

The Coral Woman Impact Project

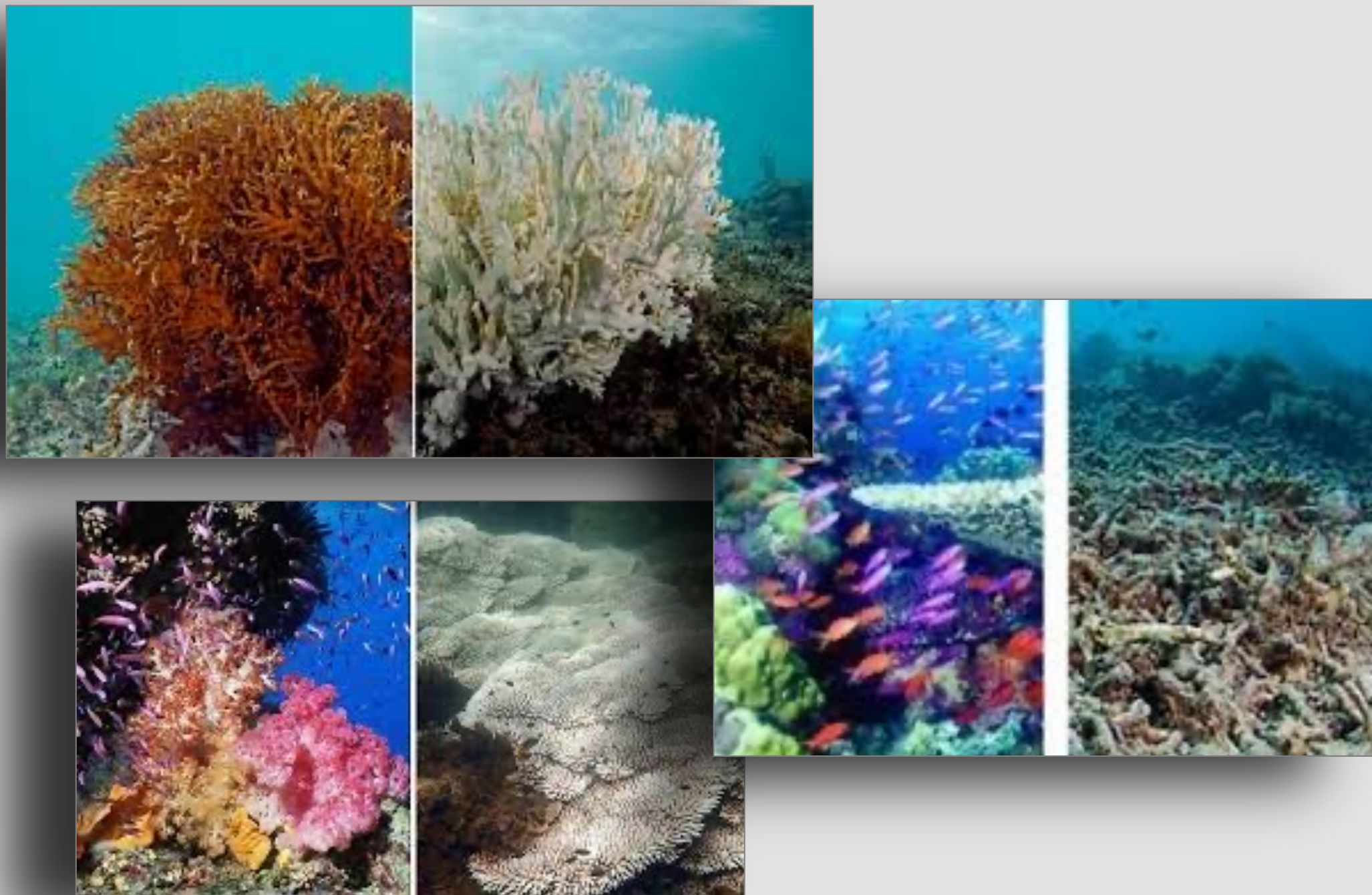
Resilience and Restoration Awareness Campaign for
India's Coral Reefs

Founded by Priya Thuvassery & Anupama Mandloi



The Ugly Death of the Most Beautiful

Coral reefs that support over 500 million people around the world by providing food, income, coastal protection and more are at risk.



50%

Over 50% of the World's coral reefs have died in the last 30 years

5X

Severe coral reef bleaching is now 5 times more frequent than 40 years ago

14%

Climate change killed 14% of the world's coral reefs in a decade

1.5°C

Even an additional 1.5°C of temperature will spell disaster for the corals

\$375B

Loss of \$375 billion annually for tourism and fishing industries

25%

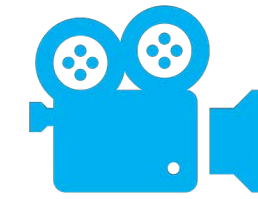
25% of all marine life relying on corals at risk of dying

ENABLING CORAL RESTORATION

A RAY OF HOPE



THE CORAL WOMAN IMPACT PROJECT



AWARENESS

Building appreciation for marine conservation and climate change



ADOPTION

Help coastal communities adopt environmentally friendly practices



AMBASSADORSHIP

Create youth advocates to build a legacy for environment protection and sustainability

OUR JOURNEY

The Genesis



THE INSPIRATION

Uma Mani an Artist and Scuba Diver has spent years painting the coral reefs and building awareness about its erosion

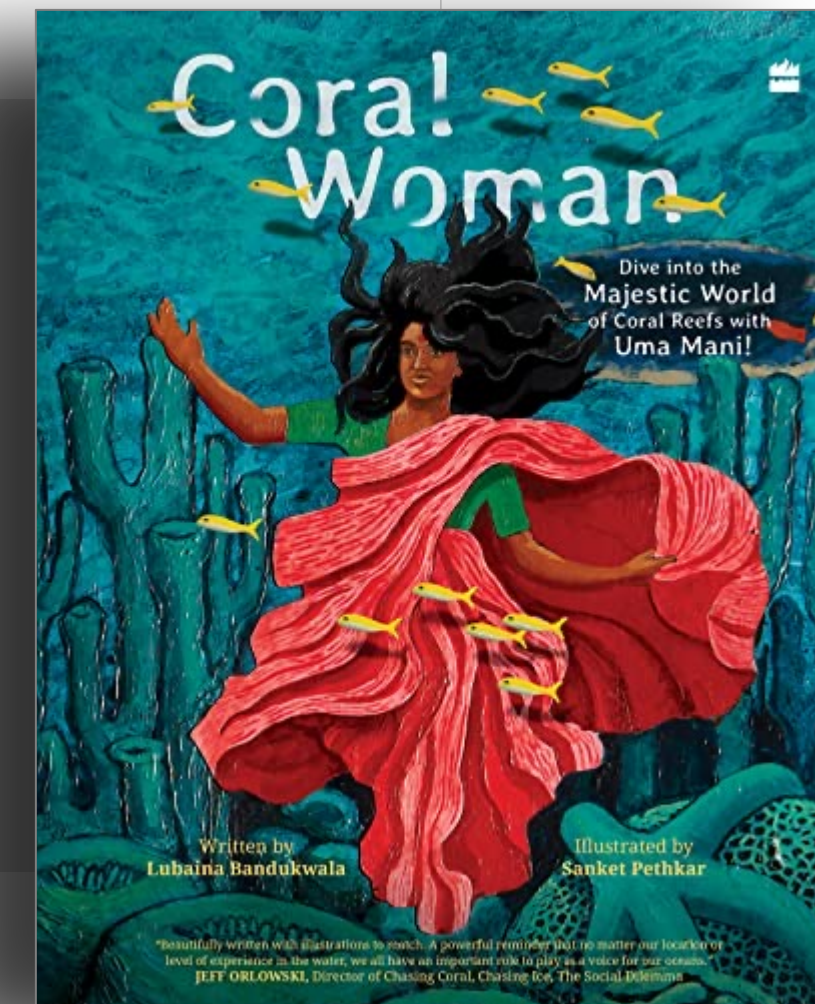
2016-2019



CORAL WOMAN- The Film

Priya's film to capture Uma Mani's inspirational story transformed into a campaign to save the corals

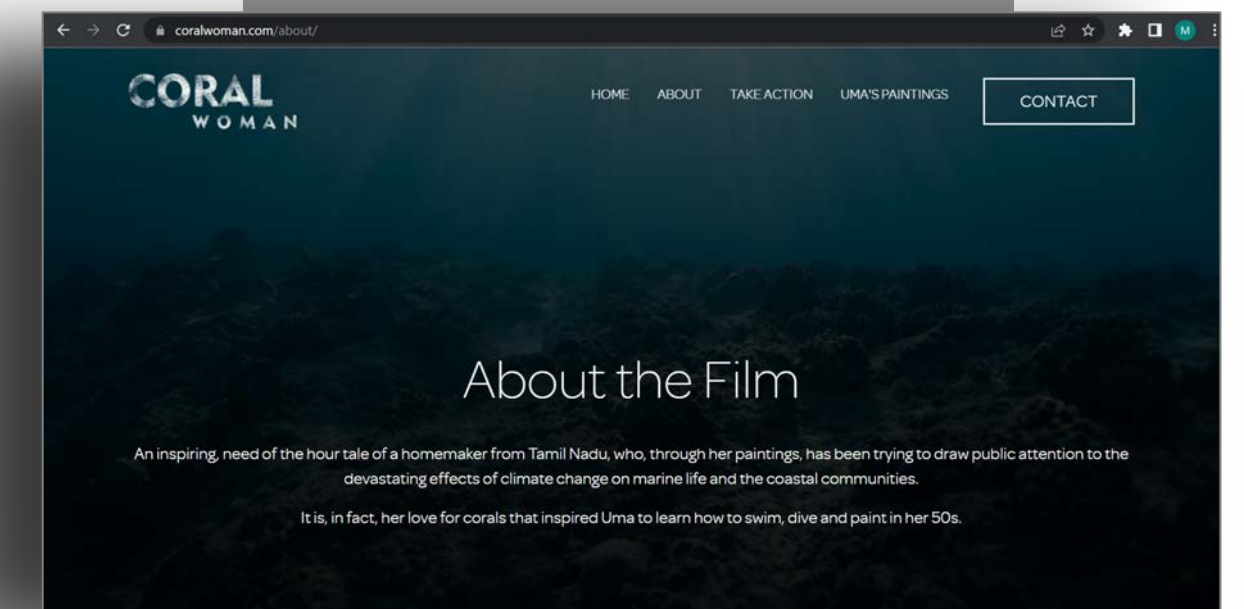
2021



CORAL WOMAN- The Book

Illustrated children's book written by Lubaina Bandukwala captures India's coral reefs and the dangers they face

Ongoing



Collaborations

1Gen and Rivev created the website and conducted webinars in collaboration with Alliance Francaise

OUR CAMPAIGN | THE ART RESIDENCY CONCEPT

BUILDING AN ECOSYSTEM THAT CONTINUES TO EXPRESS THE PLIGHT OF THE INDIAN CORAL REEF

Underwater Sculpture – installed in March 2022 in the waters around Grande Island, Goa, for coral rehabilitation

Land sculpture – made of plastic and waste to be displayed at museums, art festivals and exhibitions as an interactive, multi-media

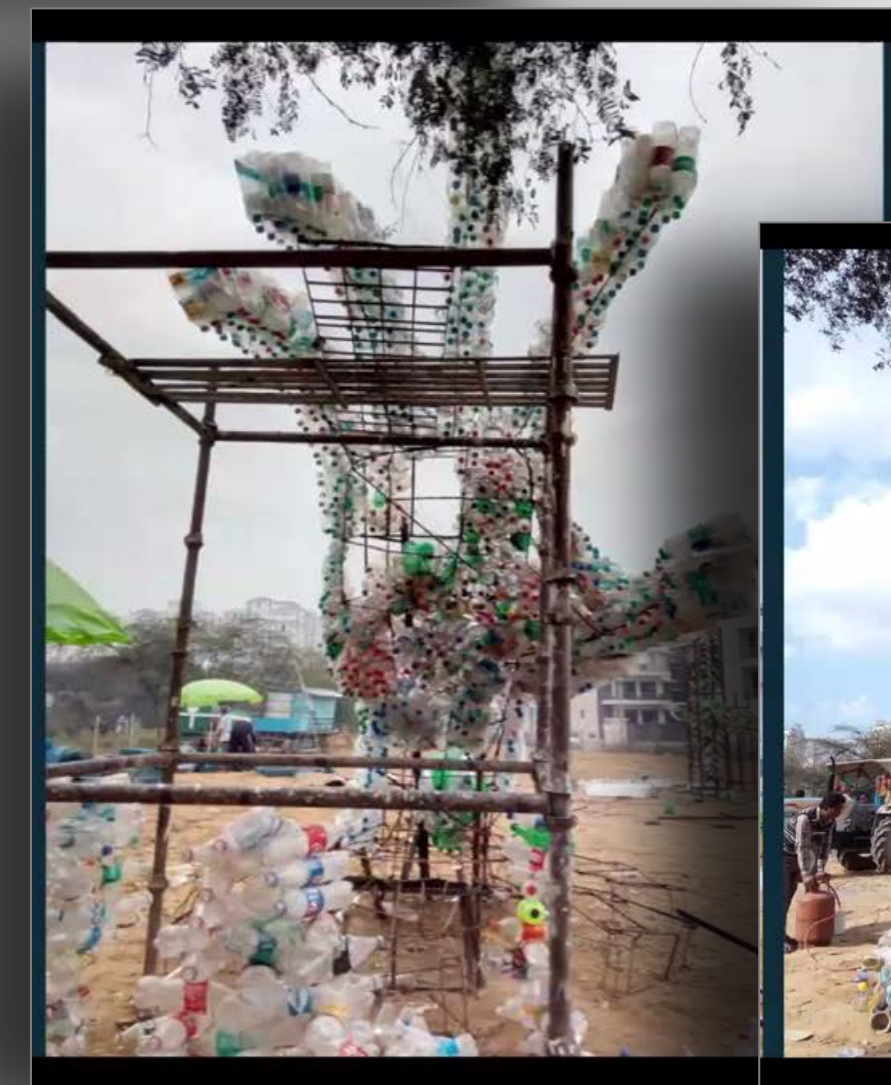
Documentation of the underwater installation and coral growth through a series of short videos to be screened on the land sculpture

Environment based Art Festival to facilitate the screening of the film, the sculptures, sale of the book, musical performances across different cities along India's coastline

Sculpture ONE – A screaming fish that emerges through an oil barrel highlighting the trauma and destruction of our thoughtless acts



Sculpture TWO – To be made in October 2022 and will be interactive, allowing visitors to add a piece of plastic waste to the sculpture



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OUR ARTISTS FOR THE SCULPTURES



MIDHUN MOHAN

A multimedia Artist in Painting, Sculpture and New media installations and collaborations with Theatre, Cinema and Games.



RAMKUMAR KANNADASAN

An Indian contemporary artist and sculptor and recipient of the Lalit Kala Akademi Scholarship and National Award, Junior Fellowship from the Ministry of Culture and an All India Gold Medal Award by Prafulla Dahanukar Art Foundation.



POOJA GUPTA

A multimedia artist with a specialist interest in ecology and wildlife conservation, she uses her skills in design thinking to develop multimedia content for science education.

THE CORAL WOMAN IMPACT PROJECT

CALL TO ACTION

HOW YOU CAN BE A PART OF THIS JOURNEY



Adopt a piece, or the entire underwater sculpture, and become a Blue Ambassador for Marine Restoration



Fund the land sculpture and present this artistic endeavour across the country which will be complimented by Coral Woman screenings, discussions and social activism.



CONTRIBUTORS TO THE PROJECT'S SUCCESS



- Supported by Indian Documentary Foundation. Art Residency partially funded by Inlaks Take-Off Grant, Pardicolor, Hyundai – Art for Hope Grant, Awesome by the Water Grant and Exposure Labs. Partnered by SotoHaus and Coastal Impact.
- A website www.coralwoman.com created by 1Gen and Rivev as well as Webinars partnered by 1Gen and Alliance Francaise
- An illustrated children's book created by Avid Learning, written by Lubaina Bandukwala, illustrated by Sanket Pethkar and published by Harper Collins

THE CORAL WOMAN IMPACT PROJECT

THANK YOU



JEFF ANDERSON PRES