



PRESS RELEASE

“Traiettorie Liquide”

Federica presents her environmental sustainability project #traiettorieliquide

After a record season **Federica Brignone** continues in her commitment, started in 2017, for the environmental sustainability project “**Traiettorie Liquide**” that aims to raise public awareness of marine pollution.

“As a sportswoman working on the snow my connection with this element and with water is very strong; snow is solid water. - declares Federica - Since I was a child I have had a strong bond with the sea and many memories having spent the summer holidays there. Sea conditions have been changing in the last decades, this is the era of consequences, and it’s not just about having a cleaner sea but also a balanced ecosystem.”

“Traiettorie Liquide”

It is a social project of environmental responsibility that aims to raise public awareness of marine pollution by emphasizing the sustainability and value of water as a limited and not infinite resource, to arouse a new awareness, an invitation to change mentality.

The idea was born from the meeting - promoted by manager **Giulia Mancini** - the harmony and alignment of thought with photographer **Giuseppe La Spada**, one of the most interesting and original visual artists on the international scene that for some years has carried out an artistic research on the theme water.

“Like all great champions, Federica has felt the duty and the pleasure of making her time and image available to the social project.” states Giulia Mancini.

First “trajectory” phase

For the first phase of the project, in the summer of 2017 Federica dived in the Sicilian waters of Lipari dressed and equipped with race clothing (skis, helmet, boots and sticks) to tell us, through the beautiful and evocative photos of **Giuseppe La Spada**, her commitment and her bond with the sea.

“The photo shoot, made underwater in the Aeolian Islands, was a unique experience. - tells Federica - With boots and skis you can get to the sea bottom in a moment. I had a team of divers who helped me get back to the surface. It was magical skiing in the big blue.”

Second “trajectory” phase

In 2018 Federica dived back into the water to document us, through the even more striking images of the previous ones, realized by **Giuseppe La Spada**, how the pollution due to the presence of plastic in the seas is putting the life of marine flora and fauna in serious danger and, as a consequence, also that of all of us. The photos aim to convey the great sense of claustrophobia and suffocation felt by Federica who has identified with the inhabitants of the sea.

“As happened last summer in Lipari, I willingly put myself at the disposal of the project again this year to dive in the water with my competition clothing and equipment to tell you, through Giuseppe’s photos, the terrible feeling of being surrounded and suffocated by plastic with enormous difficulties of movement. Unfortunately, this is what fish, turtles and the other inhabitants of our seas are experiencing... We have to commit ourselves to stop this terrible catastrophe.” says Federica.

Giuseppe also states: *“Although the plastic problem is mediatically under everyone’s eyes, there does not seem to be a plausible solution. Waste is everywhere in visible and invisible forms, plastic is found from fish to sea salt; it is now within us. We must change behaviours and become aware of the management of a problem that is no longer negligible. With this second series of images we aim to reinforce the concept conveyed last year with even more expressive images, with a Federica in an unexpected role, in search of the real escape route.”*

Third “trajectory” phase

In the summer of 2019 Fede dived into the waters of Lake Garda where, with the help of some experienced divers, she created a **special and symbolic cleaning handover**, collecting various objects result of daily rudeness: plastic bottles, cans and bags, and delivered them to the children waiting for her on the boat.

For her it is in fact essential to educate future generations to respect the environment and to dispose of waste correctly: *“Children are our best allies. They can understand the importance of the problem and even convince grandparents and parents to behave in a more respectful way.”* said Federica.

Always accompanied by children, she then reached Ronchi beach for an activity dedicated to edutainment: with the fundamental contribution of her little helpers, Fede also ventured here to collect the waste that polluted the area, especially plastics. In this way, through a fun activity, the children could understand how the world can be cleaner thanks to small gestures and how the waste on the edge of the lake is inevitably destined to end up in the water and pollute a unique and delicate ecosystem.

“And to think that as a child my parents taught me not to pollute and when we went both on the beach and on the mountain paths we had to collect all the waste we had produced so that we could place them in containers for separate collection” recalled the champion *“People do not realize that even a distracted gesture does nothing but worsen an already critical situation.”*

The mascot of the project

Next to Federica came **Blue**, the dolphin who will be alongside her to communicate the message to all children and their families.

"I am happy that this year there will also be BLUE by my side. She will help me to tell children and raise awareness on how to respect nature and the sea." tells Federica *"Thanks to Giuseppe La Spada and all the professionals and companies that joined me to help convey this important and urgent message."*

Blue will accompany Federica on her gloves and helmet in competitions.

How Blue was born

Gruppo Alcuni, an Italian company leader in the production of TV shows and animated movies for the youngest ones, has created and designed the mascot.

Francesco and Sergio Manfio, Gruppo Alcuni General Director and President respectively, declare: *"It is with great pleasure that we have accepted the proposal to create a character to be a mascot for the project "Traiettorie Liquide". Initially we had considered using one of the six Mini Cuccioli, a series on air with extraordinary success in Italy on Rai Yoyo but also in the world. Then, together with Federica, we decided to create a completely new character: THE DOLPHIN BLUE. For us it is basically a seventh Cucciolo - who joins Olly, Diva, Pio, Cilindro, Portatile and Senzanome - who wants to help children and their parents understand the great danger we can all run if we do not stop the pollution in the seas. And as the good tree Matusalemme, great friend and wise advisor to the Mini Cuccioli, would say: if we get together we can do it!"*

Grani & Partners, Company of Giochi Preziosi Group, stands by and supports Federica's project by producing and distributing the dolphin Blue as stuffed animal made with eco-sustainable materials.

Iniziatives

Gedis deals with the distribution of the mascot in Italian newsstands, on sale from last March.

Gedis is an Italian publisher owned by S.N.A.G. - Confcommercio - the most important Italian journalists' union.

Gedis supports and shares the spirit of this initiative promoted by Federica Brignone and will donate the proceeds from the sales to the project "Traiettorie Liquide".

The board game "Traiettorie Liquide"

The idea was born to develop and spread this project in a fun way: to create a board game for the whole family, an educational game that provides curious and entertaining information with a good level of challenge and a simple but compelling game mechanism.

The game includes a dashboard with the planisphere and all the oceans and seas with their main sea currents. Each team of players will lead an ecological ship, whose task is to collect the plastic waste in the water.

The game was developed by **Raptorstudio**, a creative agency specialized in publishing, communication and board games, which has often ventured into special projects, such as the game on the mountain "Sfida agli 8000" developed for the Italian climber Marco Confortola.

The game will be produced and distributed by **Grani & Partners**.

Banca Generali, Federica's personal sponsor

Federica's commitment to plastic-free seas finds a backup in Banca Generali.

The historic personal sponsor of the champion has in fact decided to support her also in "Traiettorie Liquide" to extend the scope of the message also to its customers through a **travelling exhibition** where Giuseppe La Spada's photos were on show in the most prestigious offices on the territory of the leading private bank of Piazza Affari. The appointments have also been accompanied by an ad hoc advertising campaign that will have Federica's face wrapped up in plastic at the centre.

Blue and Federica in competitions

Level, Federica's gloves

Davide Compagnoni declares: *"Level has been alongside Federica on the ski slopes for years and today we are thrilled to be part of this project that Federica is promoting with a strong personal commitment. The theme is very current and the aim is absolutely important; this is why we are proud to present together with Swarovski a ski glove produced exclusively for Federica that will help to make the awareness message made with the project "Traiettorie Liquide" even stronger."*

Swarovski

Swarovski has chosen to illuminate the dolphin BLUE on Level gloves with its crystals, realizing the design in Crystal Fabric, to give an extra touch of magic to the extraordinary message of the special project that Federica brings with her. Swarovski crystals want to emphasize the feminine element of an athlete and a woman engaged on the slopes and in life.

Initiative with Sea Life

On 22 July 2019 Sea Life Aquarium, within the Gardaland park and always active in raising awareness of respect for the environment and the preservation of the seas among its guests, wanted to dedicate an entire day to the theme of environmental responsibility by joining Federica with a group of children in a handover for cleaning the seabed and a beach on Lake Garda.

We thank all partner companies and professionals that are supporting the project for free. Any revenue will be donated to awareness initiatives to support the project.

The situation of the sea

Data are staggering: in 8 years there will be 1 ton of plastic every 3 tons of fish. We went from 15 million tons in 1964 to 311 million in 2014 and the drama is that the estimate will be doubled in twenty years.

Today 95% of plastic packaging goes lost after the first rapid use and 40 years after the first recycling symbol was launched, only 14% of the packs are being recycled.

We need to rethink plastics economy and totally change our approach by coexisting in the best way for the survival of the planet.

The message:

In each of us there is a small part of the primordial ocean and for this we are called to preserve it. It is no longer a distant problem, it is fundamental for our survival. Being able to make as many people aware as possible is our mission.

#traiettorieliquide

Federica Brignone, 29

Ski champion, top athlete of the Italian alpine skiing team.

Daughter of the famous skier Maria Rosa "Ninna" Quario and Daniele Brignone.

Historic bronze medal in Giant Slalom at the 2018 Pyeongchang Olympic Games that Italy had been waiting for more than 20 years. Silver medal at the World Championships, 39 podiums and 15 wins in World Cup.

The 2019/2020 competitive season is a record season: first Italian female skier to win the World Cup and winner of two specialty Cups: Combined (for the second competitive season) and Giant Slalom. With 1378 points in the general ranking she beat Tomba's and Compagnoni's records in the World Cup. Present in the first places of almost all disciplines: second in SuperG, third in downhill and third in parallel.

Second most successful Italian ever in World Cup (after Deborah Compagnoni and equal to Isolde Kostner) and first Italian ski champion in history to win in three different disciplines in the same competitive season for two consecutive World Cups (2017/2018 e 2018/2019).

Giuseppe La Spada, Sicilian born in 1974, he lives and works in Milano and is one of the most interesting and original visual artists on the international scene for his commitment to raising awareness on environmental issues. He is the only Italian artist to have won in 2007 - together with great personalities such as David Bowie and YouTube founders - the prestigious "Webby Award", the Oscar for the web awarded every year by the International Academy of Digital Arts and Sciences in New York.

Photo and video Traiettorie Liquide: <http://bit.ly/FedericaBrignoneTL>

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