

SSEA BEYOND

PRESS RELEASE

PRADA RONG ZHAI TURNS OCEAN BLUE FOR SEA BEYOND

For ten days the historic Shanghai residence renovated by Prada Group will host a program of activities in the framework of the SEA BEYOND project to engage the local community in ocean preservation.

Milan, Shanghai, 30 September 2025 – From October 10 to 19, **Prada Rong Zhai – the historic residence located in the heart of Shanghai, built in 1918 – will open its doors for the first time to SEA BEYOND** to host a multi-faceted program of educational activities for children and adults, with the aim of promoting a better understanding of the relationships between the ocean and human beings, and how each influences the other.

Listed as a cultural heritage site of Shanghai's Jing'an district in 2004 and among the city's most relevant historic buildings, Rong Zhai was inaugurated in 2017 after a meticulous restoration by the Prada Group initiated in 2011. As a cultural landmark of Prada in China, Rong Zhai stands not only as a masterpiece of architectural artistry but also as a site of creative expression.

Visitors will be invited to embark on a journey to discover the sea and its ecosystems, as well as the urgent challenges it faces. The experience will unfold across several rooms, each shaped by Rong Zhai's distinctive stylistic identity. The original spaces – featuring works of art and antique objects – will serve as an evocative backdrop for immersive narratives dedicated to our relationship with the ocean.

Lorenzo Bertelli, Head of Corporate Social Responsibility of the Prada Group, commented: *"We are delighted to host SEA BEYOND at Prada Rong Zhai, where we bring together art and science to inspire a deeper connection with the ocean, with the ultimate goal to spread knowledge and transform it into action. Through this initiative, we maintain a strong focus on the 71% of our planet covered by water, and the urgent need to protect it, as SEA BEYOND has been committed to doing since its start in 2019."*

The **Ocean & Climate Village** – a travelling, immersive and interactive **science exhibition developed by the Intergovernmental Oceanographic Commission (IOC) of UNESCO** that explores the complex connections between the ocean and the global climate – will welcome guests in the Ballroom, the historic room of Prada Rong Zhai originally used for parties and formal events, under a massive stained-glass skylight made of sixty-nine panels. The exhibition is making its second stop in China, after being hosted in the coastal city of Qingdao in October 2023, and showcased in Barcelona, Naples, Venice and Milan.

Visitors will explore the ocean's role in regulating Earth's climate through themed areas, covering marine biodiversity, climate science, ocean acidification, rising sea levels, and the impact of individual and collective action. Interactive tools like infographics, photos, and tactile installations will bring these urgent issues to life, including the **UpSeaDown installation**, which will show 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 will allow visitors to touch models of marine ecosystems in both their natural and acidified states. The **FIO (First Institute of Oceanography, Ministry of Natural Resources)** and the **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.

Francesca Santoro, IOC Senior Programme Officer, commented: *“The strength of the Ocean&Climate Village is how it connects the global and the local. It reminds us that there is just one ocean that unites us all: it has no borders and it sustains all life on Earth. At the same time, the exhibition celebrates the unique marine ecosystems of every place it visits. Here in Shanghai, we explore the richness and diversity of China’s seas, which are home to vibrant mangroves and the world’s deepest blue hole. By connecting communities to their own coastal heritage, we empower them to become stewards of our shared ocean.”*

The fourth floor will host a selection of the best shots of **Emmy-nominated environmental photographer and climate artist Enzo Barracco**. Photographs captured during his expeditions to **Antarctica, the Galapagos, Hawaii, and Alaska** will be featured, offering a rich visual narrative of some of the planet’s most extraordinary marine environments and the impact of climate change. As in all his works, Barracco uses photography as a universal language to raise awareness of changing climate. True to his belief that *“photography doesn’t need translation”*, his work speaks directly to audiences across cultures and generations.

To mark the opening of the event, a series of **thematic talks** will offer diverse perspectives on ocean education. The discussions will explore the role of cross-sector collaborations, the emotional impact of storytelling, and the power of art to raise awareness. Among the speakers in attendance: **Francesca Santoro, IOC Senior Programme Officer; Professor Fangli Qiao, Member of Academia Europaea, Deputy Director General of The First Institute of Oceanography, Ministry of Natural Resources, China, and Director of UN Ocean Decade Collaborative Centre on Ocean-Climate Nexus; Philip Tinari, Director of UCCA Center for Contemporary Art; SAKANA-KUN, Ichthyologist, Professor, Artist and Enzo Barracco and Titouan Bernicot, Goodwill Ambassadors of the SEA BEYOND project.**

Documentaries recounting projects supported by SEA BEYOND will enrich the journey: **“Kindergarten of the Lagoon”** will tell the story of preschool children across the Venetian Lagoon who’ve had the chance to understand and love their local ecosystem through outdoor education; and **“Deep White Forests”** will recount the scientific research that led marine biologist Giovanni Chimienti to find black coral in the waters of the Aegadian Islands in Sicily, Italy. On the opening days, the garden of Prada Rong Zhai will serve as the perfect setting for the **outdoor screening of these documentaries**.

Learning workshops designed for children aged 6-16 blend science, art, and ocean awareness into engaging, hands-on experiences. Participants will explore the wonders of marine life while gaining insight into environmental issues like ocean pollution and rising sea levels. Activities will include learning about some popular fish species among children with renowned Japanese ichthyologist SAKANA-KUN, stepping into the perspective of endangered marine species, and exploring the connection between art and nature through traditional rock color painting originated in Chinese mural traditions.

The educational and cultural content of the overall experience has been developed and contributed by the **UCCA Foundation, in collaboration with the Intergovernmental Oceanographic Commission (IOC) of UNESCO**. As part of its institutional mission to deepen lives and transcend boundaries, UCCA Foundation creates art-powered programs designed to encourage children to explore creative thinking, produce original artwork, and engage with the world through artistic expression.

SEA BEYOND FOR KIDS OF CHINA'S INLAND AREAS

As part of the initiative, a group of elementary school students from the inland **Guizhou province** – who have never seen the sea – will travel with their teachers to Shanghai to visit the exhibition and experience the seaside for the first time. During their stay, they will be introduced to marine science through hands-on learning.

SEA BEYOND's commitment to promoting ocean literacy in China will continue after the event with the "**Marine Science Cultural Kit**", a tool that will be distributed to schools in the inland **Yunnan and Guizhou provinces**, reaching approximately **800 children aged 8 to 12**. The kit contains a booklet that introduces the wonders of the ocean – its currents, its biodiversity at depth, its role in the climate system – and sparks curiosity through engaging questions, marine-themed art materials and illustrations, as well as cut-out figures of aquatic organisms to visualize where these species live. It also includes a jigsaw puzzle of the Spilhaus projection, a world map centered on our single, global ocean.

Teachers will be provided with tailored materials and guidance to deliver ocean-focused lessons in their classrooms, bringing the spirit of conservation to inland areas through art, sowing the seeds of marine culture and environmental awareness far from the shore.

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.

Thematic talks will be livestreamed on Tencent Channels.

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.

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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.

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