



PRESS RELEASE
“Traiettorie Liquide”
#traiettorieliquide

“Traiettorie Liquide” is Federica Brignone’s social project of environmental responsibility started in 2017 that aims to raise public awareness of water pollution in all its forms 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 four trajectories realized to date

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 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.”* says Federica.

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 km², 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.

The cleaning initiatives realized to date

Cleaning of a beach of Lake Garda - 22nd July 2019

Accompanied by children, Federica reached Ronchi beach of Lake Garda for an activity dedicated to edutainment: with the fundamental contribution of her little helpers, she ventured into the collection of waste that polluted the area.

Thanks to a fun activity, the children were able to 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 thus pollute a unique and delicate ecosystem.

“Since I was little my parents have taught me not to pollute and when we went both to the beach and to the mountain paths we had to collect all the waste we had produced so that we could place it in the special containers for separate collection.” says Federica “People don’t realize that even one distracted gesture can worsen an already critical situation.”

Cleaning of the finish area of a ski slope in Valtellina - 29th June 2020

Federica, together with the children of Bormio ski club and Sciare per la Vita, collected various waste and scraps abandoned in winter on the finish area of the Bormio 2000 slope.

“Let me thank the ski clubs of Bormiese and Sciare per la Vita for accepting my invitation to clean up the arrival of a ski slope, helping me to convey the message that even on the slopes you shouldn’t throw waste on the ground but put it in your pocket and dispose in the appropriate containers.” says Federica.

Cleaning of river Noce - 7th June 2021

In 2021 the cleaning event of “Traiettorie Liquide” was dedicated to our rivers, which transport 80% of the waste present in the seas. In collaboration with the guides and children of TrentinoWild Rafting Center aboard canoes and rafts, various waste and scraps were collected from river Noce in Val di Sole in Caldes (TN).

“Rivers are very often named for the damage they cause and rarely for their beauty. They are considered and used as channels to get rid of garbage and water drains. In addition, many of the waste abandoned on the ground, in shorter or longer times, reach the rivers.” tells Federica “Let me thank TrentinoWild Rafting Center with Michele Ramazza, Kayak champion, for helping me organize this wonderful initiative which, in addition to the cleaning, has given me the opportunity and the privilege of being able to experience the river like kayakers, savoring its beauties but also perceiving its exploitation and its destruction. Thanks also to the children and their parents who helped us: it is of fundamental importance to educate the new generations to understand the beauty of the river and hope that they can take charge of its protection over time.”

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, while 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 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

Ski champion.

Last 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, 44 podiums and 16 wins in World Cup.

She is the most successful Italian ski champion in World Cup equal to Deborah Compagnoni.

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

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.

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



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Photo credit: Giuseppe La Spada - Pentaphoto