

## THE BRIEF CHALLENGE

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How do you reimagine humanity's view of the ocean, so that more people start believing in its fundamental importance to life on Earth and are inspired to act accordingly?

Client: UNESCO's Intergovernmental Oceanographic Commission (IOC)





truth:

The most exciting thing about the Earth is not even on Earth.

We only explored 5% of the ocean\*

\*The data is derived from research conducted between 2000 and 2017 to support the development of accurate visual representations.





95% IS YET TO EXPLORE





**95% unexplored**  
WILL WE POLLUTE BEFORE WE DISCOVER?







only 5%  
has been  
explored



only 5%  
has been  
explored