

BELUUGA

STUDIO
M

THE TEAM

BLAKE



TROY



JOHN



LETS TAKE A LOOK

AT THE

BIG

PROBLEM

An aerial photograph of a large-scale cleanup operation in a body of water. The water is a deep blue, and the sky is a lighter blue. A large, circular, semi-transparent globe with a grid pattern is centered over the image. The globe is partially obscured by the text 'PLASTIC'. The water is filled with a massive amount of plastic waste, including bottles, bags, and other debris. A long, yellow, mesh-like structure, possibly a floating barrier or part of a cleanup system, stretches across the bottom of the frame. The overall scene is one of environmental devastation and the scale of plastic pollution.

PLASTIC



IS



EVERYWHERE



THE OCEAN CLEANUP

THE FOUNDER - BOYAN SLAT





WHAT DO WE DO WITH
ALL THE PLASTIC?

MAKE **NEW** STUFF.

THE PROCESS



SORT



SHRED



REFINE



RECYCLE

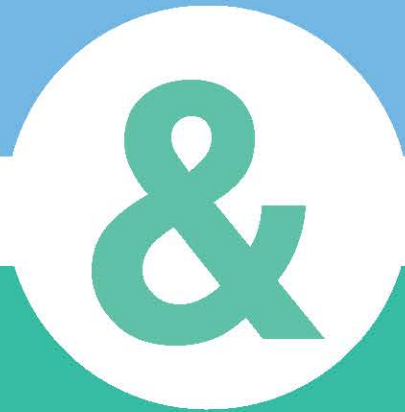


BUT WHAT

OF STUFF?

HOW CAN WE USE THIS MATERIAL TO

EDUCATE



ELIMINATE

THE PROBLEM

HOW IT ALL
STARTED



DURING OUR SEARCH FOR
NEW FURNITURE IN IKEA
FOR OUR STUDIO IN LAWRENCE, KS,



WE BEGAN TO

**Think
Wrong**

...

M



LET'S
TURN
ON



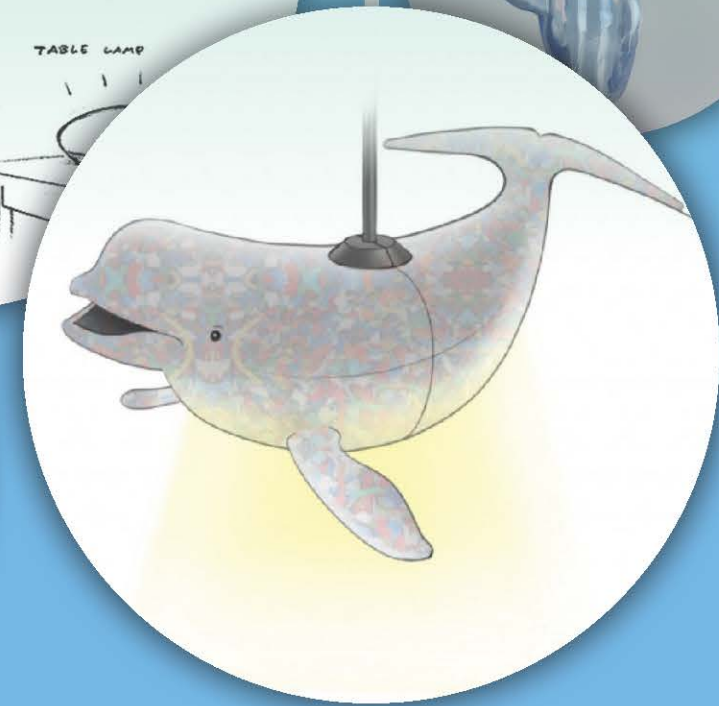
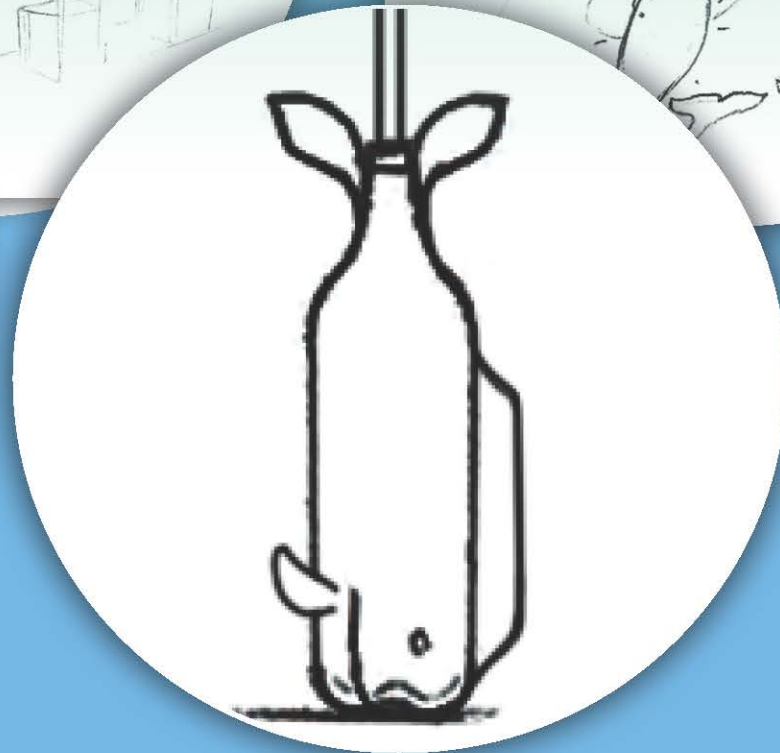
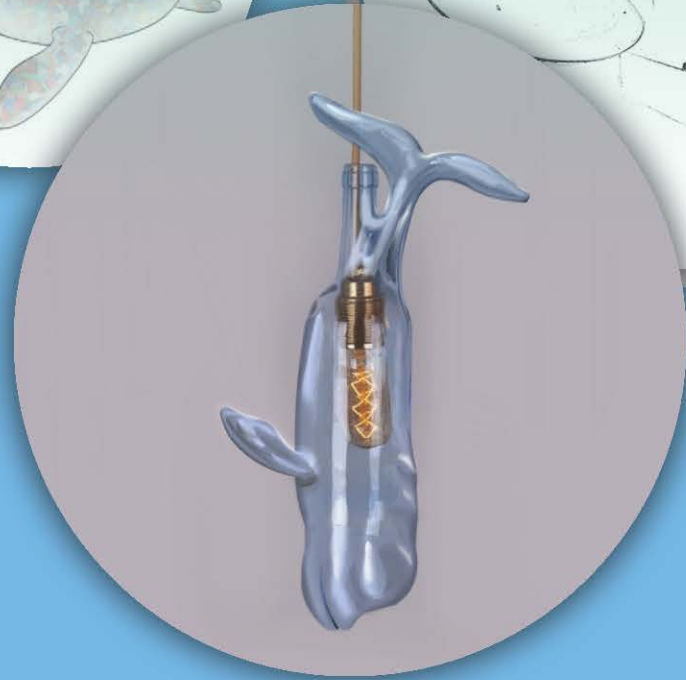
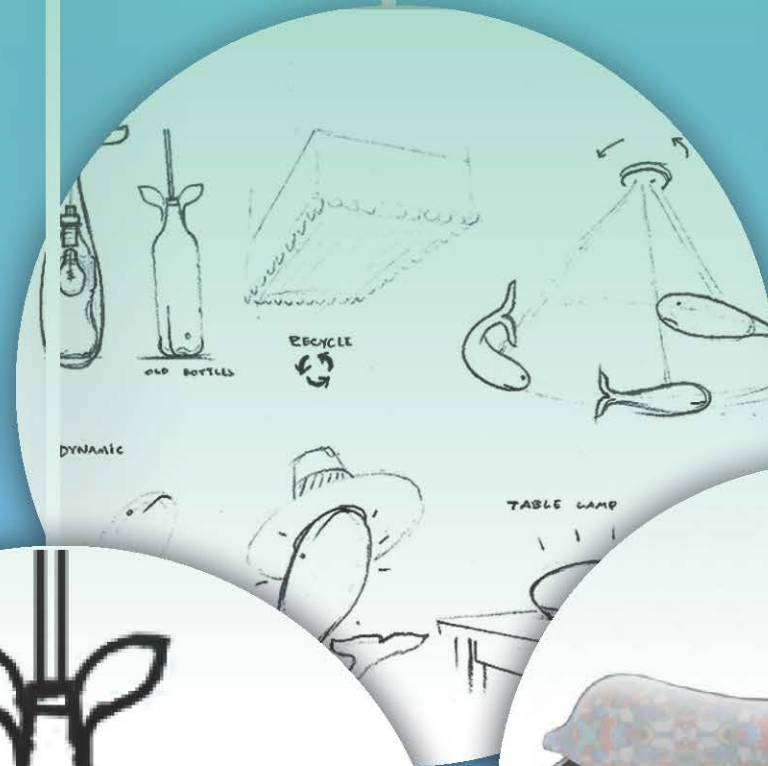
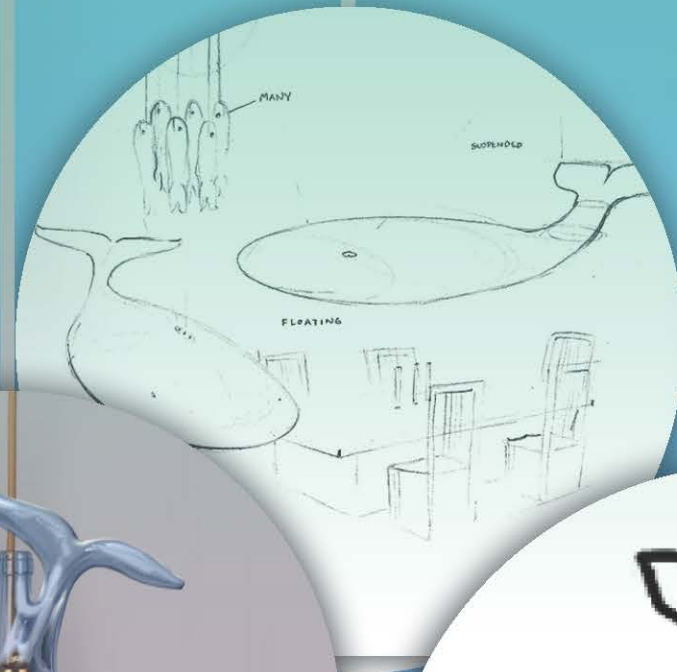
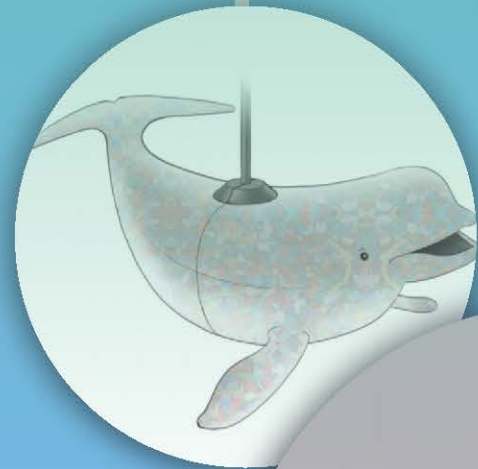
THE
LIGHT

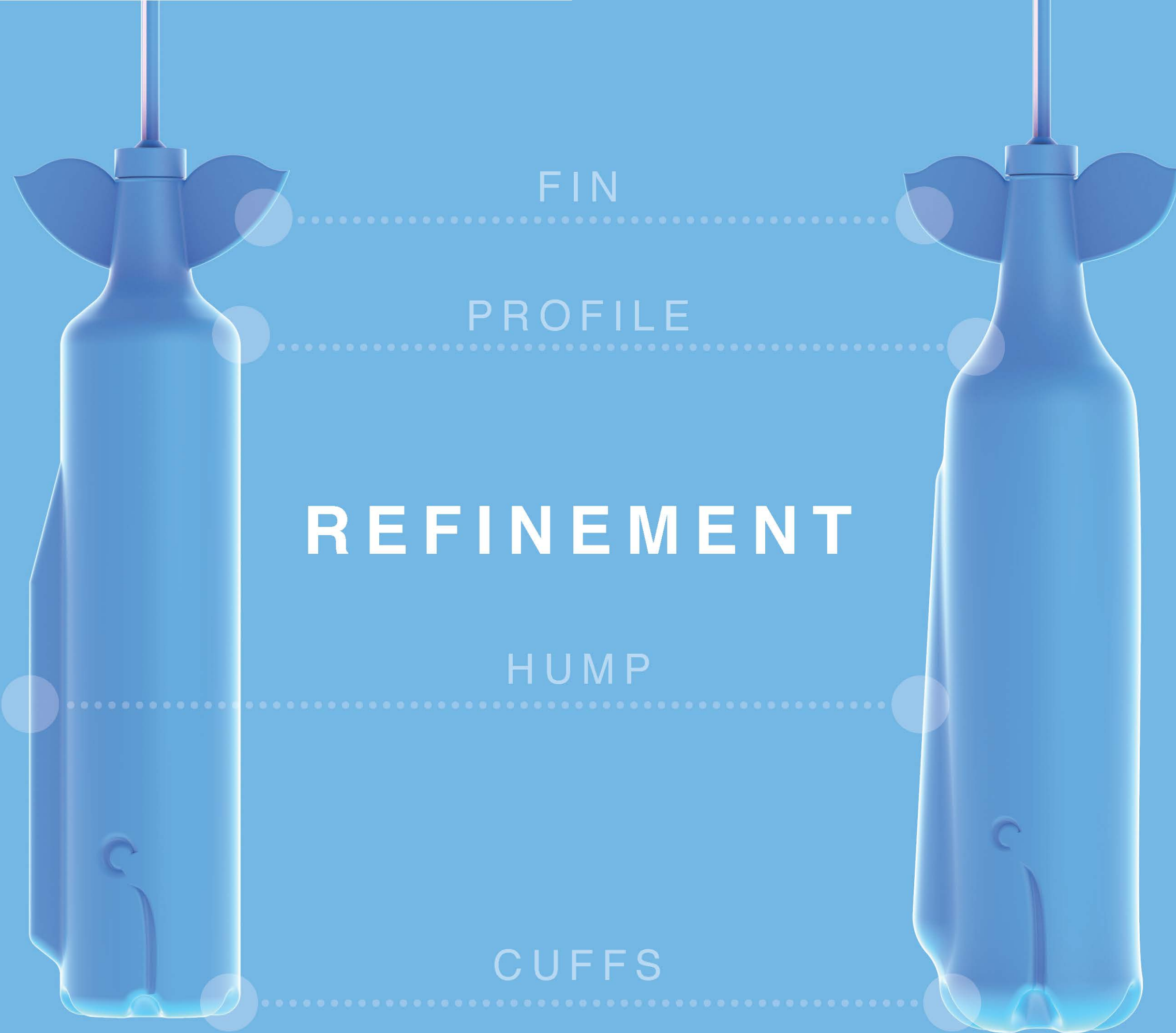




ONLY THEN DID
WE FEEL
THE IMPACT
AND REFLECT
ON THE BELUGA
AS A SYMBOL
OF OUR OCEANS
AND AN
OPPORTUNITY
TO SOLVE A
REAL PROBLEM

IDEATION





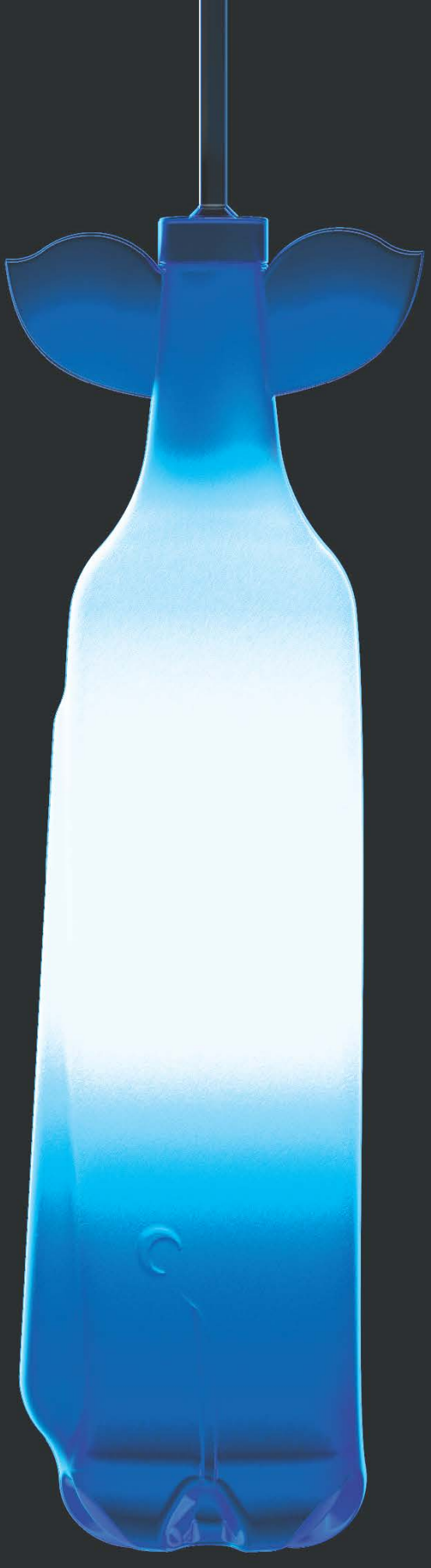
FIN

PROFILE

REFINEMENT

HUMP

CUFFS



BELLUGA.





SAVE
THE
PLANET.

ONE WHALE AT A TIME.



BELUGA





SAVE
OUR
OCEANS.

VISIT OUR SITE TO LEARN MORE.



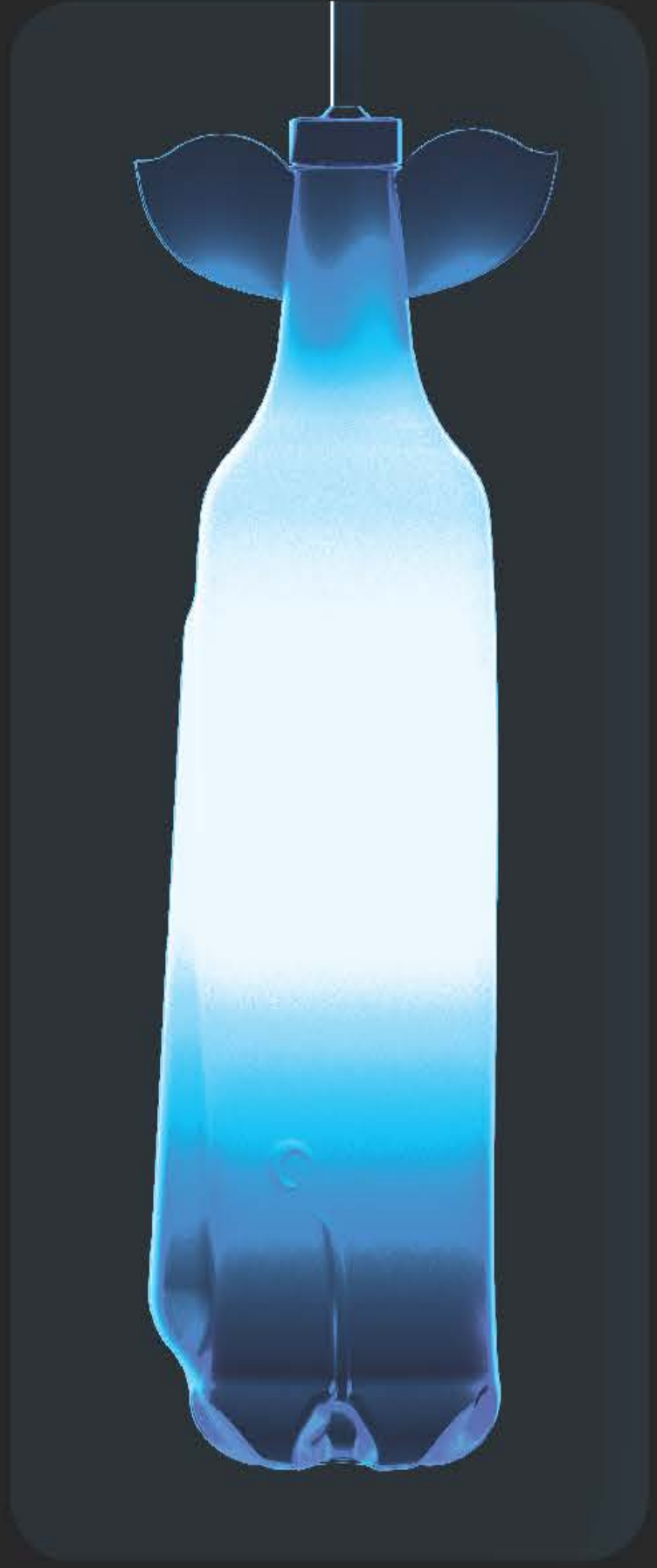
A FUN REMINDER FROM STUDIO M.



SHINING A LIGHT



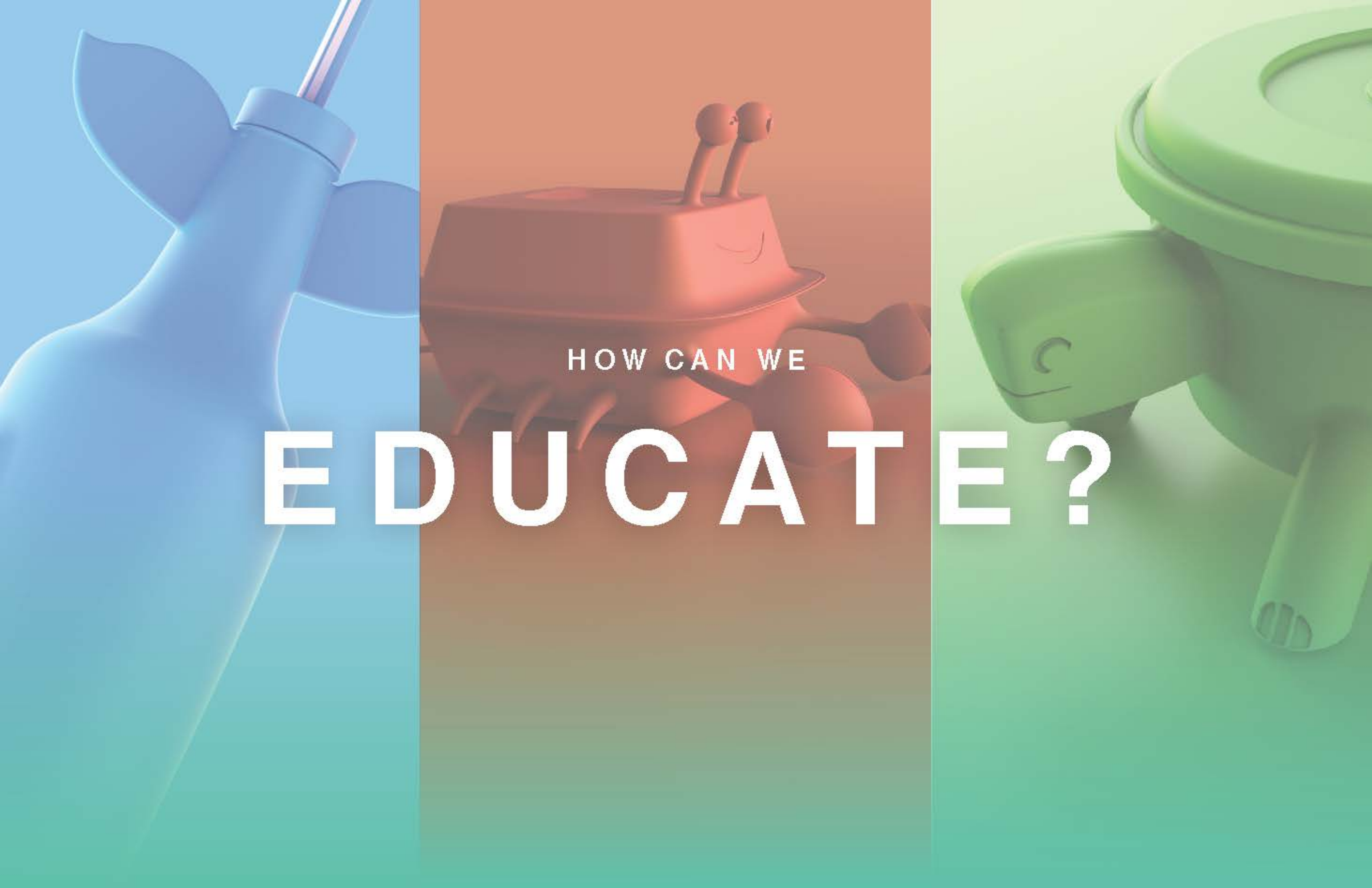
A. FUN. REMINDER. FROM. STUDIO. M.



SHINING A LIGHT ON THE PROBLEM



A. FUN. REMINDER. FROM. STUDIO. M.



HOW CAN WE

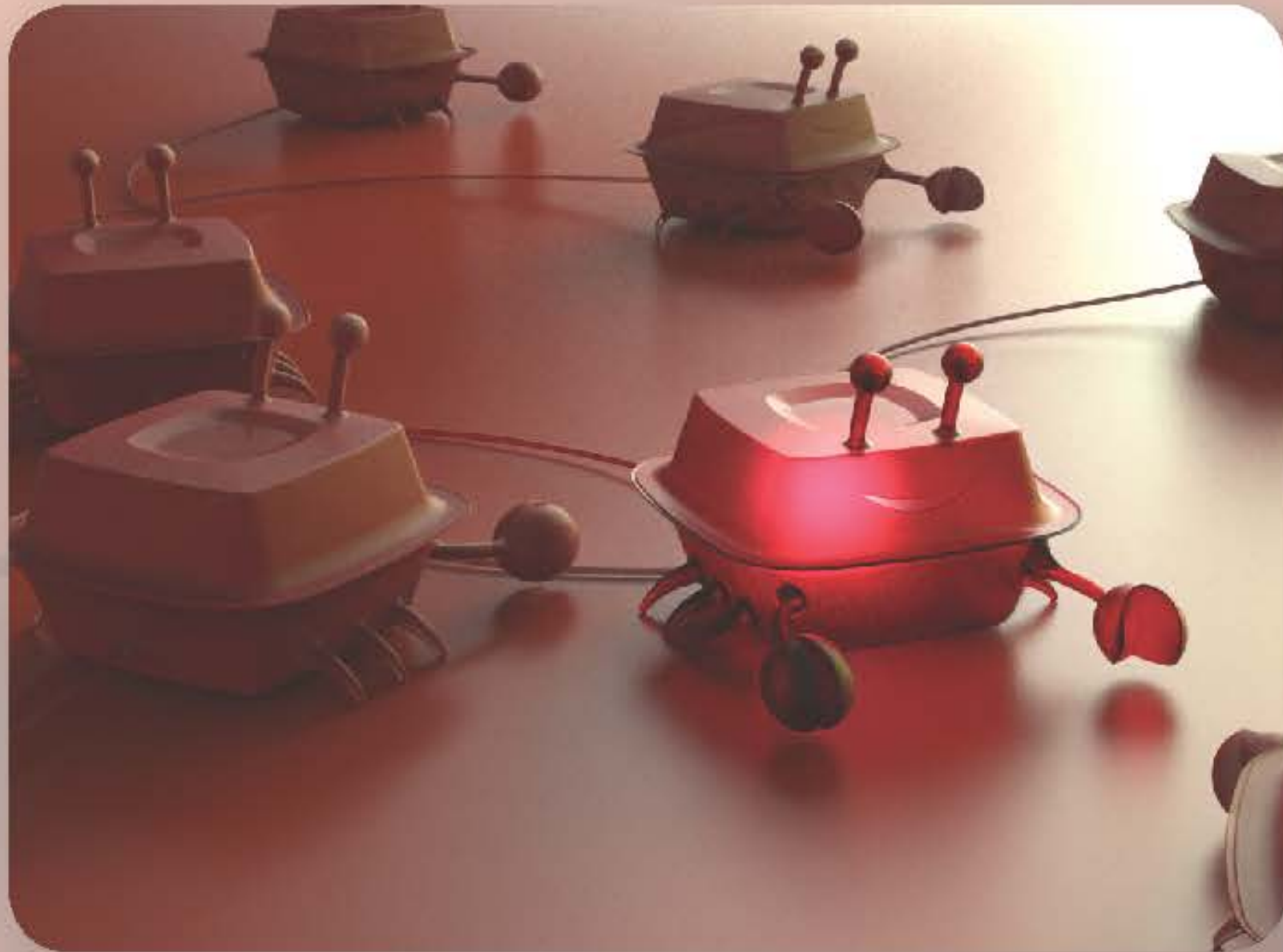
EDUCATE?

POLLUTION
AFFECTS MORE
THAN JUST THE
BELUGA....





**THIS FAMILY OF PRODUCTS
CAN EDUCATE FUTURE GENERATIONS
ABOUT THE IMPACT OF OUR TRASH
ON ANIMALS IN OUR ENVIRONMENT**



THE

C R A B



A FUN REMINDER FROM STUDIO M.



THE

C R A B





HELP. HELP. HELP. HELP. HELP.
YOU.
CAN.
CLEAN.
OUR.
OCEANS.



A. FUN. REMINDER. FROM. STUDIO. M.



YOU.
CAN.
HELP. HELP.
CLEAN.
OUR.
OCEANS.



A. FUN. REMINDER. FROM. STUDIO. M.

THE TURTLE



A. FUN. REMINDER. FROM. STUDIO. M.



THE
TURTLE



A. FUN. REMINDER. FROM. STUDIO. M.

YOU.

CAN.

HELP.

REPAIR. REPAIR. REPAIR.

THE.

DAMAGE.



YOU.

CAN.

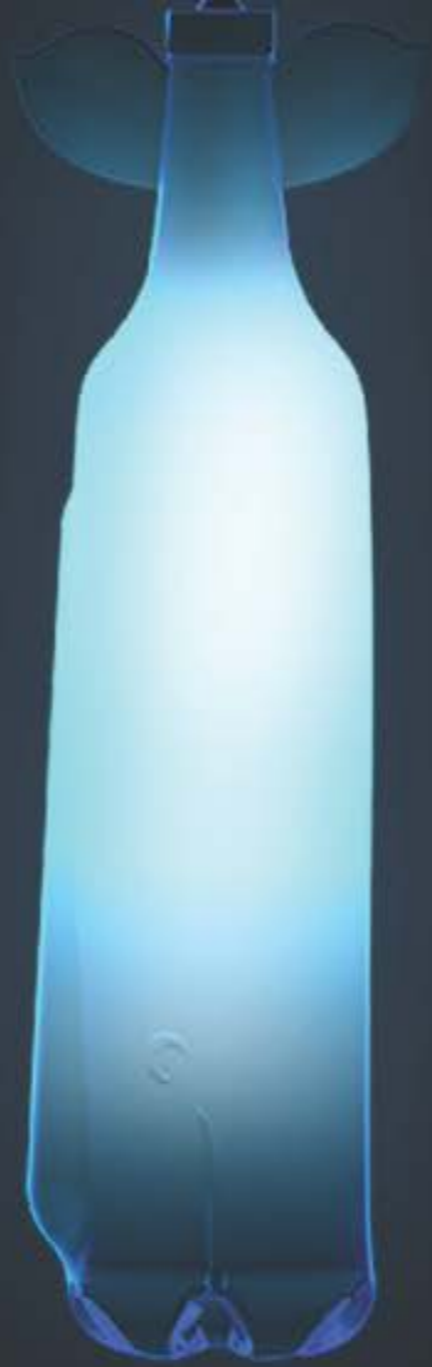
HELP.

REPAIR. REPAIR. REPAIR.

THE.

DAMAGE.





THANK YOU,

