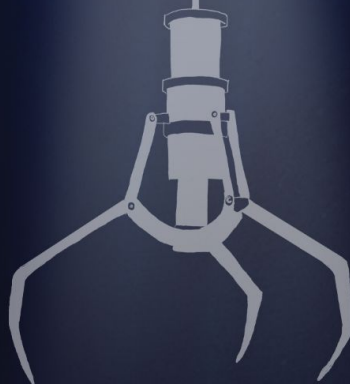


POPCult presenta **ABYSS
CLEAN UP**

UN FILM DI IGOR D'INDIA



GENRE: documentary | FORMAT: 4k - dolby 5.1 | DUR. 1x72' and 1x53'
trailer: <https://vimeo.com/747977523/1cc7572f93>



ABYSS CLEAN UP

SYNOPSIS

More than 90% of the waste that ends up in the sea sinks. The devastating impact of marine litter is now a worldwide phenomenon, and filmmaker Igor D'India is engaging Sea Shepherd and CNR (National Research Center) scientists to seek a solution to this almost unknown aspect of the environmental crisis, starting from his homeland Sicily (Italy). He will employ both divers and wire-guided robots (ROVs) capable of descending to depths of -600mt to search for marine litter and try to find a solution to clean up.

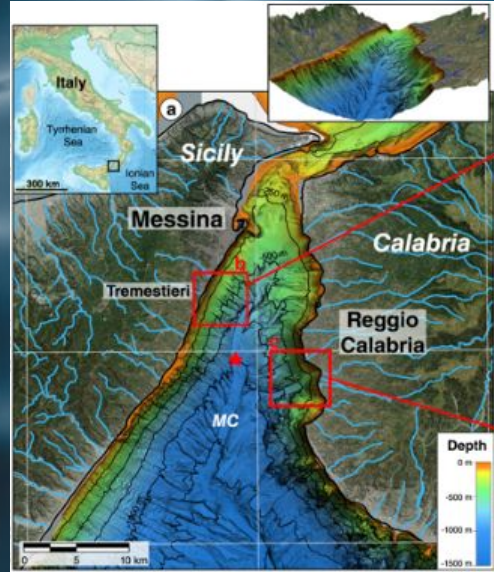


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STARTING POINT

In 2016 CNR and The Sapienza University of Rome in Italy published research about massive benthic litter funnelled to the deep sea in the Strait of Messina.

The waste they found in underwater canyons, employing the use of a sophisticated ROV, is not an isolated case, but according to the scientists is part of a phenomenon also found in different parts of the world, from Gibraltar to Nice, from Korea to Africa.



At the end of June 2023, the CNR scientists helped the filmmaker in his last big mission at -600m in the Strait of Messina, giving a solid scientific base to the documentary.

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LOCATIONS

SICILY

- Palermo: a few kilometers from the Sicilian capital there are two dumps well known to divers. Both are very representative of the shallow water dumps (within -20 mt) found in front of our coasts. From tires to fishing nets here are objects that are dumped directly into the sea by criminal hands.
- Strait of Messina: this is a deep narrow stretch of sea (about -1500mt), that it is also heavily trafficked by ships and ferries. Dozens of torrential channels flow here, which not only periodically pour tons of garbage, but also contribute to its sinking into the depths (thanks to underwater canyons carved by the same torrents over the centuries). Waste was observed here by our team at -600mt.

LIGURIA

- Varazze: just a few kilometers from Genoa in 1970, 1,500 cars were destroyed in a flood that devastated the Ligurian capital and they were dumped into the sea. The cars were first reclaimed by FIAT and then discharged into the sea by huge barges in order to repopulate fish into a muddy underfished seabed area. What we see on the seabed today, however, is chilling.
- Ligurian Sea: this is home to many cetaceans and whales, which in the film represent "the beauty to be saved," which is worth fighting for every day.

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STORYTELLING

ADVENTURE

Identifying garbage dumps at the bottom of the sea is not easy. Even more complex and risky is trying to remove them. The film's protagonists are not actors, but divers and technicians who put themselves on the line in sometimes risky operations.

SCIENCE AND TECHNOLOGY

Science and advanced technology cannot be excluded from this story. The film involved CNR marine geologists, marine biologists, as well as robotics engineers. State-of-the-art experimental robots and ROVs were tested.

ENTERTAINMENT

The visual narrative of this story is highly spectacular, striking the viewer with a stark beauty/environmental decay contrast. It is also a story shot in Italy, but one that affects the whole world.



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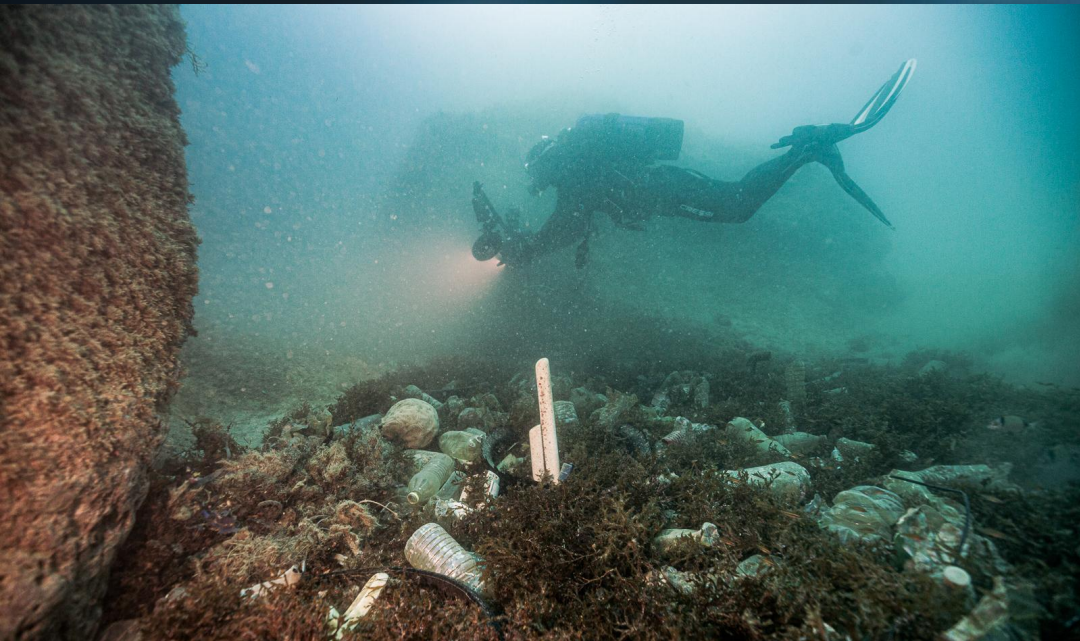
AUDIENCE

Media attention is very highly focused on Green topics right now. The movie is a special occasion for sea lovers to see an undiscovered point of view.

The adventurous narrative is capable of engaging a young and very young audience, although the topic of sustainability and environmental conservation now also interests older people.

Over the past few years, Igor D'India has spoken about the Abyss Cleanup project with middle-secondary school students, college students, as well as adults who are passionate about diving and outdoor activities.

The level of public attention has always remained high. People involved are interested in how they can contribute to the cause with small daily actions.



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DIRECTOR'S NOTE

HOW IT ALL STARTED

In 2019, I happened to read a scientific publication by Italian scientists that reported alarming data about the accidental discovery of a huge accumulation of litter at over -1000mt in the Strait of Messina.

According to scientists, this phenomenon called "marine litter" could affect all stretches of coastline in the world where there are rivers in front of marine canyons, close to highly populated urban areas. I already was into protecting rivers and seas and I decided to look into it. I had no idea of the path I would have to take to complete this film.

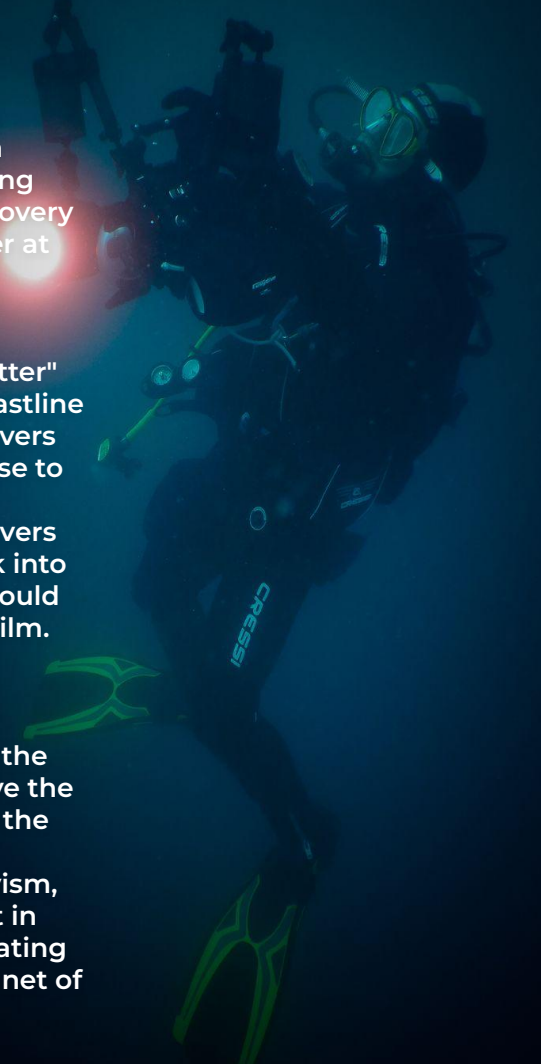
THEME

The main theme is first and foremost a shared mission. All the people involved in the film have the same commitment: to protect the sea and its inhabitants from ourselves, through study, activism, and daily actions. This concept in the film is summarized as "creating a net of life, as opposed to the net of death."

VISUAL STYLE

The film is shot with very different techniques, from vlogging to a more cinematic style, but it is never static.

We used the tripod only in a couple of scenes. This, combined with the multiplicity of cameras used, from film cameras to small ROV cameras, from action cameras to 360 underwater cameras, will give the viewers a chance to see marine exploration as they had never imagined it.



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PRODUCTION NOTES

The *Abyss cleanup - THE FILM* project was created to raise awareness of seabed pollution and possible techniques/strategies to combat it.

The first shooting was in the difficult and troubled 2020 and despite the ongoing pandemic a number of useful goals for the making of the FILM were achieved.

Foremost among these was the creation of a team of divers, fishermen, photographers and video operators in both Sicily and Liguria, the film's main locations. This also made it possible to have a concrete impact on the environmental level as well since the people involved still continue their activity of cleaning the seabed independently and voluntarily.

Hand in hand with the creation of the working team, a network was built between the project's scientific partners (The Sapienza University of Rome, CNR, Menkab, The Institute of Robotics of Pisa) and the collaboration between the municipalities of Terrasini and S.Flavia (PA) to organize waste collection and disposal. During the filming, 5 waste collections were organized and carried out in two Sicilian locations with about 5 quintals (500 kg) of waste removed from the seabed from -5mt to - 22mt depth. At greater depths, explorations were made by wire-guided ROVs, starting with documentation of the "car site" in Varazze (Liguria) at -60mt.

Waste collection tests were also carried out with National geographic explorer Marcello Calisti's "crab" Silver 2" robot at -15mt. Video and photographic material from these operations, along with interviews with experts, will help the audience better understand the issue of marine litter and possible solutions.

The film received support from the Sicily Film Commission, and technical partners include Sea Shepherd Italy, which provided the ship for the latest and most complex mission in the Strait of Messina.

In this very deep stretch of sea, the Abyss Clean Up crew went together with Dr. Martina Pierdomenico of the CNR and the crew of Sea Shepherd's M/Y Conrad in search of waste accumulations at -600mt.

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DIRECTOR'S BIO

Igor D'India (Palermo, 1984) is a videomaker and documentary filmmaker specializing in outdoor and adventure.

From 2005 he has made reportages in war zones, participated in the Mongol Rally and the Africa Rally, descended rivers on three continents by canoes and raft, and lived alone for a month in an underground cave. He has worked on ocean racing sailboats, in remote areas of Alaska, in jungles and he is specialized in underwater filming.

As an author he worked on documentaries and docu-series distributed by La Gazzetta dello Sport (DVD, The Yukon Blues), DeeJay TV, Amazon Prime Video (The Yukon Blues and The Raftmakers), Sky Sport (Andrea Fantini: ocean target), National Geographic.

He has worked as a video operator for: Rai 4, Mediaset, Redbull TV, National Geographic.

He is currently sponsored by: CRESSI, EASYDIVE, GARMIN.



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COMPANY PROFILE



POPCult is an independent production company active since 2007 that since its inception has specialized in creative documentary and TV series. It was born as a project to enhance the value of a group of freelancers, with established experience, who have been working together for a long time in the field of audiovisual and moving image.

POPCult has a special bond with the public that is already clear from its name: POPCult is a POPular and CULTural, spontaneous creative and independent production house. It produces for television and film and for some years now also for multimedia, web and animation. Over the years, it has been able to distinguish itself in the market by producing with low budgets authoritative and quality audiovisual productions with professionalism and passion as a craftsman.

POPCult works with major national and international television networks and distributors. Its productions have been sold in Finland, Sweden, Estonia, Portugal, France, Czech Republic, Qatar, Canada, Brazil, and Russia. It is present in major markets such as Sunny Side of the Doc (France), MIPTV (France), IDFA (Netherlands), Hot Docs (Canada), Latin Side of the doc (Argentina). Among the televisions besides the Italian ones such as RAI2, RAI3, NatGeo, Current TV, Sky Italia, also foreign televisions such as: YLE (Finland), Aljazeera (Qatar), Swedish Broadcasting Channel and SVT (Sweden), TSI (Switzerland), PRESS TV (Iran), KTO (France), Blue Brasil (Brazil), Russian History Channel (Russia).

The works produced by POPCult have also been selected in major festivals and won numerous awards and special mentions both in Italy and abroad. Its latest production *CONNECTION* was premiered at Jihlava Film Festival, Cinemambiente and won the Filmmaker United International Film Festival (FUIFF).