

THE OCEANIC® PROJECT

creating a new platform for the visual communication of the mid-ocean marine life of the Azores

“For an idea to resonate widely and strongly enough to unleash the energy and imagination of many, it must have qualities that are achieved in rare historical instances when the aspirations of individuals crystallize around a common good and the means of achieving that good are within our vision”.

- The Strategy Institute of The Boston Consulting Group

Oceanic® Project Objectives

- 1. The re-construction of a group of historic buildings** (1,200 m²) located adjacent to and immediately in front of the main entrance of Horta Marina and overlooking the Port of Horta.
- 2. Oceanic® Perception Centre** - a 200 m² visual communication platform dedicated to the promotion of marine life species and habitats, natural marine science and sustainable marine tourism.
- 3. Oceanic® Studios** - a 162 m² creative development and editing facility dedicated to the visual communication of oceanic marine life and to supporting local research projects with emphasis on ocean discovery and ocean literacy. The studios can be made available to visiting film crews, researchers and used for educational / training purposes.
- 4. Oceanic® Cafe** - a 110 m² interior and a 150 m² terrace exterior combined meeting place for mariners, scientists, educators, naturalists, artists and writers offering facilities for large format presentations.
- 5. Oceanic® Store** - a 90 m² area for the distribution and retail of products and publications aimed at the promotion of the regional marine resources.
- 6. Oceanic® Apartments** - spacious self catering apartments with marina side views designed to accommodate visiting film crews, research groups and game fishing charter guests with capacities of up to 6 persons per apartment.
- 7. Oceanic® Film and Research** - provision of specialised charter boat services, accommodations, dockside workshop, storage and film editing facilities to researchers and visiting film crews.
- 8. The continued development of techniques for using art and visual communication** to bridge the gap between the communication of natural marine science and the receptiveness of the general public.
- 9. The continued development of high resolution species illustration and digital sculpting techniques** used for 3D animations for the simulation of deep-sea ecosystems to be used for public outreach.

Oceanic® Project Location

The historic **Port of Horta** is located in the central group of the Azores Islands and offers immediate and easy access to numerous open ocean, shallow oceanic banks and offshore seamounts.

Horta Marina is a world famous meeting place for navigators, naturalists, researchers, educators, artists, film makers and writers.

The **Oceanic® buildings** are located immediately in front of and overlooking the main entrance of Horta Marina.



Street view to the front of the main building

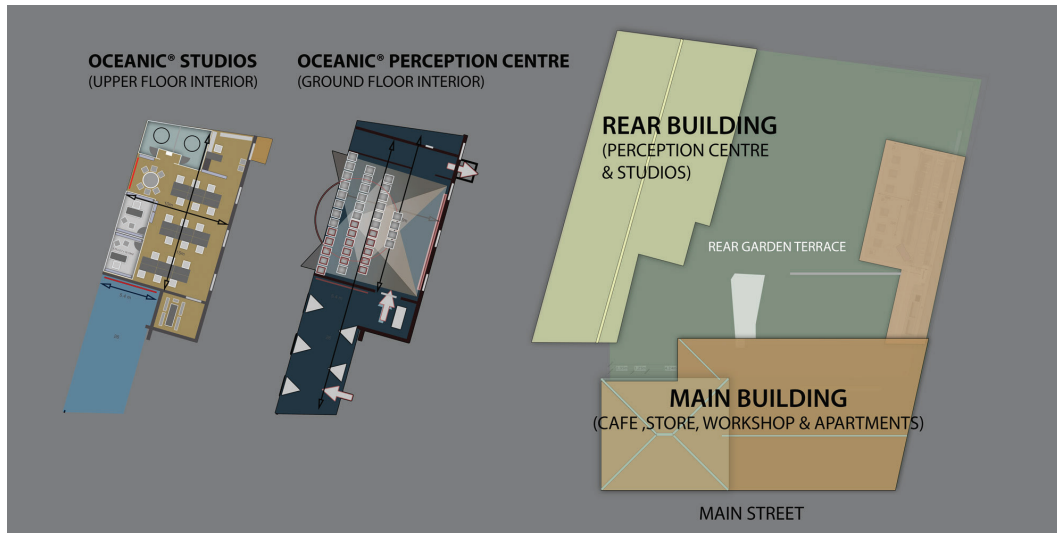


The view to the south side of Horta Marina from the upper floor of Oceanic

The Oceanic® Project in more detail

1. Oceanic® Perception Centre (in planning stages)

A 200 m² spacious visual communication platform dedicated to the promotion of marine life species and habitats, natural marine science and sustainable marine tourism. Located in a reconstructed warehouse and featuring up to 6 metre high ceilings, various multimedia exhibits and decorated with overhead life-size models of large marine species. The principle attraction being an 9 metre wide, large format LED screen complimented by Dolby Atmos® sound.



Oceanic® Perception Centre initial deliverables

Stage 1 - the creation of 3 short documentaries using 3D animation software for 1.) Oceanic® Perception Centre 4/8K presentations on an 9 metre wide LED screen with Dolby Atmos® sound. 2.) 4K broadcast / streaming. 3.) eco-destination promotional content for regional airlines (waiting area and on board viewing):

- **Seamounts of the Azores and the Amazing Twilight Zone** (15-20 minutes) - extensive sub-sea mountain ranges, effects of currents at the mid-Atlantic ridge, the beautiful (but vulnerable) cold water coral gardens and the incredible biodiversity of the twilight zone fauna
- **Whales and Dolphins of the Azores in the Deep Sea** (15-20 minutes) - a brief description of the species and an insight into the deep-sea behaviours of the cetaceans of the Azores
- **The Large Pelagic Fishes of the Azores** (15-20 minutes) - insights into the great migrations of our ocean roaming megafauna and their interactions at the seamounts and around the coasts of the Azores

Stage 2 - the creation and presentation of short compilations of marine life footage in collaboration with the local marine nature operators, enthusiasts and the local scientific community.

Stage 3 - the re-creation and optimisation of the 3 initial documentaries using procedural 3D “fly through” technology using a large format immersive curved screen display.

Note: The Oceanic® Perception Centre and Oceanic® Studios will eventually be promoted by an NPO, to be known as “Oceanic® Perception” with any revenues generated will likely be intended for:

- *maintenance and continued development of the Oceanic® Perception Centre*
- *collection and editing of content for presentations at the Oceanic® Perception Centre*
- *production and distribution of new printed and digital publications (species guide books and posters) for the promotion of the sustainable uses of the marine resources in the Azores*
- *the maintenance and continued development of small research vessel dedicated to recording, monitoring and the promotion of sustainable uses of local marine resources*

2. Oceanic® Studios (in planning stages) www.fishpics.info

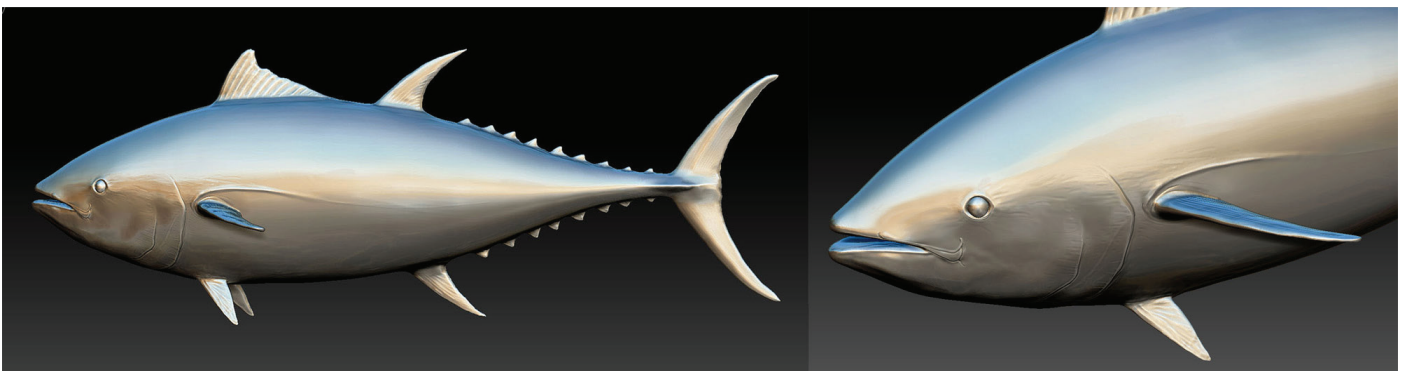


A 162 m² creative, research and development centre and editing facility dedicated to improving the visual communication of oceanic marine life species and habitats. The centre will offer:

development of advanced digital scientific illustration, digital sculpting and 3D modelling techniques

- promotion and technical support for projects aimed at ocean discovery
- promotion and development of ocean literacy
- improvement of public outreach by pushing the limits of digital arts and display technology
- development of new techniques for image capture and processing in the following areas:
 - open ocean imaging techniques
 - deep seafloor imaging for recording species distribution and bottom characterisation
 - deep seafloor imaging techniques for monitoring of impacts of human activity
 - deep seafloor imaging techniques for detecting signs of climate change
- development of advanced digital scientific illustration, digital sculpting and 3D modelling techniques.

The open plan interior is designed to stimulate focus, collaboration, creativity, innovation, learning, reflection and can be made available to visiting researchers, visiting film crews and be used for educational and training purposes.

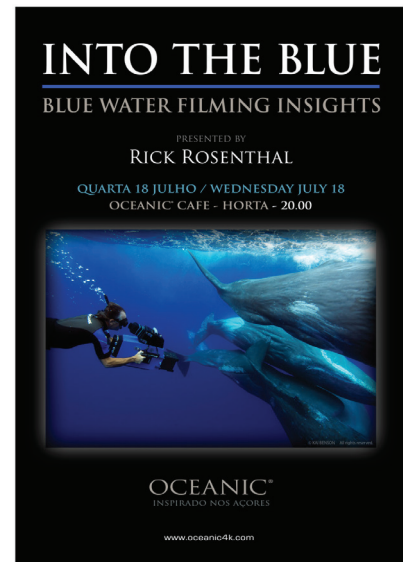
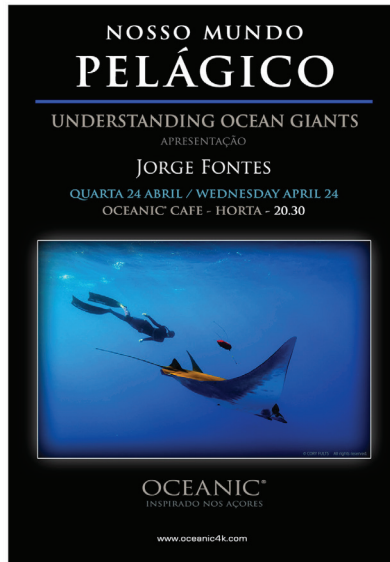
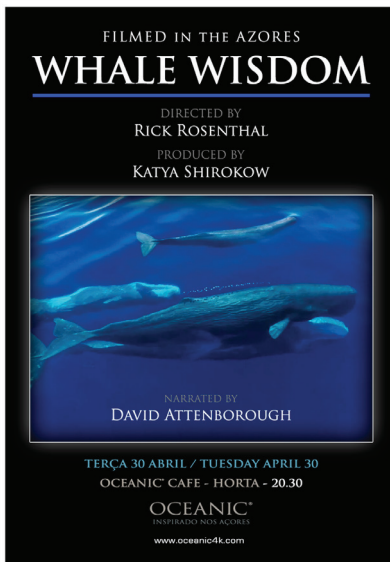


Note: Co-founder of Oceanic®, Les Gallagher has developed specialised design techniques for very high resolution marine life illustration, digital sculpting and 3D modelling that combined with more than 30 years of experience studying marine life behaviour result in the capability of producing extremely high resolution 3D film animations that will be used to show the beauty and the potential fragility of deep sea habitats. Combined with procedural 3D technology on a large format screen, the impact will be extraordinary.

“If people see the beauty in nature they will work to preserve it”. – Wyland

3. Oceanic® Cafe (open since June 2017) www.oceanic-cafe.com

A spacious meeting place for mariners, scientists, educators, naturalists, artists and writers offering facilities for presentations using 4K projection on a large format screen with excellent sound. Interiors feature 200 year traditional stone architecture with original giant wood ceiling beams from the great pine forests of North America and locally sourced black poplar wood furnishings. Decorated with thematic marine life artwork, the cafe interior is 110 m² and is complimented with an exterior garden terrace of 200 m².



4. Oceanic® Store (open since June 2016) www.oceanic-store.com

Azores marine life fine art prints and associated merchandising products promoting the marine species and ecosystems of the Azores designed by co-founder and partner of Oceanic®, Les Gallagher. After creating more 350 scientific colour species illustrations (initially in collaboration with DOP, UAç), more than 150,000 posters, 13,000 books and 1,600 limited edition prints have been produced and distributed so far.



5. Oceanic® Apartments (completed November 2020) www.oceanic-fishing.com/apartments

Spacious self catering apartments with magnificent views designed to accommodate visiting film crews, research groups and game fishing charter guests with capacities of up to 6 persons per apartment.



6. Oceanic® Film and Research (operational since December 2019) www.oceanic-fishing.com

Specialised charter services conducted by crews considered leaders in the development of “catch and release” techniques for catching and releasing fish quickly, safely and in good condition. Also with extensive local “deep dropping” experience.

- 12 metre vessel (used for tagging of large pelagic fish and open ocean film work)
- 8 metre vessel currently being custom re-built and equipped to facilitate:

- filming charters in the open ocean
- research tagging of large pelagic fish
- deep dropping of cameras for seafloor imaging to depths of 1200 metres
- deep-water species capture and imaging
- recording of the presence of plastics and other discarded waste materials
- promotion of small electric powered vessels in the region of the Azores
- development and promotion of small vessel dynamic positioning systems aimed at an eventual possible implementation of “no-anchor zones” in areas with cold-water coral gardens

Note: a key objective of the Oceanic® Film and Research component is to show how we can achieve more by operating on a smaller scale with newer smaller technology



Oceanic® Project Promotors

The Oceanic® project and buildings are owned and promoted by the company Fishpics, Lda. The company was co-founded in 2015 by 3 local partners:

Les Gallagher CEO

Creative, Artist, Designer, Marketing, Technical Supervision

Rogério Feio Director

Governance, Legal, Banking, Financial and Risk Management, Public Accounting, Public Relations

Troels Martin Jahn Director

Governance, Technology Implementation, Financial Planning, International Networking and Public Relations

Capt. Les Gallagher

creative / illustrator / CG artist / animator / author / designer / publisher / print maker / Captain

Co-founder and CEO of Oceanic® / resident in the Azores since 1987

- 34 years of extensive in-the-field observation of marine life behaviour in the Azores
- 32 years of business experience in the Azores
- 20 years of collaborations with the Department of Oceanography, UAç (visual communication and design)
- considerable experience working with film crews - NGTV, BBC Nature, Ammonite TV, etc.
- considerable experience with providing logistics (boats, accommodations, licences and workshop facilities)
- considerable experience working with the tourism sector
- dedicated to the greater appreciation, conservation and visual communication of oceanic marine life
- dedicated to leading anglers to the best possible blue marlin fishing experience
- dedicated to improving techniques for the safe releasing of fish in best possible condition
- supporter of "catch & release" of billfish since 1989 and the exclusive use of single books since 2011
- originally from the Wirral Peninsula, North West UK
- purchased and rebuilt a wooden ex ship's lifeboat at age 15-16
- studied A-level Art, Geology and Economics
- arrived Azores in 1987 (age 18) in search of adventure in the open ocean and with big-game fishing
- worked as crew for the game fishing Co. Pescatur, Lda during 2 seasons
- fished commercially and successfully for deep-water squid outside game fishing season and paying for a new boat within 3 months
- game boat Captain in the Azores at age 20
- the most blue marlin (112) ever caught by one boat in one season in the Azores
- the record for largest blue marlin ever landed in the Azores - 1310 lb
- Capt. of the Xacara during the mid 90's with the boat fully booked 2 years in advance and reservations 4 years in advance
- completed more than 500 scientific marine life species illustrations in china ink for the University of the Azores
- completed extensive design projects aimed at marine life conservation and the promotion of marine science during 20 years of collaborations with the University of the Azores
- created a small portfolio of short nature films using Maxon Cinema 4D and Zbrush (2 titles / 9 animations)
- represented the Azores at numerous international expositions
- participated in the setting up of the first professional blue marlin charter operation in Ghana, West Africa
- prepared and delivered the 36' Game boat Harmattan from Ghana to Ascension (1140 miles)
- prepared and delivered the 46' Game boat Andromeda from Azores to Ascension (3200 miles) via the Canaries and the Gambia, West Africa
- participated in the setting up of the first professional blue marlin charter operation on Ascension, South Atlantic
- created Fishpics® Marine Life Designs / Co. Les Gallagher
- completed 350 plus colour species illustrations in collaboration with the University of the Azores
- created the Fonte do Rego - rural tourism guest houses - owned and promoted by Co. Les Gallagher

- co-authored and published multiple marine life species titles with more than 150,000 posters and 13,000 books printed so far
- created a collection of Limited Edition Marine Life Fine Art Prints with multiple editions of 100 already closed and more than 1,600 prints sold to date
- joined Brasilia Fishing Charters in 2008 supporting its growth to become the largest game-fishing operation in the E. Atlantic
- Captained the 37' Nola from Nice, France to Azores (1700 miles)
- prepared and delivered the 31' Paty from Canaries to Azores (900 miles)
- completed multiple gameboat refits and re-powered 5 vessel with twin motors to 670 HP
- competent in all aspects of game boat construction, maintenance and repair (structural, mechanical and electrical)
- technician for 5 charter boats during for 5 years for Brasilia Fishing Charters whilst captaining one of them
- created one of the world's largest portfolios of "big-fish" game fishing photography
- multiple works (articles and photography) published in various magazines including Marlin and Sport Fishing
- competent in all aspects of accounting, strategic marketing and promotion
- supported multiple marine life film projects for organisations including BBC Nature, NGTV, etc.
- creator of the Oceanic® Project (2013)
- co-founder and director Fishpics, Lda created for the purchase and promotion of the Oceanic® buildings
- founder and director of Oceanic® Creations, Lda for the promotion of Oceanic® Store (completed 2016)
- designer and builder Oceanic® Cafe (completed 2017)
- designer and builder of Oceanic® Apartments (completed 2020)
- designer of Oceanic® Studios (in progress)
- designer of Oceanic® Research and Perception Centres (in planning)

Rogério Paulo Simão Feio

Co-founder and Director of Oceanic® / resident in the Azores since 1998

- Born in 16 of April 1973 at Barreiro, in 1997 he has completed his higher education in Marine Biology and Fisheries in the University of the Algarve.
- Professionally he starts his activity in the University of the Azores, as executive coordinator of the Azorean Fisheries Observers Program (POPA) between 1998 and 2002.
- He has coordinated and implemented several fisheries activities monitoring projects, such as surface longline for pelagic fishes, bottom longline for black scabbard fish and demersal fisheries and pull and line fishery for tuna.
- Coordinated the elaboration of the proposal to Earth Island Institute (NGO), for the certification of the Azorean pull and line tuna fishery with live bait, as the first world fishery fulfilling the Friend of the Sea Criteria.
- He have participated in several forums about fisheries activities, with several oral and written presentations.
- Between 2003 and November of 2007 held functions as Fisheries Regional Inspector, being the responsible for the fisheries inspection activity in the Autonomous Region of the Azores.
- Between 2008 and December of 2009 held functions as Fisheries Regional Director, being the responsible for the fisheries management activity in the Autonomous Region of the Azores.
- Since December 2016 is the Chief of Staff of the Regional Secretary of the Sea, Science and Technology of the Azores.

Academic qualifications:

- 2002: Masters in Geographical Information Systems at the Higher Institute of Statistics and Information Management at the New University of Lisbon
- 1997: Completed a degree in Marine Biology and Fisheries at the University of the Algarve with a final mark of 14/20 (Good), specialising in Fisheries Science, main area: Aquaculture.
- 1996/1997: Undergraduate internship in the Department of Oceanography and Fisheries, University of the Azores (DOP-UA), on the subject of "Using rafts to count the Cory's Shearwater *Calonectris diomedea borealis* population in the Azores". Final mark of 19/20 (Very Good).
- 1991: Completed 10th and 11th year secondary school courses with a final mark of 15/20 (Good) and 12th (final year) course with a final mark of 17/20 (Very Good).

Career history and professional experience

- Since 2016.11 Appointed by the Regional Government of the Azores for the post of Chief of Staff of the Regional Secretary of the Sea, Science and Technology of the Azores.
- 2009.01/ 2016.10: Senior Fisheries Inspector at the Regional Inspectorate of Fisheries.
- 2007.12/2008.12: Appointed by the Regional Government of the Azores for the post of Regional Director of Fisheries of the Azores

- 2003.11/2007.11: Appointed by the Regional Government of the Azores for the post of Regional Inspector of Fisheries of the Azores
- Since 2003.11: Senior Fisheries Inspector at the Regional Inspectorate of Fisheries of the Azores
- 2003.04/2003.10: Individual employment contract as Senior Marine Biology and Fisheries Technician, providing support for the Natural Resources Management Department at the Regional Directorate for Fisheries.
- 2002.09/2003.04: Contracted as a Marine Biology and Fisheries Services Provider, providing support for the Natural Resources Management Department at the Regional Directorate for Fisheries.
- 1998.01/2002.09: Contracted as a Senior Technician by IMAR, IMAR Centre – Marine Institute at the DOP/UAç, as part of the “Observation Program for the Fisheries of the Azores” (POPA) where he coordinated the said programme.
- 1997.08/1997.11: Research grant-holder contracted by the University of the Azores (Order 2971/97 of 1 July) under the “Life” project for the “Conservation of the Azores Marine Bird Community and Habitats”, coordinated by Dr. Luís Monteiro.

Involvement in research projects

- 1998.01/2002.09: Coordination of the “Observation Program for the Fisheries of the Azores” (POPA). The POPA monitors tuna fishing in the Azores and has guaranteed “Dolphin Safe” status for tuna caught in the region since 1998.
- 1998.01/2002.09: “Observation Program for the Fisheries of the Azores” (POPA) course organiser and observer trainer. Responsible for 5 courses, each lasting 54 hours.
- 2000.08 & 2001.08: Took part in the “Turtle Bycatch 2000” and “Long Line Experiment 2001” projects, by contacting vessels and providing observers. Coordinator: Dr. Alan Bolton.
- 2001.05: Involved in producing the document proposed by the “Earth Island Institute” NGO which certified that tuna fishing in the Azores using pole-and-line methods and live bait was the first fishing industry in the world to meet all “Friend of the Sea” (FOS) criteria.
- 1999.06 & 2000.07: Took part in the “Tuna tagging” project by contacting vessels and providing observers. Coordinator Dr. João Gil Pereira.
- 1997.08: Took part in scientific diving expeditions to count and gather marine specimens. Coordinated by Professor Ricardo Serrão Santos.
- 1996.09/10: Survey and sounding of small procellariiformes (seabirds). Coordinator Dr. Luís Monteiro.
- 1996.05: Took part in the 6th experimental demersal fish cruise on the N/I Arquipélago. Coordinator Dr. Helder Silva (DOP/UAç).

Troels Martin Jahn

Co-founder and Director of Oceanic® / Resident in Portugal since 1994

Education:

- 1983 --1985 Electronics Degree pursued at technical school in Viborg, Denmark
- 1985 - 1987 Engineering Degree at Frederiksberg University, Denmark
- 1987 - 1988 Masters in professional education and training for Electronic Technicians

Professional Activity:

- 1988 - 1989 Commissioner for cable TV installation at Wiltronic / Electronicom in Denmark
- 1989 - 1990 Commissioner for central installations (head-end's) at TELECOM Denmark
- 1990 Head of sector for calibration of measurement equipment and repair of CNC electronic commands at ABB, in Friedriksberg, Denmark
- 1990 - 1993 Technical manager and owner of a company operating in the installation of parabolic antennas in Tanger, Morocco
- 1994 - 1996 MDO (Managing Director Owner) (sócio-gerente) of Sat Centre Antennas Parabólicas EIRL, in Mindelo, Vila do Conde – Portugal. Supply and installation of electronic equipment and parabolic antennas for satellite channels
- 1996 - 2008 MDO (Managing Director Owner) (sócio-gerente) of SATCAB – Satélite e Cabo TV, Lda , in Mindelo, Vila do Conde – Portugal. Supply and installation of electronic equipment and parabolic antennas for satellite channels
- 2008 to date Sole Director and major shareholder of SATCAB – Satélite e Cabo TV, SA, in Mindelo - Vila do Conde, Portugal. Supply and installation of electronic equipment and parabolic antennas for satellite channels

Major projects carried out in Portugal:

- Installation of more than 100 parabolic antennas, private and collectives, of medium of big dimensions, 75-plus head-ends for various cable TV operators in Portugal, Europe and Africa, various tests, repairs and maintenance of those head-end's
- Implementation of 1st Pay-TV and interactive video platforms in Portugal
- Implementation of triple head-end and IP triple play head-end in Portugal
- Installation and configuration of various VSAT systems in Portugal and Africa
- Implementation of "core backbone" for more than 1 million clients
- Implementation of system COFDM, DSNG
- Representative and agent of important manufacturers of materials and equipment for cable TV and satellite TV, from Germany, Denmark, UK, USA, Israel, Belgium, Sweden and Taiwan
- Various projects for the installation of antennas and communication systems for RTP1, SIC, TVI, Sports TV, Benfica TV, NOS, AR Telecom, MEO Altice Group, Vodafone, Siemens, Nowo and Oceanic
- Engineering and Consulting Services for more than 10 years for high level strategy on new technologies, installation and deployment