



"Traiettorie Liquide" enters its fifth phase
www.traiettorieliquide.it

"**Traiettorie Liquide**", is the renewed ski champion **Federica Brignone's environmental sustainability project**. Through a tale of images, the project denounces the high level of water pollution in all its forms and, more generally, of the planet. The goal is to raise public awareness on issues related to the preservation and protection of the environment, increasing a sense of responsibility and encouraging a clear change of mentality.

"Traiettorie Liquide" was created by Giulia and Daniela Mancini, who manage the image of the champion and were inspired by the athlete's great sensitivity and respect for the environment. Pivotal for the success of the project is the precious contribution of photographer Giuseppe La Spada, one of the most interesting and original international visual artists, who has been researching for years on the theme of water.

THE FIFTH TRAJECTORY

Realised in June 2022, the fifth trajectory is highly evocative and very impactful. In the photo sequence Federica impersonates a Planet Earth in a very poor condition. Fede, or the Earth, seems to have limited autonomy, so much so that we see her in a bubble that encircles her head and insulates her, only for a little while longer, from a disastrous atmosphere. The skier is therefore faced with a real battle for survival: the only way to reach salvation is through **decarbonisation**, which can be achieved by switching from fossil to renewable energy sources following a path shared with the entire ecosystem.

The scenario is surreal: rising temperatures, pollution, droughts make the situation increasingly looming and dangerous. Human beings have no more time to postpone further. Fede realises that there is no more room for procrastination. She decides to tackle the issue herself using the communication tool she knows the best: her being a ski champion. On this journey, she can be envisioned as the protagonist of a video game that cannot be interrupted by simply turning off the console. It is a journey that we are all forced to take in order not to become passive victims of pollution and therefore compromise everyone's existence. She takes action and set an example just like the warrior she is, managing to control the situation and becoming the master of her own destiny once again. The narration leads to a final message of hope for the future: even the most difficult challenge can be overcome. What is important is to be fully aware of being part of an ecosystem that has to be respected, protected and not exploited. Now even the images are changing: the grey gives way to colour, the dirty dress she's wearing, recalling the image of the Earth, becomes clean as the planet comes back to life.

In the Fifth Trajectory, Federica Brignone proposes to follow the path of decarbonisation as concretely as possible, i.e. to adopt behaviours and lifestyles in our daily living environments, starting from our actions and our homes, that encourage the reduction and abatement of CO2 emissions favouring sustainable energy systems.

Federica is personally dedicated to denouncing and conveying advice aimed at counteracting this trend and suggests behaviours that, if carried out individually in everyday life, would be decisive in making our places markedly more liveable and healthier, and in guaranteeing the whole of humanity a future that everyone can put into practice in a very simple way, but with truly positive effects, such as:

"I don't feel the difference between 20 and 21 degrees. Let's lower the thermostat in our house by 1 degree: we will save money, reduce pollution in the city and produce less CO2". "Let's not exaggerate with air conditioning", continues Federica, "Let's not have a nap in the shower....Let's take a 3, no more than 5 minutes shower and avoid using super hot water: we will consume and heat less water, even a third of that in a bath, and we will produce less CO2!"

Finally, recycling, another key element of the fifth trajectory, should not be overlooked: "Let's recycle and reuse, let's DECARBONISE the Earth!" and "Recycling allows us to save energy for production and reduce the use of raw materials for the extraction of which a lot of CO2 is consumed. Moreover, waste management is one of the main causes of climate-changing emissions."

The PHOTO EXHIBITION at the "Lagazuoi EXPO Dolomites" Refuge in Cortina d'Ampezzo from 2 July to 31 August 2022

From sea level to an altitude of 2,732 metres, crossing seas, lakes, rivers and glaciers: the exhibition of all five "Liquid Trajectories" by Federica Brignone and Giuseppe La Spada visual artist, which began in the waters of Lipari in 2017, has arrived among the peaks of the Lagazuoi EXPO Dolomites, the high-tech exhibition and museum centre located in the arrival station of the Lagazuoi cable car, between Cortina d'Ampezzo and Alta Badia.

The exhibition was inaugurated on 2 July in the presence of the champion during the "Cortina tra le righe" Festival.

Banca Generali, which has been Federica Brignone's personal sponsor for more than 10 years, is once again at her side in the battle in favour of the environment by supporting the Traiettorie Liquide Project and the Photographic Exhibition.

We would like to thank all the partner companies and professionals who have supported the project and in particular "Quinta Traiettorìa":

Banca Generali: Michele Seghizzi, Davide Pastore, Stefania Loddo

Franco Curletto: Franco Curletto - Hair Stylist, Gaia Curletto - Make up artist, Samantha Gentile

La Presse: Marco Durante, Roberto Boella, Gian Mattia D'Alberto, Stefano Bertolino

M8STUDIOS: Diego Motto

Teatro Regio di Parma: Lorena Marin, Giorgia Bercelli

Giuseppe La Spada

Claudio Errico

Franco Borgogno

Mancini Group: Giulia and Daniela Mancini, Marco Scipioni, Amy Rodighiero

DOC-COM: Chiara Caliceti, Francesca Riccardi, Giulia Plebani, Ilaria Tortora, Elena Tartaglione, Sara Degl'Innocenti

Lagazuoi EXPO Dolomites

"Cortina tra le Righe" festival

Federica Brignone

Olympic Alpine skiing champion, the first female Italian skier to win the overall World Cup and three speciality World Cups in three different disciplines. She is the most successful Italian athlete ever in the World Cup, with 49 podiums and 20 victories. Her most important victories include a silver medal in Giant Slalom at the 2011 Garmisch World Championships; a bronze medal in Giant Slalom at the Pyeongchang Olympics in 2018; silver medal in Giant Slalom and bronze medal in Combined at the Beijing 2022 Olympics.

In addition to her racing successes, in 2017 Federica launched her environmental sustainability project 'Liquid Trajectories' to raise awareness of environmental issues.

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."

For further info: www.traiettorieliquide.it



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THE FIFTH TRAJECTORY - PARTNER COMPANIES

Banca Generali

Generali Bank, personal sponsor of Federica Brignone for more than 10 years, is at her side in the battle for the environment by supporting the Liquid Trajectories Project and the Photographic Exhibition.

Banca Generali is a leading private bank in Italy specialized in digital wealth management and client wealth planning services, with a network of private bankers-consultants at the top of the industry in terms of skills and professionalism. The company's strategy is based on four key elements: the qualified advice of professionals specialised in protecting the wealth of families and supporting the planning of their future; a cutting-edge product portfolio with solutions tailored to personal needs; innovative wealth management services for the care of assets, not only financial, and innovative tools that through technology enhance the relationship of trust between advisor and client. The bank's mission highlights its role as a trusted person at the client's side over time to build and take care of their life plans. Listed on the Milan Stock Exchange since November 2006, it manages over 84 billion euros in assets on behalf of its clients (data as at 31 March 2022) from the insurance firm Assicurazioni Generali. With a widespread presence throughout Italy, it has 45 bank branches and 37 offices available to its more than 2150 financial advisers, and an advanced digital contact service for operations. Added to this is the digital banking platform which allows customers to access banking services independently.

<https://www.bancageneraliprivate.it/>

Franco Curletto

A precocious talent, always devoted to research, experimentation and contamination, Franco Curletto is today fully recognised as a reference figure in international hair styling. His recent appointment as Global Testimonial for Kérastase is just the umpteenth confirmation of a very rapid and constantly rising career.

Curating the image of fashion shows and advertising campaigns of global resonance and collaborating with both major fashion publications and renowned artists, thanks to his frequent forays into the world of contemporary art, Franco Curletto has demonstrated an eclectic and transversal expertise, developed in crossing the most diverse disciplinary boundaries, always with the best results.

In demand for fashion shows by stylists of the calibre of Roberto Cavalli and Valentino, or by haute couture names such as Elie Saab, the multifaceted hair stylist spans every field, signing countless international commercials for L'Oréal Paris that boast the presence of excellent directors such as Luc Besson or Rebecca Blake and well-known actresses such as Anjelica Huston and Milla Jovovich.

The unpredictable and creative 'Hair Concepts' of which he is capable not only lend themselves to the glam universe of catwalks or fashion magazines such as Vogue or Vanity Fair, but have also been featured in various projects and performances by artists of international renown, including Vanessa Beecroft, Francesco Vezzoli and Giovanni Gastel. Art, cinema, design and fashion are the fertile reservoirs he draws on with passion and creativity, to reinterpret women in an always up-to-date way, together with the service he always offers at the highest level, whether they are clients of his salon or personalities from the international jet-set, such as the Moroccan royal family or Queen Rania of Jordan, whose image he has personally taken care of during visits to Italy.

Alongside the activity carried out personally in the Salons in Turin and Milan, he created the brand I LOVE CURL, which today has numerous affiliates and about 120 collaborators, testimony to a spirit that is not only creative but also entrepreneurial.

For Franco Curletto, his commitment to constant teaching activity, more than 900 professional training seminars held throughout his career, is the fulcrum and driving force in the practice of his profession.

An explorer of form and colour, constantly searching for a non-trivial but tailor-made beauty, he bases his career on three principles: precision, aesthetic attention and transmissibility of technique.

Every solution, from cut to colour, is tailor-made, a personalised image consultancy using innovative methods and tools that he himself has patented.

Although he likes to call himself simply a hairdresser, in reality he is both a craftsman and an artist: he anticipates trends rather than being subjected to them, he evolves from tradition to meet the changing needs of contemporaneity, experimenting with new techniques and expressive languages.

The attention to volumes, to solids and voids, to the purity of forms and lines, or the marked sensitivity for chromaticism understood as part of a holistic system reveal the constant inspiration that derives from the world of art and design, nourishing a creativity that expresses itself fully, in show performances and fashion shows.

Beauty, proportion, balance and innovation are the cornerstones on which the realisation of her 'feminine works' is based, aimed at enhancing and sublimating each individual personality, to fulfil, to quote her own words, 'the dream of every woman: to decide one day to change, to look in the mirror and discover herself more beautiful'.

<https://www.francocurletto.com/>

La Presse

La Presse is an Italian multimedia press agency with headquarters in Milan. It is a joint-stock company founded and led by the entrepreneur Marco Maria Durante, who owns all its shares.

La Presse produces news in the form of text, photographic images and video, in real time and supplies its content to over 90% of the publishing and broadcast market in Italy.

Ten offices today in Italy and fifteen worldwide, a consolidated exclusive partnership with Associated Press that not only guarantees text, photographic and video content from abroad, but also gives Italian news maximum international penetration and the best opportunity for global visibility.

La Presse is also a television production company of thematic channels, news and entertainment programmes.

<https://www.lapresse.it/>

Royal Theatre of Parma

The Teatro Regio di Parma is the opera house of the city of Parma and considered one of the most important traditional theatres in Italy. Lorena Marin theatre costume designer, consultant to the Superintendent for tailoring activities.

<https://www.teatroregioparma.it/en/homepage/>

Giuseppe La Spada

Giuseppe La Spada is a multimedia artist, lecturer and pioneer of digital and environmental engagement in Italy. His projects aim to disseminate and raise awareness on ecological issues especially in the younger generations, thus believing that Art can become Social Architecture.

In 2007 he won a Webby Awards in New York for an ecological work, the same night David Bowie, the Beastie Boys, the founders of YouTube and the ceo of Ebay collected the award.

As a lecturer, he taught for nine years at the Brera Academy of Fine Arts and eleven years at the European Institute of Design in Milan. Member of the International Academy of Digital Arts and Sciences (New York). Artistic Director Water Museums Global Network (UNESCO-IHP) and MuMa (Museo del Mare) in Milazzo.

His most important collaborations include those with Ryuichi Sakamoto, Franco Battiato, Federica Brignone, Christian Fennesz, Marco Mengoni. His projects have been exhibited in Italy, the USA, Japan, Germany, France, Monaco, etc.

<https://art.giuseppelaspada.com/>

Claudio Errico

Claudio Errico is a digital artist searching for his path in the art world. Particularly sensitive to environmental issues, he explores his vision of human nature through connection with nature, spirituality and contact with his most childlike side.

His aim is to raise awareness of environmental issues and to stimulate the viewer's imagination through surreal and unexpected elements.

Always interested in the interaction between new technologies and art, he now focuses on 3D, photography and retouching.

Born in 1991 in Naples, in the Scampia district.

In 2013 he studied photography at the 'Alqali Photography school';

In 2014 he began studying 3D computer graphics at the "Imaginaria CG" architecture studio; In 2015 he studied digital matte painting at the "Scuola Internazionale di Comix" in Naples.

Today he focuses on research and development of virtual and interactive environments through virtual and augmented reality technology.

Published in the magazine "200 best digital artists" by Lürzer's Archive, edition 2021/22.

<https://www.claudioerrico.com/>

Franco Borgogno

Franco Borgogno, 56, journalist, writer, environmental science communicator and educator, environmental hiking guide, expert on plastic pollution and climate change. Head of scientific-environmental projects European Research Institute. President of Ocean Literacy Italia, an association of scientists, teachers and information professionals for the dissemination and diffusion of OL in Italy.

Author of 'A sea of plastic' and 'Plastic, the solution is us. Stories of women, men and children doing the right thing'.

Winner of the AICA-Italian Oscar for Environmental Communication 2017. Winner of the 2018 Carlo Marinkovic Journalism-Literature Prize and the 2018 Seafuture Science Book Award. Winner Trofeo del Mare and Blue Prize-Earth Prize 2020.

Co-author of the scientific publications Mitigation strategies to reverse the rising trend of plastics in Polar Regions and Microplastics in seawater: sampling strategies, laboratory methodologies, and identification techniques applied to port environment and Society Role in the Reduction of Plastic Pollution and Microplastic Contamination in Snow from Western Italian Alps and Quantification of Microplastics in North-Western Mediterranean Harbors: Seasonality and Biofilm-Related Metallic Contaminants.

He has participated in research projects in the Arctic, Mediterranean, rivers and the Alps

<https://www.francoborgogno.com/en/chi-siamo/>

Mancini Group

Athlete management, marketing and communication for companies and events in the world of sport

Founded in 1999, Mancini Group specialise in the management of image rights of athletes of different disciplines and in all aspects of marketing, event organisation and sports communication.

With a background in IMG (International Management Group), where President Giulia Mancini held the role of International Vice-President, the founding partners have significant know-how in the world of international sports media and marketing business.

<http://www.mancinigroup.it/>