

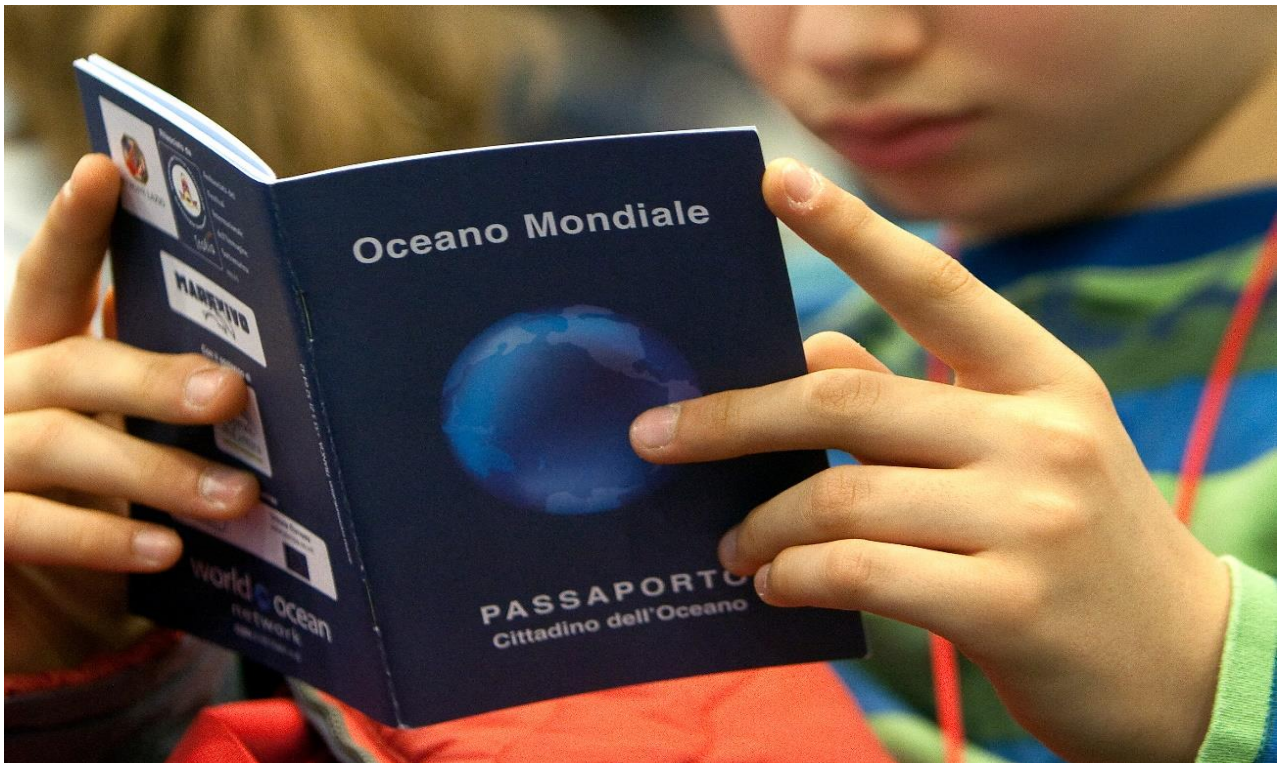


MAR – Association for Marine Activities and Research & ALINAUTICA Italia Club for G.A.D. Giudecca Art District Sponsor Presentation Club Lounge Italia, Rome, Monday 2nd September 2019

Association MAR and ALINAUTICA Italia Club are a well-known NGO, based in Rome, supported by private and public funds, **operating in the field of maritime sector from more than 25 years**. The Associations regularly works on **national and international projects** and, in particular, goes over the **history of the development and cultural/socio-economic evolution of the Lazio coastal region**, from its contemporary configuration at the end of the 19th century, to the present day.

MAR and ALINAUTICA promotes all over the world his holistic vision of the Sea Heritage as the indispensable base for setting up activities aimed at producing virtuous effects on the area under assessment, which can actually be measured, above all in terms of their ability to **produce synergies between the fabric of the coastal area and the world of industry, scientific research and culture, and society at large**.

The many initiatives put into action and, in some cases, turned into concrete models, are used **to address national and international institutions, universities and the world of research, tourism students and cultural specialists** to highlight how, from the new possibilities for sharing and spreading knowledge and information, through the creation of **new professional capacities linked to the coming of age of the digital era, to the creation of innovative regional marketing plans**, the field of possible applications of popular communication for promotion of the **responsible use and sustainable development of the resources represented by our Sea Heritage** gives a glimpse of a path in which tools and approaches from different contexts, designed for apparently different ends, can be combined, **such as open field for common growth**.



The PELAGOS project

The PELAGOS project was born under the conviction that the **audiovisual media and image-based communication are the favoured language for effective cultural communication and social sensitisation**, by considering that the need to increase the flexibility of the interdisciplinary connections make it impossible to geographically delimit the Sea Heritage debate in the academic/scientific fields.

Documentaries, movies and pictures offer an immediate perception of the topics, issues and characteristics uniting the seas and oceans of the world. The international relations which the MAR Association has established in multiple contexts, workshops, *b2b* events and international Festivals, along with the twinning with the “Festival Mondial de Antibes” (France), made it possible, in 1999, to put on **the first International Sea Festival in Italy**. The contest, which right from the beginning placed the photo section alongside the audiovisual section, had the insight of initially addressing international *auteurs* in order to **offer the public the highest quality works and products and to stimulate the growth, of the passion for photography and video, which over the years has produced excellent results which have gained recognition in Italy and abroad.**

Since its inception in 1999 a total of **18 editions of International Festival of the Sea - PELAGOS have been held, with over 4,500 contestants represented from over 50 countries all around the world. It has exhibited over 3,500 photos and around 1,000 audiovisual productions** from internationally famous auteurs, documentary makers and artists, put on international meetings and events in the sector for the enjoyment of the public, and hosted out of competition some international productions such as *The Cove*, which, just a few months after its Italian première at the festival, collected an Oscar for best documentary at the Academy Awards in Los Angeles.

Pelgos – Sea Heritage Exhibition

From the Festival of the Sea to an International Communication campaign



Behind the creation of the International Sea Festival was the desire to create a synergy between the intrinsic value of the collected and catalogued works and the possible uses of the audiovisual elements not only in study, research and training, but also in cultural marketing, promotion and distribution.

In this contest, the PELAGOS yearly event turned into a dissemination format which is unique in Italy, taking on the characteristics of a fully-fledged institutional communications campaign on Sea Heritage, with the creation of PELAGOS Sea Heritage. The campaign took shape as a flexible container, both on a regional and operational level, and as an incubator for public and private projects and events, to meet the need to combine regional promotion, environmental protection, culture and education in a wider vision. The aim was to consolidate and develop tangible and intangible Sea Heritage as a strategic resource for Italy's development and international standing both from a scientific and tourist standpoint. All this, by adapting dissemination methods and strategies to the new technological panorama, which was discernible at the beginning of the millennium, and has now fully come to pass.

PELAGOS Sea Heritage Exhibition

The CLUB LOUNGE ITALIA Experience

According to this new approach PELAGOS has progressively built up an ever-larger area, attracting increasing numbers of visitors by systematically organising its partners' operations to perfect a genuine cultural area dedicated to Sea Heritage.



The Exhibition that we want to create, in strong partnership with our strategic partner GIUDECCA ART DISTRICT, intends to offer a display area to bring together a series of players and protagonists from institutions, civil society, the world of science, universities and school, in order to allow thorough scouting of Sea Heritage, combining multiple disciplinary approaches to encourage the exchange of knowledge and skills, publicising activities and initiatives and providing **visibility to the best operators working for creating value and protect our Sea Heritage.**

We intend to promote an exhibition space dedicated to digital communication, cultural and economic players, coming Italy and abroad, representatives from institutions, communication professionals, industry categories and artists, organised to allow *guided visits* and to showcase the topic of the Sea from all angles.

For the first edition of this new format, meetings and show will be focused on the following dedicated areas, strictly connected to the Sea Environment and Heritage:

- *Coastal Tourism;*
- *Fisheries and Food;*
- *Scientific Research;*
- *Maritime Transport and Affairs*
- *Blue Growth;*
- *Handicraft;*
- *Cinema, Video and Photography;*
- *Education & Dissemination*

The CLUB LOUNGE ITALIA Experience could take place, for the first time, In Venice – GIUDECCA ART DISTRICT - within the end of 2019 or at the beginning of 2020.



**CLUB
LOUNGE
ITALIA**