



**PRESS REALESE**  
**"Traiettorie Liquide"**  
[www.traiettorieliquide.it](http://www.traiettorieliquide.it)

"**Traiettorie Liquide**", or "Liquid Trajectories", is **Federica Brignone**'s environmental sustainability project, born in 2017, which aims to raise public awareness on issues related to environmental protection, starting from the melting of glaciers to water pollution in all its forms, emphasising the importance of using natural and sustainable resources towards the decarbonisation of consumption, an invitation to a change of mindsets.

"Traiettorie Liquide" was conceived and realised by **Giulia and Daniela Mancini**, who manage the image of the champion, customised on her passions and the respect she has for the environment since childhood. They were joined by the valuable contribution of photographer **Giuseppe La Spada**, one of the most interesting and original visual artists on the international scene who has been pursuing artistic research on the theme of water for several years.

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

**The five trajectories realised to date**

**First trajectory**

For the first phase of the project in the summer of 2017, Federica dived into the Sicilian waters of Lipari in race gear (with skis, helmet, boots and poles) to tell us about her commitment and her bond with the sea through Giuseppe La Spada's beautiful and evocative photos.

*"The photo shoot, which took place underwater in the Aeolian Islands, was a unique experience,"* Federica recounts. *"With boots and skis, you can sink in an instant. I had a team of divers and divers who helped me rise to the surface. Even though I risked drowning, it was worth it: it was magic skiing in the big blue."*

**Second trajectory**

In 2018, Federica dived into the water again to document for us, through images even more impactful than the previous ones, taken by Giuseppe La Spada, how pollution due to the presence of plastic in the seas is seriously endangering the life of marine flora and fauna and consequently that of us all. The photos aim to convey the great sense of claustrophobia and suffocation felt by Federica, who empathised with the inhabitants of the sea.

*"As was the case last summer in Lipari, I willingly put myself at the disposal of the project again this year to dive into the water in my competition outfit to tell you about the terrible feeling of being surrounded and suffocated by plastic with enormous difficulty of movement. Unfortunately, this is what the fish, turtles and inhabitants of our seas are experiencing.... We must ALL commit ourselves to stopping this terrible catastrophe,"* says Federica.

Giuseppe also points out: *"Despite the fact that the plastic problem is in the media eye, no plausible solution seems to be in place. Waste is everywhere in visible and invisible forms; plastic can be found from fish to sea salt; it is now inside us. We need to change our behaviour 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 guise, searching for the real way out."*

**Third trajectory**

In the summer of 2019, Fede dived into the waters of Lake Garda where, with the help of some experienced divers, she carried out a special as well as symbolic cleaning relay, going to collect various objects that are the fruit of daily rudeness: plastic bottles, cans and bags, handing them over to the children waiting for her on the boat.

For her, it is crucial 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 can also convince grandparents and parents to behave in a more respectful way,"* says Federica.

**Fourth trajectory**

In June 2020, at the end of a wonderful racing season that culminated with her victory in the Overall World Cup, Federica climbed to the Stelvio on the Forni valley glacier, the second largest in Italy: an extraordinary scenery, of great beauty and put to the test by man's actions.

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

Since 1986, glaciologist Giuseppe Cola has been studying and witnessing this decline: *"Since I have been surveying up here, the temperatures have risen by more than a degree, but the winters have also shrunk and the summers have lengthened, and the*

accumulations have reduced: instead of snow, it is now raining. At the rate of a hundred metres a year, the glacier front has been shrinking and thinning until it finally collapses with the decomposition of its lower wall."

"The situation is dramatic, both because of the ever-higher temperatures caused by greenhouse gases and because of darkening, i.e. darkening due to industrial pollution, soot from fires, debris, dust and plastic, so that they reflect less of the sun's radiation," Federica says. "Giuseppe's shot shows me on this beautiful and poignant glacier, wearing a white dress made from waste material, a tricolour cape and the World Cup hoisted by my hand. A silhouette that can recall the Statue of Liberty: I have won and realised the dream of my life and, through this trophy, I want to draw people's attention even more to the problem of the environment. Other shots immortalise me in the thermal pool, with the wonderful backdrop of the mountains and the glacier: once again water and nature, the focus on the endangered mountain to emphasise how important it is to preserve nature, water and the surrounding area."

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

### **Fifth trajectory**

Realised in June 2022, the fifth trajectory is decidedly evocative and very impactful. Federica, in fact, impersonates Planet Earth in a very bad condition. Fede, impersonating the Earth, seems to have limited autonomy, so much so that we see her in a bubble that encircles her head and insulates her, for a short time yet, from a disastrous atmosphere.

The skier is therefore faced with a real struggle for survival: the only way to achieve salvation is precisely decarbonisation, which can be achieved by switching from fossil to renewable energy sources and only through a path shared with the entire ecosystem.

"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 overdo the air conditioning. Let's not sleep in the shower... Let's stay in the shower for 3 minutes and no more than 5 minutes, and let's avoid making it too hot: we will consume and have to heat less water, even one third as much as a bath, and we will produce less CO2!"

"Let's recycle and reuse, let's DECARBONISE the Earth!"

"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 among the main causes of climate-changing emissions."

### **Clean-up initiatives carried out to date**

#### **Cleaning a Lake Garda beach - 22 July 2019**

Accompanied by children, Federica reached the beach of Ronchi del Lago di Garda for an edutainment activity: with the fundamental contribution of her little helpers, she tried her hand at collecting the rubbish polluting the area.

In this way, through a fun activity, the children were able to understand how the world, thanks to small gestures, can be cleaner and how waste on the edge of the lake is inevitably destined to end up in the water and thus pollute a unique and delicate ecosystem.

"My parents taught me from a very young age not to pollute and when we went either to the beach or to the mountain trails we had to collect all the waste we had produced so that we could place it in the special recycling bins," says Federica. "People don't realise that even a distracted gesture on their part only makes an already critical situation worse."

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

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

"I would like to thank the Bormio ski club and Sciare per la Vita for accepting my invitation to clean up the arrival area of a ski slope, helping me to convey the message that even on the slopes one should not throw rubbish on the ground but put it in one's pocket and use the appropriate containers," says Federica.

#### **Walnut River Clean-up - 7 June 2021**

In 2021, the cleaning event of the 'Liquid Trajectories' project was dedicated to our rivers, which carry 80 per cent of the waste in the seas. In cooperation with guides and children from the TrentinoWild Rafting Centre on board canoes and dinghies, waste and various scraps were collected at the Noce river in Val di Sole in Caldes (TN).

"Rivers are very often named for the damage they cause and rarely for their beauty, and are considered and used as channels to get rid of rubbish and waste water. Moreover, much of the waste that is abandoned on the ground reaches the rivers over a longer or shorter period of time," tells us Federica. "I would like to thank Centro Rafting TrentinoWild with Michele Ramazza, Kayak champion, for helping me organise this beautiful initiative which, in addition to the clean-up, gave me the opportunity and privilege of being able to experience the river like the canoeists, savouring its beauty but perceiving its exploitation and destruction. Thanks also to the children and their parents who helped us: it is of paramount 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."

#### **PHOTO EXHIBITION at the Lagazuoi 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 started from the waters of Lipari in 2017, have 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.

### **Blue, the project mascot**

Alongside Federica came Blue, the dolphin that supports her in communicating the message to children and their families.

*"I am happy to have BLUE by my side: she helps me to make children aware of how to respect nature and the sea,"* says Federica.

Blue accompanies Federica on her gloves and helmet in competitions.

Gruppo Alcini, a leading Italian company in the production of series and animated films aimed at young people, conceived and designed the mascot while Grani & Partners, a company of the Giochi Preziosi Group, is flanking and supporting Federica's project by producing and distributing the plush Blue dolphin made of eco-friendly materials.

**The message:** in each of us there is a small part of the primordial ocean and that is why we are called upon to preserve it, it is no longer a distant problem, it is a fundamental problem for our survival. Making as many people as possible aware is our mission.

### **Federica Brignone**

Alpine skiing champion.

She is the first Italian skier to win the overall World Cup and three speciality World Cups in three different disciplines.

She is the most successful Italian ever in the World Cup, with 56 podiums and 21 victories.

Historic bronze medal in Giant Slalom at the 2018 Pyeongchang Olympics.

Silver medal in Giant Slalom and bronze medal in Combined at the Beijing 2022 Olympics.

She is the fourth Italian female skier of all time to win two Olympic medals in the same speciality in two consecutive Games (like Gustavo Thoeni, Alberto Tomba and Deborah Compagnoni) and the first Italian female skier to win an Olympic medal in the combined speciality.

Silver medal in the giant slalom at the World Championships.

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

**Giuseppe La Spada**, Sicilian, born in 1974, lives and works in Milan and is a multimedia artist, lecturer and pioneer in Italy of digital and environmental engagement. His projects aim to disseminate and raise awareness on ecological issues especially in the younger generations, believing that Art can become Social Architecture.

He is the only Italian artist to have won, in 2007 - together with the likes of David Bowie and the founders of YouTube - the prestigious "Webby Awards", the web Oscar awarded annually by the International Academy of Digital Arts and Sciences in New York.

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, Christian Fennesz, Marco Mengoni. His projects have been exhibited in Italy, the USA, Japan, Germany, France, Monaco, etc.

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

**For further info:** [www.traiettorieliquide.it](http://www.traiettorieliquide.it)

**Traiettorie Liquide photo and video:** <https://bit.ly/TRAIETTORIELIQUIDE>



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