



BLUE MARK PROGRAM

ART+SCIENCE+TECHNOLOGY
FOR ENVIRONMENTAL ADVOCACY

A REVOLUTIONARY IDEA



Art to Educate, help the ocean and revive corals

ART FOR ENVIRONMENTAL ADVOCACY. Our mission is to contribute to a sustainable Oceanic future and the revival of corals with our **BLUE MARK PROGRAM**. We create a living legacy for future generations: the **BLUE MARK PARK**. This is a unique underwater educational tourist attraction for coral restoration and conservation, where **new corals will come to life to create a new coral reef in the Ocean.**



20,000 new corals will be grown per year.

Our team of scientists and coral experts will “farm” and “outplant” colonies of corals. This will be done by hanging 20,000 finger-sized fragments of corals to grow on Coral trees (PVC pipe frames) in the **BLUE MARK LABYRINTH (BML)**: an underwater Art installation with 200 coral tree frames re-stocked to raise 20,000 new corals every year.



A new art coral reef park in the Ocean!

The corals will be weekly monitored for 9-12 months until they are large enough to be outplanted into the **BLUE MARK PARK (BMP)**. This 1-acre art park, shaped like a fingerprint, serves as a new home for corals and approximately 1 million marine creatures that flourish alongside them. Both will be open to the public enjoyment by snorkeling or scuba diving.

HUMAN IMPACT ON THE OCEAN AND CORALS

OCEAN THREATS



2050

IS THE YEAR EXPERTS SAY WORLD FISHERIES EXPECT TO COLLAPSE



\$50B

1/5 OF FISH ARE CAUGHT ILLEGALLY RAKING IN AN EST. \$50B A YEAR



80%

THE WORLD'S FISH STOCKS ARE ALREADY FULLY EXPLOITED



90%

OF PREDATORY FISH: TUNA, SHARKS, SWORDFISH, COD & HALIBUT ARE GONE!



300,000

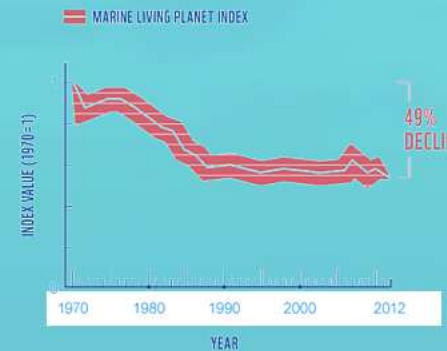
WHALES AND DOLPHINS ARE KILLED EACH YEAR VIA BY-CATCH



8M SQUARE MILES

THE GREAT PACIFIC GARBAGE PATCH IS 2X LARGER THAN THE UNITED STATES!

SINCE 1970, THE NUMBER OF MARINE SPECIES HAS DROPPED BY HALF, RESULTING IN AN OCEANIC CATASTROPHE.



MARINE POPULATIONS HAVE DECLINED **NEARLY 50%** SINCE 1970

THEY NEED HELP!



97% OF THE WORLD'S SEA LIFE DEPENDS ON CORAL REEFS.

WE LOST 30% OF CORALS IN THE LAST 30 YEARS.

90% OF CORALS WILL BE IN DANGER BY 2030.

BY 2050 WE COULD LOSE ALL OUR CORAL REEFS!

WHY TAKE CARE OF THE OCEAN AND CORALS?



ALL LIFE ON EARTH DEPENDS ON HEALTHY OCEANS

Oceans generate 70% of our oxygen



It holds 97% of our planet's water.



Living oceans absorb carbon dioxide and reduce climate change impacts.



Home to wildlife (50-80% of life on Earth is found in the Ocean)

Provides us with food, endless inspiration, and therapeutic properties



Protecting the oceans at this crucial time should be considered highly important, as our lives quite literally depend on it.



CORAL REEFS AS COASTAL PROTECTION:

- Coral reefs reduce coastal erosion by absorbing wave energy 97%
- They reduce storm, hurricane, cyclone, and tsunami damage.
- They preserve habitats between reefs and beaches, such as lagoons with seagrass beds, and coastal towns. Man imitates their activity by submerging concrete constructions along unstable shores. Some atoll nations wouldn't survive without this protection



CORAL REEFS AS A FOOD RESOURCE:

- More than 330 million people live within 10 kilometers of a coastline and less than 30 kilometers from reefs. One-eighth of the world's population, about 1 billion people, live within 100 kilometers of reefs and are likely to benefit from the ecosystem services provided by reefs.



CORAL REEFS AS A MEDICAL FUTURE:

- Since only an infinitesimal portion of reef organisms have been sampled, analyzed and tested, the potential for new pharmaceutical discoveries is enormous.

WHY?

OUR GOALS WITH THE BLUE MARK PROGRAM



1ST GOAL: EDUCATION
BLUE MARK
COMMITMENT*



2ND GOAL: CORAL REVIVAL
BLUE MARK
LABYRINTH



3RD GOAL: A NEW CORAL REEF
BLUE MARK
PARK



4TH GOAL: DOCUMENTARY
LEAVE YOUR BLUE MARK
ON THE OCEAN

THE PLAN

1ST GOAL PROTECTING THE OCEAN

EDUCATIONAL CAMPAIGN:

We offer participants commitments to implement in their day-to-day to PROTECT THE OCEAN. Following our 10 eco-ethical changes, they will reduce their environmental impact, thus switching a gray mark (pollution) into a BLUE MARK.



**1 BLUE MARK
COMMITMENT***

1 CORAL

*Each **BLUE MARK COMMITMENT** is represented by its own unique coral.*

*This is an optional educational campaign that can be applied to clients, employees, or the general public through social media. The mission is to generate awareness and create healthier oceans.

1 COMMITMENT = 1 CORAL

2ND GOAL NEW CORALS GROWING

20,000 small specimens of coral are collected from a healthy "donor coral" under our experts' supervision. After collection, the samples are placed in our 1-acre nursery the "BLUE MARK LABYRINTH" shaped like a fingerprint. An underwater Art installation used to grow baby corals. A unique marine labyrinth that everyone can enjoy by scuba diving or online touring.

BLUE MARK LABYRINTH

UNDERWATER ART INSTALLATION WITH:



200
CORAL TREE FRAMES

Creating a "fingerprint shape labyrinth". An art installation used to grow 20,000 per year



20,000
NEW CORALS PER YEAR

To be added to our reef art park!

CORAL NURSERY ART INSTALLATION

3RD GOAL NEW CORAL REEF PARK

When the coral samples reach the desired size, they are attached by our experts to the BLUE MARK PARK (BMP). The new reef will be created with different coral species and laid out in the shape of a fingerprint. This big-scale Environmental Artwork will become an underwater park to be visited by the public.

20,000 new corals will be added every year to this new coral reef art from our coral nursery.

The BLUE MARK PARK creates homes for marine life as artificial reefs. From tourism to marine recreation, the park plays an important role in local economies. Corals are also essential to the health of the ocean, providing a habitat for over 1 Million marine species and increasing coastal resilience to storms. Additionally, the park provides an opportunity to educate, by creating awareness and encouraging commitment to protect the oceans making it a top diving destination.

BLUE MARK REEF PARK



20,000
NEW CORALS
ADDED ANNUALLY

* Everyone will be able to visit the corals and watch them growing online, and in-person as well, diving in the Caribbean Ocean!



4TH GOAL DOCUMENTARY

AN ORIGINAL DOCUMENTARY

LEAVE YOUR **BLUE MARK** ON THE OCEAN



ART+SCIENCE+TECHNOLOGY
FOR ENVIRONMENTAL ADVOCACY



*We use VR (virtual reality) to engage audiences in our global coral conservation initiatives.

INSPIRATION ENTERTAINMENT

CSR (CORPORATE SOCIAL RESPONSIBILITY)

ESG (ENVIRONMENTAL, SOCIAL, AND GOVERNANCE)

The BLUE MARK PROGRAM offers Corporate Social Responsibility (CSR) as a business practice framework that prioritizes positive social impacts of the company's policies and practices in addition to generating profit. Our basic goal is to be the tool to help improve communities, by including social, environmental, and business governance (ESG) considerations within all strategic decisions.



1

VIRTUAL BLUE MARK LABYRINTH

200
CORAL TREES

ONLINE

People will be able to see the virtual representation of the BML on our website. When they click on one of the 200 coral trees, they will see the company that supports it.



2

BLUE MARK LABYRINTH

200
CORAL TREES

IN THE OCEAN

Every firm that participates in the BLUE MARK CSR program will have visibility in the Blue Mark Labyrinth inside the ocean with an honorary badge representing their contribution.



3

BLUE MARK PARK

20,000
CORALS PER YEAR

IN THE REEF

Participating firms will be awarded with visibility within the park and in the **VR (VIRTUAL REALITY) DOCUMENTARY**

CSR + ESG

BLUE MARK PARK REEF BENEFITS



- **SCIENCE AND MARINE CONSERVATION:**

We support research and development to improve the scale, and cost-efficiency of current methods of corals studies as an **important component of marine conservation**

- **CORAL RESTORATION**

20,000 small specimens of coral are annually collected from a healthy "donor coral" under our experts' supervision every year to be outplanted in our new artificial reef park.

- **HABITAT:**

Will provide a **home for over 1 million different marine species.**

- **INCOME:**

Not only do coral reefs support life, but they also support the economy with a **value of roughly \$2.7 trillion every year.**

- **COASTAL PROTECTION:**

Coral reefs act as a natural breakwater, thereby limiting shoreline erosion of beaches and coastlines. **This protection saves roughly \$9 billion in damages every year.**

- **MEDICINE:**

Coral reefs also provide **medicinal benefits**, as they have pharmaceutical compounds that can be used to treat human illness. The prospect of finding a new drug in the sea, especially among coral reef species, maybe 300 to 400 times more likely than isolating one from a terrestrial ecosystem.

- **TOURISM:**

Coral reef tourism **contributes \$36 billion to the global tourism industry annually.**

- **POPULATION BENEFIT:**

From coral resources for food and as a source of income through activities related to fishing and tourism **more than 1 billion people benefit directly.**

(Information provided by International Year of the Reef [IYOR])

- **LOCAL JOBS**

We will generate local jobs in the area.

- **VOLUNTEERS PROGRAMS:**

We create volunteer opportunities to help collect healthy corals, place them in nurseries, and outplant them.

- **EDUCATION:**

With a **massive awareness campaign** to generate eco-ethical habits, protect our oceans and natural resources, and respect the Planet.

- **TOURISTIC ATTRACTION:**

The BMP is a major tourist destination that will educate about marine conservation. To better understand how corals grow and how important they are, the public is invited to visit the nursery both online and in-person via scuba diving.

- **DOCUMENTARY:**

Our film will show the complete process to create a new coral reef and will bring awareness to a wider audience. By far the best resource for information, inspiration, and entertainment.

OUR CONTRIBUTION

ABOUT THE ARTIST

ANALIA BORDENAVE



Analia Bordenave's conceptual Art seeks to elevate the beauty bestowed upon us and our Planet. Her art by her is expressive and participatory. An interaction. An intervention. An act of transformation. Her contemporary approach uses various materials and modalities to convey unique to each individual and common to humanity. Through her art, everyone has something to give and receive.

For Analia, beauty is in the "I" of the beholder. With paintings and NFT collections, Analia surprises viewers by discovering more with her AR art, and with Eco-Art, she empowers the beauty and essence of nature in humans and on the earth.

Analia uses her Art as a medium to promote positive change because she believes that Art has the power to change the world.

Analia was born in Buenos Aires, Argentina. She began painting as a young child, winning her first prize at just 8 years old for a self-portrait drawing. Her distinctive technique used in her series *The Body as a Paintbrush* marked the beginning of her professional career. It represented emerging Argentine Art and was featured in Art collections across Europe (Geneva, Paris, Milan, San Remo, and others).

In 2005, Analia's interactive Art entered the American private Art collection scene with her interpretation of tic-tac-toe, darts, and other classic games. This Art engaged viewers as participants, using symbols of power and gender to playfully express social themes.

In 2007, a major airline in Argentina, Aerolíneas Argentinas, recognized her with a petition to exhibit her Art in Argentina's largest airport, the Ministro Pistarini. Additionally, she created an Art section called the "Route of Art" in the airline's magazine, *A Bordo*, which featured her work at prestigious international Art fairs and reached millions of international travelers. In 2009, Analia founded *Homenaje a la Individualidad* (Tribute to Individuality), an Argentine nonprofit to support "Tribute to Individuality." This global, participatory Art project harnessed the intrinsic value of each individual to contribute to humanity's progress, and was recognized with the following awards:

"CULTURAL INTEREST" by the Secretary of Culture of the Argentine Nation, "COUNTRY INFLUENCE" by the Secretary of Tourism of the Argentine Nation, "NATIONAL INTEREST" by the Honorable Senate of the Argentine Nation

Additionally, the *Tribute to Individuality International Tour* is exhibited in prestigious Art fairs with more than 11,000 participants all over the world.

In 2010, the Honorable Senate of the Argentine Nation petitioned Analia to create Art for the bicentennial of the Argentine Nation. She created "The Bicentennial Mark," a piece on which all the Argentine senators left their mark, and "Cristina Kirchner's Bicentenary Mark," an homage to the then president of Argentina.

In 2011, UNICEF Argentina asked Analia to develop and spearhead a fundraising campaign for a 10-hour TV show. The "The Thousand and One Marks of Solidarity" campaign was broadcast internationally.

In the same year, Analia moved to the US and founded *Art For Evolution*, a nonprofit based in Miami, Florida, dedicated to strengthening the community and environment through Ecological Art.

In 2013, Analia created the *GREEN ON GRAY PROGRAM*, which used Participatory Eco-Art to involve the public in creative forms of activism. Spanning 2013 to 2019, Analia developed 9 eco-art projects for the program.

In 2020, Analia created the *DYNASTY MARK ART COLLECTION*, an AR Art collection transforming a family's lineage, designed from a family's fingerprints. Augmented Reality technology allows the owners of the collection to access a secret, AR layer of the paintings with a phone or tablet.

In 2021, Analia created the most amazing form of Art to protect our Planet: The *BLUE MARK* program, to create a new artificial coral reef.

OUR TEAM



Art For Evolution (AFE) is a nonprofit charitable organization founded in 2013 in Miami, Florida by ecological artist Analia Bordenave.

Since then AFE provides education about solutions to environmental problems and provides safe alternatives to threats to the environment through Ecological and Participatory Art.

Our team is made up of scientists, coral restoration experts, master divers, developers, crypto financial analysts, artists, and great volunteers in the team want to help the environment.



Analia Bordenave
BLUE MARK Program
Director



Kevin Gaines
Science Team
Director



Julian Lagier
Project
Manager



Divers & care
experts

A LEGACY FOR FUTURE GENERATIONS

**BLUE
MARK
REEF ART PARK**



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