

Prada's 'Sea Beyond' Initiative Makes Waves in Shanghai

Published on 01 Oct 2025 | By IFI Correspondent



Prada has brought its 'Sea Beyond' initiative to Shanghai, transforming the historic Prada Rong Zhai into an immersive educational space. This exhibition is developed in collaboration with UNESCO's Intergovernmental Oceanographic Commission (IOC). Hence they aims to raise awareness about ocean preservation and the impacts of climate change.

Key Highlights:

- **Ocean and Climate Village:** The Ballroom of Prada Rong Zhai features the 'Ocean and Climate Village,' a traveling exhibition that explores the intricate relationship between the ocean and global climate. This exhibition has previously showcased in cities like Barcelona, Naples, Venice, and Milan.
- **Enzo Barracco's Photography:** The fourth floor of Prada Rong Zhai displays a selection of photographs by Emmy-nominated photographer and climate artist Enzo Barracco. His works, captured during expeditions to Antarctica, the Galapagos, Hawaii, and Alaska. Often depict extraordinary marine ecosystems and the effects of climate change.
- **Educational Activities:** The exhibition offers a series of educational activities for both children and adults, promoting a deeper understanding of the ocean's ecosystems and the urgent challenges it faces.

Quote from Prada Group:

Lorenzo Bertelli, Head of Corporate Social Responsibility at Prada Group. They stated, "We are delighted to host Sea Beyond at Prada Rong Zhai, where art and science meet to inspire a deeper connection with the ocean, with the aim of spreading knowledge and turning it into action."

Prada's 'Sea Beyond' project in Shanghai underscores the brand's commitment to environmental sustainability and ocean conservation. Through immersive exhibitions and educational initiatives, Prada continues to engage the public in meaningful dialogues. Therefore about the importance of protecting our oceans.

For more style updates & exclusive fashion stories follow indiafashionicon.com