

## PRESS RELEASE

### “Traiettorie Liquide” enters its fourth phase #traiettorieliquide

“**Traiettorie Liquide**”, Federica Brignone’s project of environmental sustainability that aims to raise public awareness of water pollution in all its forms, continues with the fourth “trajectory” to report a problem that is very dear to the champion: **the melting of glaciers**.

*“As a sportswoman working on the snow my connection with this element and with water is very strong; snow is solid water. - declares Federica - Climate change is endangering most of the glaciers in Italy, which each year retreat tens of meters.”*

#### The project “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.

“Traiettorie Liquide” was born and realized by Giulia e Daniela Mancini for Federica Brignone, personalized on her passions and on the respect she has had for the environment since childhood. To them is added the precious contribution of 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.

*“How can I be useful in my own small way to bring a pebble into the pile that will form the mountain, namely the solution?”* This is the question Federica asked herself when she was presented with the project. *“And the answer I gave myself was: I can tell it.”*

#### The fourth trajectory

In June 2020, at the end of an amazing competitive season culminating in the victory of the General World Cup, Federica climbed to the Stelvio on the glacier in the Forni valley, the second largest in Italy: an extraordinary scenario of great beauty that has been put to the test by the actions of man.

In 1800 the glacier used to cover an area of 20 km<sup>2</sup>, within a century it has lost half of its surface.

Glaciologist Giuseppe Cola has been studying and witnessing this decline since 1986: *“Since I have been surveying up here, temperatures have risen by over a degree, winters have also shrunk and summers have lengthened, and accumulations have decreased: instead of snowing, it is now raining. At the speed of one hundred meters a year, the glacier’s front has increasingly narrowed and thinned until it finally collapses with the decomposition of its lower wall.”*

*“The situation is dramatic both for the ever higher temperatures caused by greenhouse gases and for the darkening due to industrial pollution, soot from fires, debris, dust and plastic, so they reflect less radiations from the sun.”* says Federica *“Giuseppe’s shot portrays me on this beautiful and poignant glacier, with a white dress made of waste material, a tricolor cloak and the World Cup hoisted from my hand. A silhouette that can recall the Statue of Liberty: I have won and realized the dream of my life and, through this trophy, I want to draw people’s attention to the problem of the environment even more. Other shots immortalize me in the thermal pool, with the wonderful background of the mountains and the glacier: once again water and nature, the focus on the mountain at risk to underline how important it is to preserve nature, water and the surrounding area.”*

The melting of ice on land will have many effects, from the rise of sea level to the drastic or total reduction of the water reserves of the mountain glaciers on which the life of ecosystems and human communities is based.

#### First, second and third trajectory

##### First trajectory

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

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**

In the summer of 2019 Federica 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.”* says Federica. *“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. People do not realize that even a distracted gesture does nothing but worsen an already critical situation.”*

### **Initiative with Celli Group - Acqua Alma, partner of the fourth trajectory**

Celli Group, with the Acqua Alma brand, supported Federica for the fourth trajectory which included, among the various initiatives, the cleaning of the finish area of the Bormio 2000 slope which took place in June 2020. Together with the children of Bormio ski club and Sciare per la Vita, various waste and scraps abandoned in winter were collected.

*“Together with the support of Acqua Alma, I wanted to continue to promote respect for water with the fourth phase of the project. - announces Federica - Thanks to the images taken by photographer Giuseppe, we wanted to excite you and take you with us in this important new challenge.”*

The shared mission between Federica and Celli Group is to implement a cultural conversion of consumption to bring water back to its best nature: respected, controlled, zero km, without waste and with a common benefit for the final consumer and for the environment.

*“Recycling is no longer enough: more needs to be done through solutions such as refill. - declares Mauro Gallavotti, CEO of Celli Group - This is why we are very proud to have supported Federica in the fourth trajectory by going to the source of the water that is supplied by our home taps, to draw people's attention to the need to protect also the glaciers and the mountains. We share with her the fight against the indiscriminate use of plastic and in favor of environmental sustainability by proposing water dispensing solutions that promote refill and the use of the Acqua Alma bottle for innovative and environmentally friendly consumption.”*

*“I am very happy and proud to have by my side a Group so attentive to environmental sustainability with which to share my commitment against water pollution in all its forms. - says Federica Brignone - I always carry with me the “Acqua Alma Smart Bottle” in my private life and training, thus avoiding the use of disposable bottles and containers.”*

### **Next initiative with Istituto Ganassini – Bioclin**

Bioclin Laboratorio Dermonaturale, a sustainable dermocosmetic brand distributed in pharmacies and committed to the creation of biodegradable, eco-sustainable products with recycled and recyclable packs to protect biodiversity, supports Federica and her project “Traiettorie Liquide”.

*“We are very proud to have Federica, an icon of Italian excellence in sport, committed to the fight against the indiscriminate use of plastic and in favor of environmental sustainability, just like us.”* declares Vittoria Ganassini, Head of Bioclin.

*“With Bioclin support, in the spring at the end of the 2020/2021 competitive season, we will create a new initiative to denounce the heavy pollution of the rivers that pour enormous quantities of waste into the sea every day.”* announces Federica.

The shared mission with Bioclin is to implement a cultural conversion of consumption to direct consumers to the choice of sustainable dermocosmetic products committed to respecting, protecting and protecting biodiversity.

*“With a Group so attentive to sustainability that shares my commitment to the environment, I will be even more motivated to continue awareness initiatives against pollution.”* declares Federica.

### **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 with the photos of the project.

### **Blue, 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 there is also BLUE by my side. She helps me tell children and raise awareness on how to respect nature and the sea.”* tells Federica.

Blue accompanies Federica on her gloves and helmet in competitions.

Gruppo Alconi, 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 Alconi General Director and President respectively, declare: *“It is with great pleasure that we accepted the proposal to create a character to be a mascot for the project “Traiettorie Liquide”. For us it is basically a seventh Cucciolo 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.”*

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.

### **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.

### **Thank you to all partner companies and professionals that are supporting the project for free:**

Celli Group - Acqua Alma: Mauro Gallavotti and Letizia Orsini

Istituto Ganassini - Bioclin: Vittoria Ganassini

QC Terme: Alberto Arrighi

QC Terme Bormio Bagni Vecchi: Director Alberto Pelucchi

Hair Stylist Gaia Curletto

Make up artist Samantha Gentile

BAV TAILOr gowns realized with waste material: fashion designer Bav Tailor

Scart - Gruppo Hera gowns and accessories realized with waste material: Maurizio Gian

Giuseppe La Spada, Daniele Ciraolo, Giulia Gazzolo

Davide Brignone

Filippo Compagnoni

Jacopo Compagnoni

Giuseppe Cola

Sciare per la Vita

Sci Club del Bormiese

**The messaggio:** 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**

Ski champion.

This year she won the General World Cup, first female Italian skier, and won two specialty Cups: Combined and Giant Slalom.

With 1378 points in the overall ranking she beat Alberto Tomba's record in the World Cup.

Historic bronze medal in Giant Slalom at the 2018 Pyeongchang Olympic Games that Italy had been waiting for more than 20 years.

Silver medal in Giant Slalom at the World Championships, 43 podiums and 15 wins in World Cup.

Second most successful Italian ever in World Cup (after Deborah Compagnoni and equal to Isolde Kostner)

In addition to the success in competitions, Federica in 2017 started her environmental sustainability project "Traiettorie Liquide" and committed to raise public awareness of marine pollution.

**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.

**Photos and videos Traiettorie Liquide:** <http://bit.ly/FedericaBrignoneTL>



Management and Press Office Federica Brignone

Giulia Mancini

Daniela Mancini

+39 0444 977996

[info@mancinigroup.it](mailto:info@mancinigroup.it)

Photo credit: Giuseppe La Spada - Pentaphoto - Walter Meregalli - Videomaker Emanuele Coco