

ART & SCIENCE COLLABORATIONS
invites your participation in

Beneath-the-SEE



...a global, public awareness program that utilizes the arts in collaboration with the scientific community to alert, captivate, and inform the general public about the urgent health crisis of our ocean, how this directly affects us all, and how they can get involved in the solution.

PROJECT COMPONENTS:

- a performance/Grand Splash media event
- a fashion show/benefit auction
- a textile exhibition
- a multimedia performance
- an animated film
- a reef fountain light sculpture
- a photography exhibition
- a computer game [[separate- details here](#)]
- and an informational website

[Click here for more details including one-page project descriptions of each component.](#)

ART-SCI ADVISORS & COORDINATORS:

We have enlisted the involvement of top people in the fields of art and science, and are still recruiting. <http://www.asci.org/Beneath/SEEpeopleUPDATE.pdf>

VENUES on-board to-date as potential hosts for national tour:

- * The Smithsonian's National Museum of Natural History [Ocean Hall 2008]
- * The New York Hall of Science
- * The Aquarium of the Pacific, Long Beach, CA
- * The World Aquarium, St. Louis, MO

Executive Director of United Nations
Environment Programme, Klaus Topfer, gives
our project a [strong letter of support!](#)

MARKETING STRATEGY: Our current marketing schema is for aquaria and/or science museums to become anchor cultural institutions in a citywide programming of the various project components. This will create higher public visibility via multi-disciplinary media coverage for partnering organizations and sponsors, while driving new audiences to aquaria. Our project has been designed to travel for 3-5 years, providing a sustained, worldwide public awareness campaign advocating ocean stewardship.

[AVEDA](#), the botanical, beauty products
Company, is our first corporate sponsor!

TEEN OCEAN LITERACY PROJECT:

Recently in Europe, promoters of a new seat-belt law used a campaign targeted at teens to effect change in the attitudes/behavior of parents and adults. It worked! This demonstrates how critical it is to capture the imagination and involvement of this segment of the population if we want to save the health of our Blue Planet. ASCI's *Teen Ocean Literacy Project* uses a collaborative art-science approach to inspire teens to become aware and informed, and then to act as catalysts for increasing public awareness and motivating action on behalf of their future and our ocean's.

Seeking demo sites and support.

<http://asci.org/Beneath/TeenOceanLiteracyProject.pdf>

A S C I

READ ABOUT ASCI: PROJECT PRODUCER

http://www.asci.org/ASCI_flyer.pdf

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* Ms. Pannucci has just participated [Jan.29-Feb.3, 2006] in the 3rd International Meeting of [The World Ocean Network](#) in Boulogne Sur Mer at the National Aquarium of France, NAUSICAA. Here she made many new contacts to forward the development of *Beneath-the-SEE*. [*Pannucci Bio below]
<http://www.asci.org/artikel.763.html>
