

# | THE SEA WITHIN |

AN IMMERSIVE MUSICAL UNDERSEA EXPERIENCE  
WITH ANIMATED PROJECTIONS

Which raises awareness of the coral reef crisis  
while providing a platform to discuss and create solutions

to be presented at

ART WITH ME  GNP®

by Canadian Artist AMY FRUEH

for



Beyond Coral Foundation is a registered, tax exempt, non-profit organization



## THE WORLD'S CORAL REEFS FACE IMMINENT DANGER DUE TO HUMAN ACTIVITY & CLIMATE CHANGE

Coral reefs support a quarter marine life and 90% of them are on track to be eliminated by 2050 —WWF 2018 report

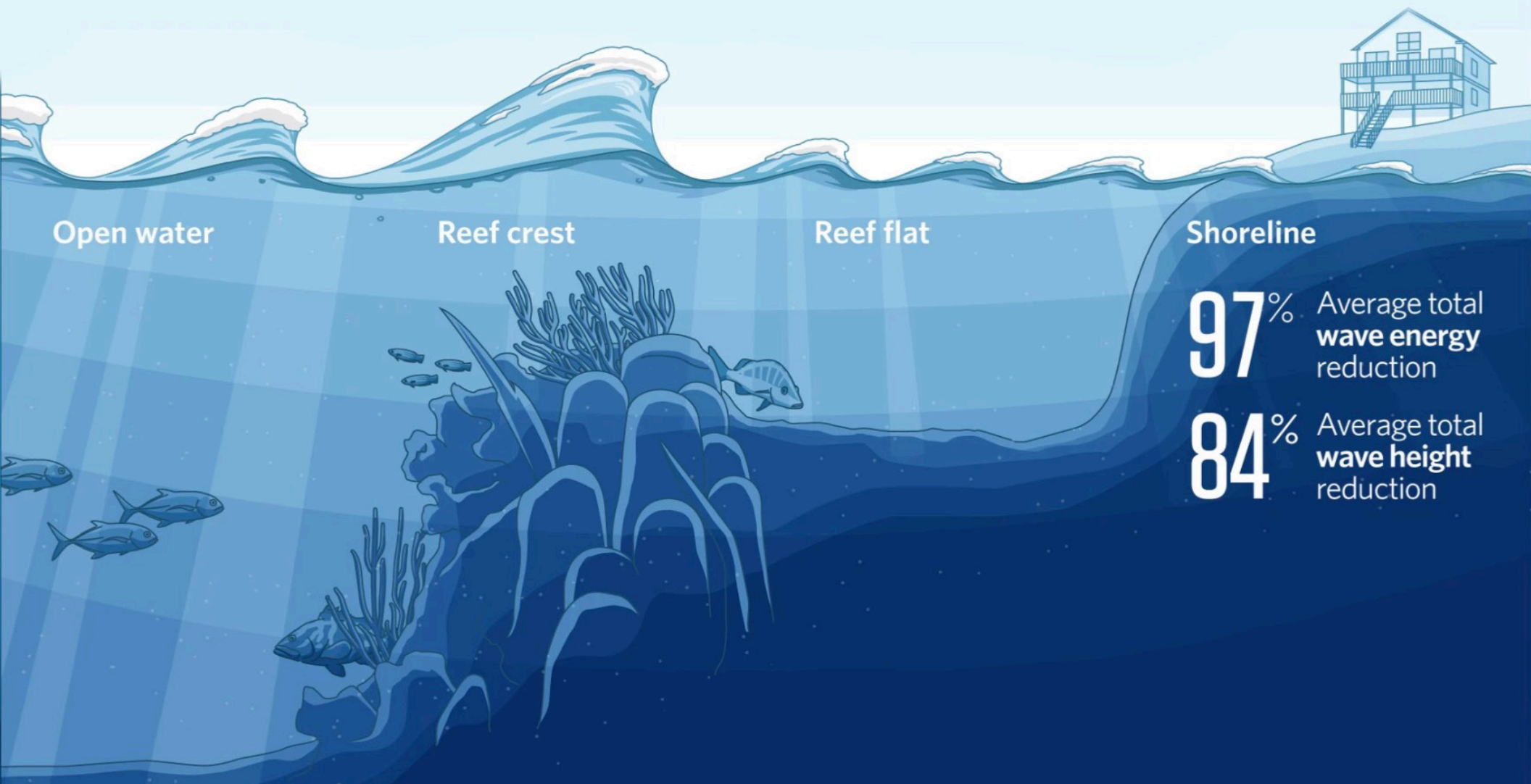
When reefs are damaged or destroyed, the absence of this natural barrier can increase the damage to coastal communities from normal wave action and violent storms —National Ocean Service America

The causes of coral cover decline [in the Mesoamerican Reef] include overfishing, coastal development and associated pollution and rising sea temperatures —Royal Society Open Science 2019

Coral reefs represent less than 1% but are home to 25% of all marine life on the planet. In fact the variety of life supported by coral reefs rivals that of the tropical forests of the Amazon —WWF 2018 report



FOR MEXICAN CARIBBEAN COAST, WITH AN ANNUAL TOURISM  
ECONOMY OF \$10 BILLION USD, CORAL REEFS CONSTITUTE A  
NATURAL BARRIER AGAINST FLOODING FROM HURRICANES  
—FRONTIERS IN EARTH SCIENCE 2019





THE VISION

ONLY TOGETHER CAN WE SAVE  
THE MESOAMERICAN REEF

## | THE SEA WITHIN |

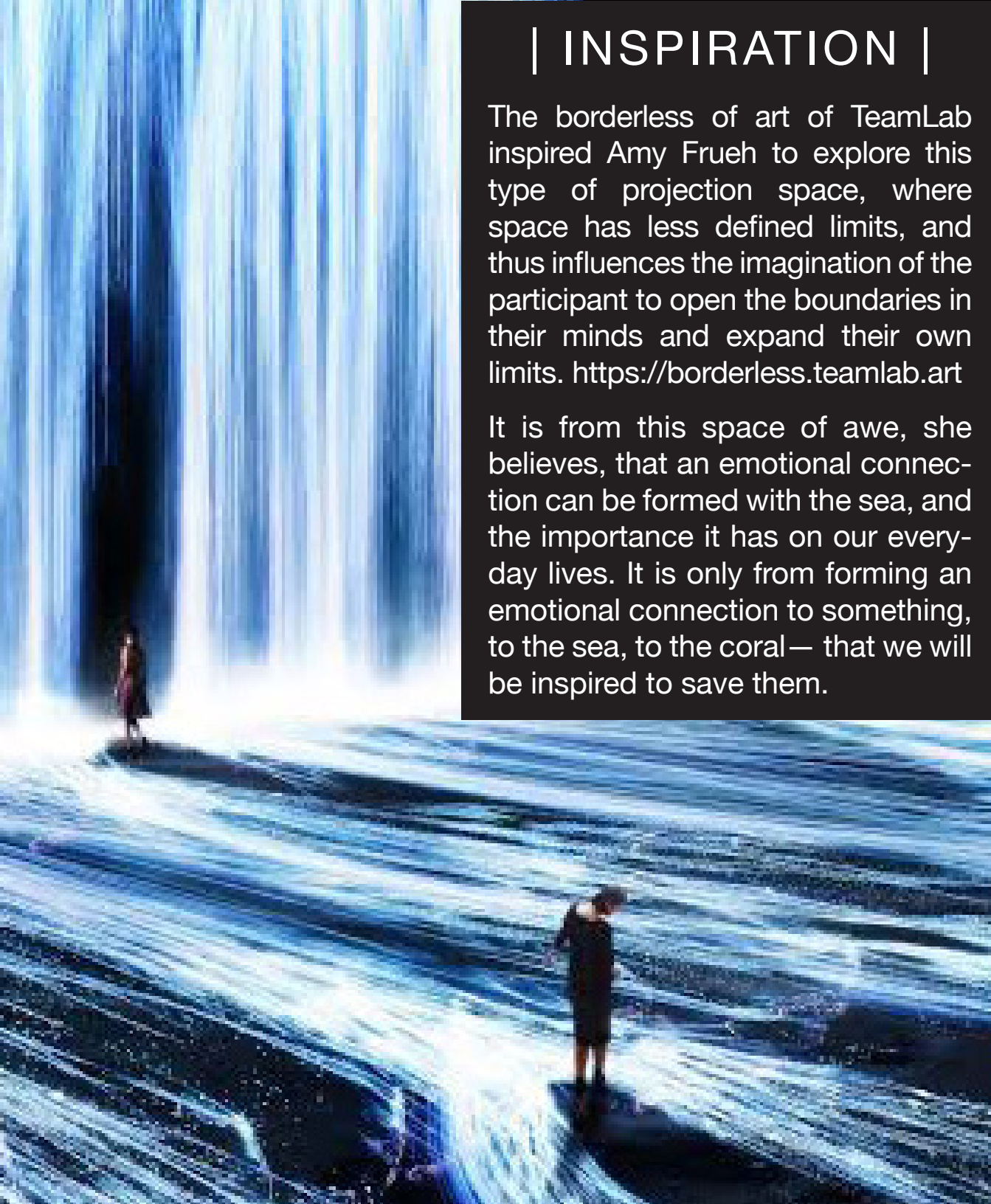
*The Sea Within* explores the secret side of coral—its propagation. The installation creates a surreal underwater experience of the coral spawning, taking the audience into an underwater landscape filled with sound, bubbles, and magic. The Mesoamerican Reef has degraded by 80% in the past 30 years, due to climate change and irresponsible human custodianship. *The Sea Within* installation seeks to inspire optimism within the audience and provide them with facts and real, concrete ways they can help the coral reef right here in Tulum.

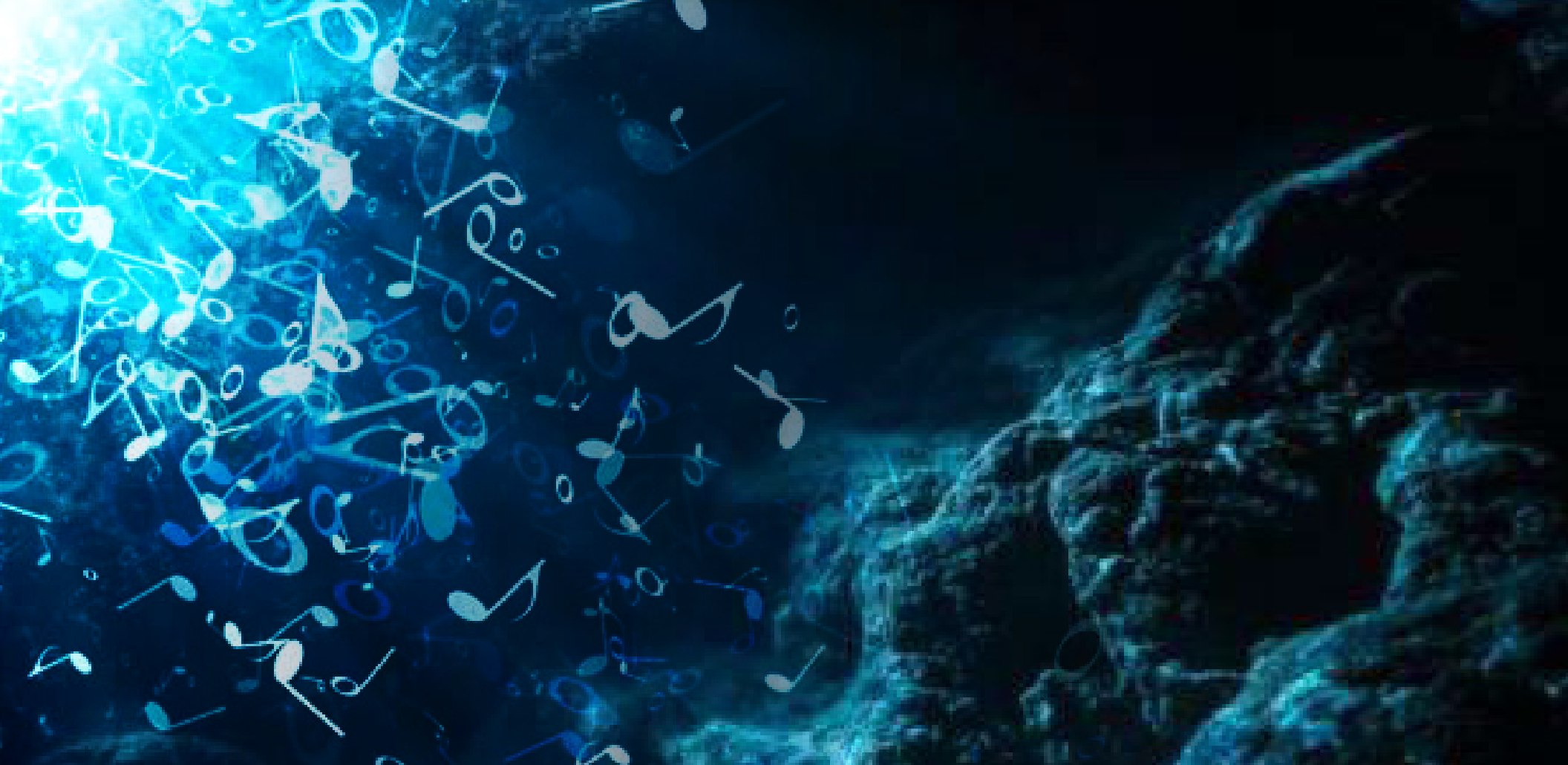


# | INSPIRATION |

The borderless art of TeamLab inspired Amy Frueh to explore this type of projection space, where space has less defined limits, and thus influences the imagination of the participant to open the boundaries in their minds and expand their own limits. <https://borderless.teamlab.art>

It is from this space of awe, she believes, that an emotional connection can be formed with the sea, and the importance it has on our everyday lives. It is only from forming an emotional connection to something, to the sea, to the coral — that we will be inspired to save them.





## | MUSIC |

Will O'Brien is working closely with Amy Frueh to create cinematic, classical music to add to the incredible ambiance of the installation.

Music plays an important role in the coral reef. Scientists were delighted to discover that fish sing together. "You get the dusk and dawn choruses like you would with the birds in the forest," says Steve Simpson, a marine biologist at the University of Exeter, UK.

In humans, findings suggest music's intense power may lie in the fact it is processed by the same ancient brain circuitry used to read emotion in our movement. That may explain why music has such power to move us — it's activating those deep-seated brain regions used to process emotion.



## | PROJECTIONS |

The Australian Institute of Marine Science has granted Amy Frueh access to all of their video footage of the coral spawning. She has chosen coral varieties that exist both in the Great Barrier Reef and the Mesoamerican Reef.

Amy Frueh will create a seamless video of the sea level rising up the walls of Mirador Tower (in Delek Hotel, Tulum) and the coral spawning for a complete undersea immersion experience.





## | IMMERSIVE MAGIC |

As the music hits its cinematic climax, the corals begin to spawn, releasing their ovum which float like bubbles upward.

From off in a corner of the space, a bubble machine joins in, the glowing, rainbow orbs floating along side the coral ovum in the projections. The audience is within the coral spawn itself! A symphony of sound, light, and tactility!



A photograph of an interactive floor installation. The floor is covered with a grid of square panels that are illuminated with a vibrant blue light. The light patterns on the panels create a sense of depth and movement, resembling ripples in water or a digital landscape. Several people's legs and feet are visible, walking across the panels, indicating the interactive nature of the installation. The overall atmosphere is dark and immersive, with the blue light being the primary source of illumination.

## | TOUCH PANEL FLOORING |

These programmable panels are touch sensitive and interactive. As the audience walks into the dark, silent space, they realize they are walking on water! What a way to realize you are in another world.



## | LOCATION |

*MIRADOR TOWER, DELEK HOTEL, TULUM*

at the heart of THE ART WITH ME FESTIVAL







## | ARTIST |

Amy Frueh

Amy Frueh is an emerging, multi-media Canadian artist. She has had great success with exhibitions and art festivals in both Canada, the U.S., and Mexico, including the Akumal Art Festival, the Essex Modern City Festival, and Art With Me festival.

Amy's subject matter is a balance environmentalism and surrealism, as she seeks to make what seems impossible possible.

Amy Frueh frequents Tulum, Mexico, where she helps Beyond Coral, an NGO working to restore the coral reef and related eco systems.



## | COMPOSER |

Will O'Brien

Will O'Brien is a composer based out of San Francisco, California. He writes music for piano and guitar that tell an emotional story and reach the hearts and the very core of his audience.

For *The Sea Within* experience, Will will be writing orchestral music, using the sound of the sea, piano, and abstract vocal elements to create an underwater magical soundscape in harmony with Amy's video projections.



## | NARRATOR |

Emiliano Shea

Emiliano Shea is a policy, governance and communication specialist based in Tulum who has worked for important think-tanks (OECD, IMCO) and different level administrations in Mexico. Emiliano is a co-founder of Beyond Coral Foundation, a not-for-profit organization that seeks to protect and restore the reef through art, science, and storytelling. He works as a strategist for the organization and he loves to be involved in projects that inspire others in the creation of sustainable public value.



## | EXTRA PROGRAMMING |

*The Sea Within* will have the greatest visual impact at night, so Beyond Coral has helped Amy Frueh organize a series of influential talks, workshops, and performances to take place in the daytime at their location in Delek Tower, including:

- Live mermaid body casting by NGO 1000 Mermaids, with model Anna Matthews
- Talks with local specialists and scientists on the Mesoamerican Reef and related systems
- An Exhibition and presentation on that state of the coral reef in Tulum, from the divers monitoring them
- A Dragon Dreaming Environmental Visualization Meditation
- Performance art by international artists Heartribe







[CLICK HERE TO LEARN MORE ABOUT  
THE 1000 MERMAIDS PROJECT](#)





[CLICK HERE TO SEE A PREVIOUS PERFORMANCE  
BY HEARTRIBE AND BEYOND CORAL](#)



# 2019 AFTERMOVIE



[CLICK HERE TO VIEW](#)



[CLICK TO SEE AMY FRUEH'S 2019 ART WITH ME SCULPTURE](#)



# THE POWER OF SOCIAL GOOD



**55%**

of online consumers would pay more for products or services from companies committed to positive social and environmental impact.



**92%**

of millennials demand that brands seeking to connect with them be ethically and socially aware.

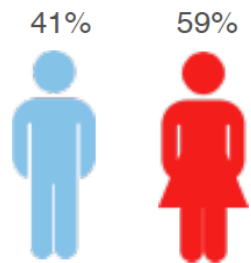
***THE SEA WITHIN*** OFFERS BRANDS A DIVERSE PLATFORM TO SUPPORT SOCIAL, CULTURAL AND ENVIRONMENTAL IMPACT.



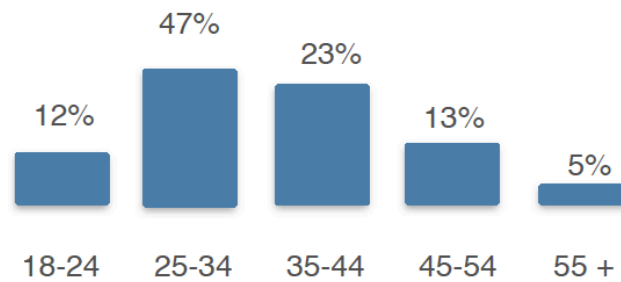
# OUR AUDIENCE



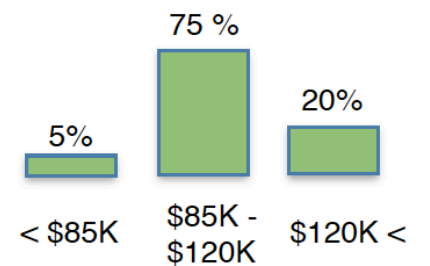
TOTAL ATTENDANCE 2018-2019  
+16.5k



AGE

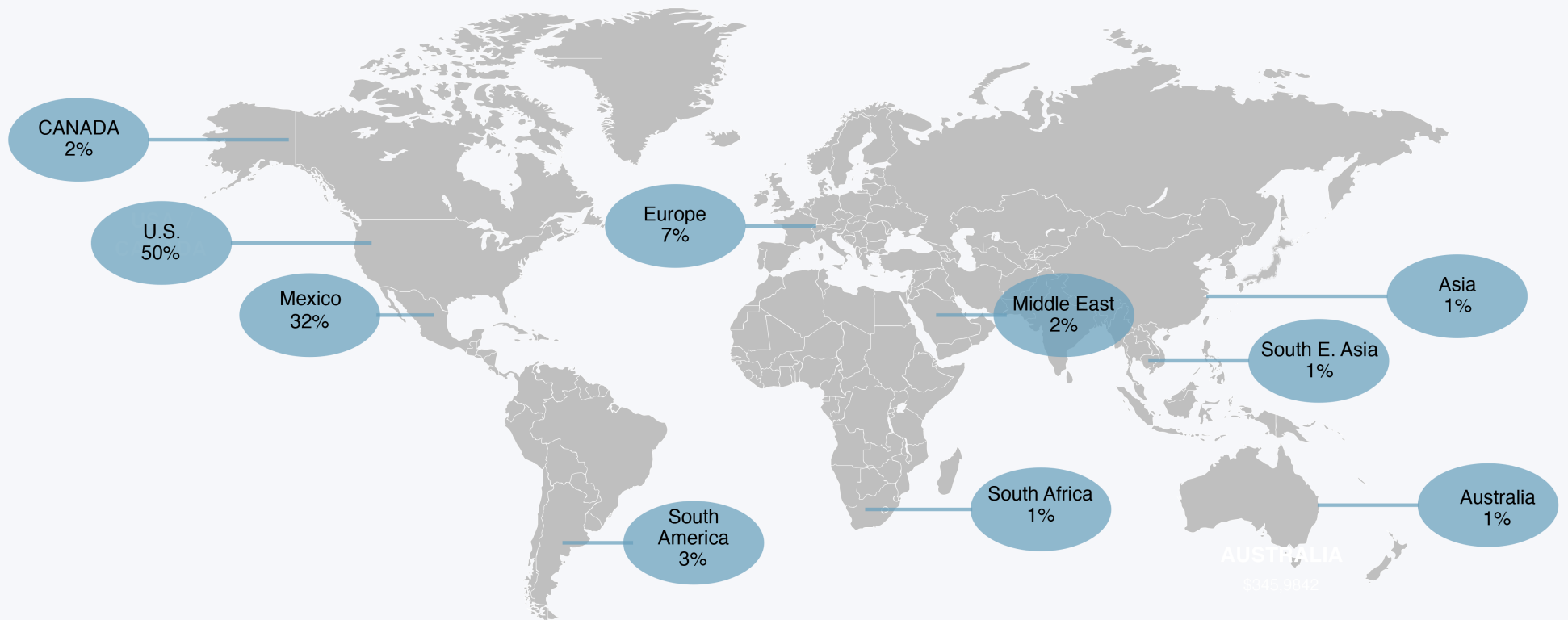


AVG. INCOME





# OUR ART WITH ME AUDIENCE



ART WITH ME'S AUDIENCE CROSSES CULTURAL BOUNDARIES WITH ATTENDEES INCLUDING AFFLUENT GLOBAL TRAVELERS, ARTISTS, ENTREPRENEURS, AND ACTIVISTS REPRESENTING OVER 27 COUNTRIES.

## FOR *THE SEA WITHIN*

## | SOCIAL MEDIA REACH |



Amy Frueh — 1700

Beyond Coral — 444

Delek Tulum — 17,100

1000 Mermaids — 4,442

Model Anna Matthews (body casting model) 53,800

Heartribe featuring Krien and Merante — 4539

Photographer Peter Ruprecht — 119,000

Miami Body Cast, — 13,400



Over 60,000

**TOTAL REACH FOR *THE SEA WITHIN*  
PROJECT: 77,176,563**

## 2019 EXPOSURE ART WITH ME

PR — 54,494,072

Instagram — +500,000

Influencers — 4,697,849

Facebook & Instagram ads — 4,532,417

Billboards — 12,600,000

Street Display — 12,800

Email — 65,000

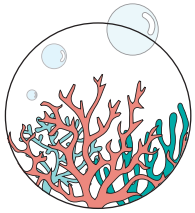
**TOTAL AWM IMPRESSIONS: 76,902,138**



An underwater photograph of a coral reef. The water is a clear, vibrant blue. In the foreground, there are several types of coral: a large, dark, branching coral on the left, and a large, white, fan-shaped coral in the center. To the right, there are some green, leafy corals. The background shows more coral and the surface of the water with some light reflections.

Help us bring  
***THE SEA WITHIN***  
to  
**Art With Me 2020**  
and our global audience

# | HOW YOU CAN HELP AND WHAT WE CAN OFFER |



## | ALL THAT AND THE WHOLE REEF SPONSORSHIP || \$5K USD |

**Package includes - VIP festival tickets, Private Dinner,  
Brand & Logo Promotion to a Global Audience**

- First place logo placement on video credits with estimated 79K+ views worldwide
- Video created by Art With Me for *The Sea Within*
- Two VIP passes for Art With Me 2019 - value \$1362 USD
- Luxury accommodation at Boutique Beach Hotel
- Logo / thank you placement on signage for artwork
- Private dinner at Tatewari restaurant with Beyond Coral and advanced viewing of *The Sea Within*, with LIVE musical performances by Will O'Brien and vocals by Amy Frueh
- Logo and mention on coverage on social media and mention in press materials - reach 77 million
- Featured in notable magazines, newspapers and street art blogs - Art With Me 2018 garnered over 300 MILLION GLOBAL PRESS IMPRESSIONS



## | ANGELFISH SPONSORSHIP || 2.5K USD

**Package includes - Brand & Logo Promotion to a Global Audience.**

- Second place logo placement on video credits with estimated 79K + clicks worldwide
- Video created by Art With Me for *The Sea Within*
- General Admission pass for Art With Me 2019 - value \$364 USD
- A minimum of three shout outs / thank you on social media - total reach 79k +
- Featured in notable magazines, newspapers and blogs - Art With Me 2018 garnered over 300 MILLION GLOBAL PRESS IMPRESSIONS

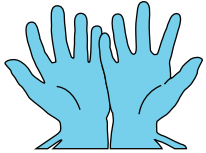




## | SEA TURTLE SPONSORSHIP || 1K USD

**Package includes - Brand & Logo Promotion to a Global Audience.**

- Third place logo placement on video credits with estimated 79K + clicks worldwide
- Video created by Art With Me for *The Sea Within*
- Featured in notable magazines, newspapers and blogs - Art With Me 2018 garnered over 300 MILLION GLOBAL PRESS IMPRESSIONS



## | HELPING HANDS IN-KIND SPONSORSHIP |

**We are looking for support such as dive & research trips, audio/visual equipment / accommodation / support with local travel, & gear (snorkel /dive/apparel).**

**In exchange we can offer:**

- Logo Placement on video credits
- Shout outs on Social Media Channels
- Product Promotion on Social Media Channels

SPONSORING  
***THE SEA WITHIN***  
IS EASY  
&  
TAX-EXEMPT WITHIN THE U.S.

**CLICK HERE!**



Beyond Coral Foundation is a registered, 501(c)(3) tax exempt, non-profit organization with projects in the United States and Mexico. Our partners are community rangers working on a project with the Mexican Caribbean Biosphere Reserve since 2018 and have current AGRRA Certification for the documentation and monitoring of corals in the Mesoamerican Reef.







## | CONTACT |

### **AMY FRUEH**

Website: [www.amyfrueh.com](http://www.amyfrueh.com)

Instagram: [@amy\\_frueh](https://www.instagram.com/amy_frueh)

Email: [amy.c.frueh@gmail.com](mailto:amy.c.frueh@gmail.com)

Whatsapp: +1 647 462 7259

### **BEYOND CORAL FOUNDATION**

Website: [www.beyondcoral.com](http://www.beyondcoral.com)

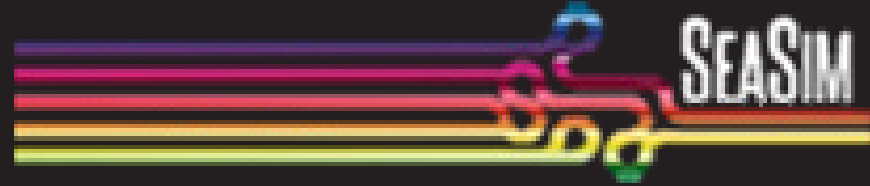
Instagram: [@beyondcoral](https://www.instagram.com/beyondcoral)

Email: [beyondcoral@gmail.com](mailto:beyondcoral@gmail.com)

Whatsapp: +1 240 994-9912



AUSTRALIAN INSTITUTE  
OF MARINE SCIENCE



DELEK  
TULUM

ART WITH ME  GNP®