

Progetto Coralla Mib



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Corals are part of the cnidarian family, that is named after the cnidocyte cell that makes them capable of stinging. They have mouth, tentacles and gastric cavity, like jellyfish.

The thing that makes them really particular are the zooxanthellae, which are microalgae that grow in the mesoglea and that through symbiosis allow them to feed themselves auto sufficiently. The water gets too hot these microalgae stop working, so the corals are sick and remove the zooxanthellae from their bodies because they consider them sick and useless. This causes the corals to turn white because the zooxanthellae give them their colour and they cannot provide enough food for themselves without them. At this point other organisms start wanting to grow on them and the corals don't have enough energy to remove them, so they die.

To survive, corals need a very specific temperature, neither too cold nor too hot and a lot of light -buildings and cloudy water cause shade and the light cannot reach the microalgae- so the corals die.

There are several possible dangers for corals: fish farms, that need food and cause waste, therefore making the water filthy, boats that sometimes run into them because the corals stay in shallow waters or they make all the dirt and sand rise from the sea floor with the anchor or divers and people who snorkel maybe run into the corals with their fins and then kill them without realizing it.

Other dangers include parrot fish since it eats corals, but they are in turn eaten by sharks so the natural balance is not affected. Starfish eat corals normally, but for example the horn crown sea star came to Indonesia and Polynesia and started eating corals, with no predators that eat it, so it eats all corals without being disturbed by anyone, and that's a huge problem. Sometimes the corals also compete between one another for more space to grow, sometimes there can be dangerous sponges that grow on corals and obviously corals, like us, can catch diseases and viruses that harm their health.

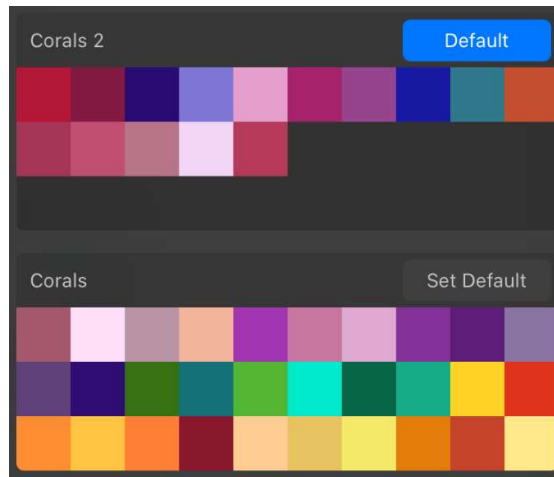
Another big problem is fishermen's nets that either break the coral (in which case it probably dies), otherwise the coral breaks the net and the broken net lays on the coral, so that net becomes a substrate on which algae or other organisms can grow, in which case then the algae block the light that the corals need to survive and then the corals as a consequence die.

For this project I was inspired by the magnificent colours of the corals which are really spectacular considering that they aren't man-made, and of the splendid crystalline waters in which the corals live.

My idea is to start a collaboration with a brand that is already very famous, I used Gucci as an example, and to create a clothing line using only sustainable materials. Since usually Gucci is not a low-priced brand, it wouldn't be weird if the items costed a bit of money, and some of the money made could be donated to associations and organizations that help researching new and alternative methods to prevent corals from bleaching and dying. The label of the clothes would have a lot of information on corals and ways to help this horrible situation and to help people raise awareness since not many people seem to know or care about this problem. We could also include some small things you can do to help in your daily life even if it's little things like not littering or trying to recycle as much as possible.

I drew a sketch of a possible item in this clothing line, I chose to draw an example of a t-shirt.

My inspirations were of course the wonderful colour of corals, in fact I took the samples of colour directly from images of corals, and these are the palettes I came up with to use on my design:



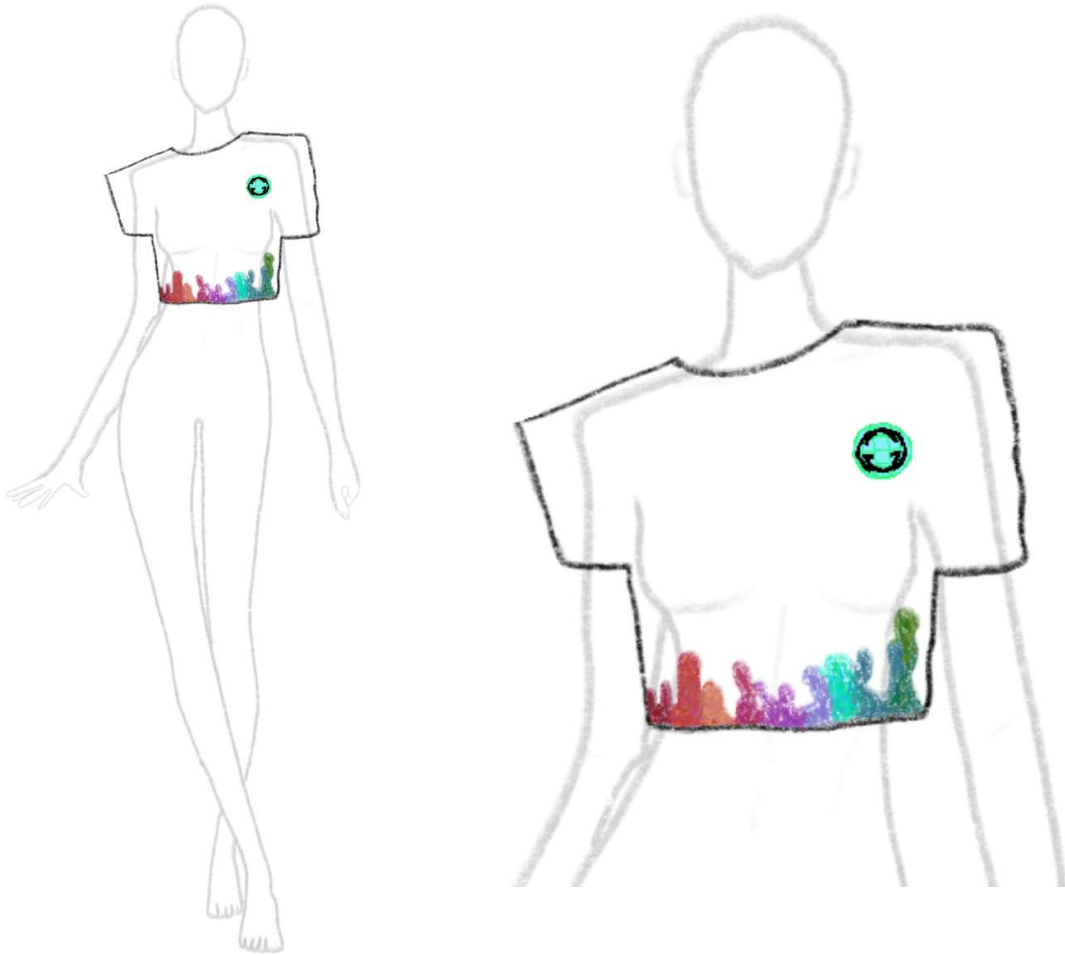
These are some of the pictures I took these colours from:



This was the final sketch without colours:



This is the final sketch with colours:



The Gucci logo I drew is the Gucci Equilibrium logo, because doing some research I found out that Gucci started this initiative to use more renewable and sustainable energy and materials both in their stores and during the production of their clothing items. I think my project would be a great way for Gucci to amplify their initiative.



1 The original Gucci Equilibrium logo