they aim to turn participants' knowledge into direct experience and to foster a more mindful relationship with the ocean. The workshops will be run by the **SEA BEYONDers** – Goodwill Ambassadors of the project – **Enzo Barracco, Valentina Gottlieb, Carmelo Isgrò and Elisabetta Zavoli**. The programme will also feature contributions from **Luna Rossa** and **Fondazione Prada with Accademia dei bambini**.

The visitor experience will be further enhanced by an outdoor photo exhibition by **Climate Artist and SEA BEYONDer Enzo Barracco** that will be displayed along the outer perimeter of the Ocean&Climate Village, featuring a selection of images of ecosystems from the Galápagos Islands and Hawaii.

GENERAL INFORMATION

The Ocean&Climate Village will be open at the Luna Rossa base in Cagliari on 9 and 10 October 2026, from 10 AM to 6 PM. On 9 October the exhibition will be dedicated to schools, while on 10 October it will be open to the public. Registration opens on 30 September at www.pradagroup.com.

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 38,000 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, Versace, Marchesi 1824 and Luna Rossa brands.

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LUNA ROSSA

Luna Rossa is the challenger with the most participations in the America's Cup. The team was founded in 1997 by Patrizio Bertelli to compete in the 30th edition of the event in 2000. Since then, it has taken part in six editions of the America's Cup, winning the Challenger Selection Series twice (the Louis Vuitton Cup in 2000 and the PRADA Cup in

2021) and reaching the finals also in 2007, 2013 and 2024. Luna Rossa represents the Circolo del Remo e della Vela Italia yacht club in the challenge for the 38th edition of the America's Cup, which will be held in Naples, Italy, in 2027.

UNESCO

UNESCO is the United Nations Educational, Scientific and Cultural Organization. It contributes to peace and security by leading multilateral cooperation in the fields of education, science, culture, communication and information. As part of this mandate, UNESCO Intergovernmental Oceanographic Commission promotes international cooperation in marine sciences to improve management of the ocean, coasts and marine resources. UNESCO also leads the United Nations Decade on Ocean Science for Sustainable Development (2021-2030). With 194 member states, UNESCO employs over 2000 people, has offices in 54 countries and coordinates a network of over 2000 protected cultural and natural sites. Its headquarters are in Paris, and its current Director General is Khaled El-Enany.

Accademia dei bambini

Accademia dei bambini is the Fondazione Prada's project specifically created for children. It was developed by the neuropediatrician Giannetta Ottilia Latis, who laid the theoretical and operational groundwork while curating its content until June 2019. Pediatrician and neonatologist Gabriele Ferraris is the curator of the program from September 2019. The architectural layout of the Accademia, designed in collaboration with a group of young students from the École Nationale Supérieure d'Architecture de Versailles (France), led by their teachers Cédric Libert and Elias Guenon, was developed according to archetypes, symbols and constructions designed to stimulate children's imagination and creativity. The flexible nature of the setup allows the space to be organized according to different configurations, from laboratory to theatre, from cinema to stage. Accademia dei bambini presents multidisciplinary activities with the aim of promoting an intergenerational dialogue and inviting to a gameplay, creativity and learning experience. Every workshop is conducted by a different "master". "Masters" are architects, artists, educators, scientists, directors and musicians. The workshops are led by "masters" from a range of fields – architecture, pedagogy, art, science, filmmaking, and music – who are willing not only to teach, but also to acquire new inspirations.

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