



AltaSea presents:

BLUE MRKT  
DEEP MAP  
10.10.2020



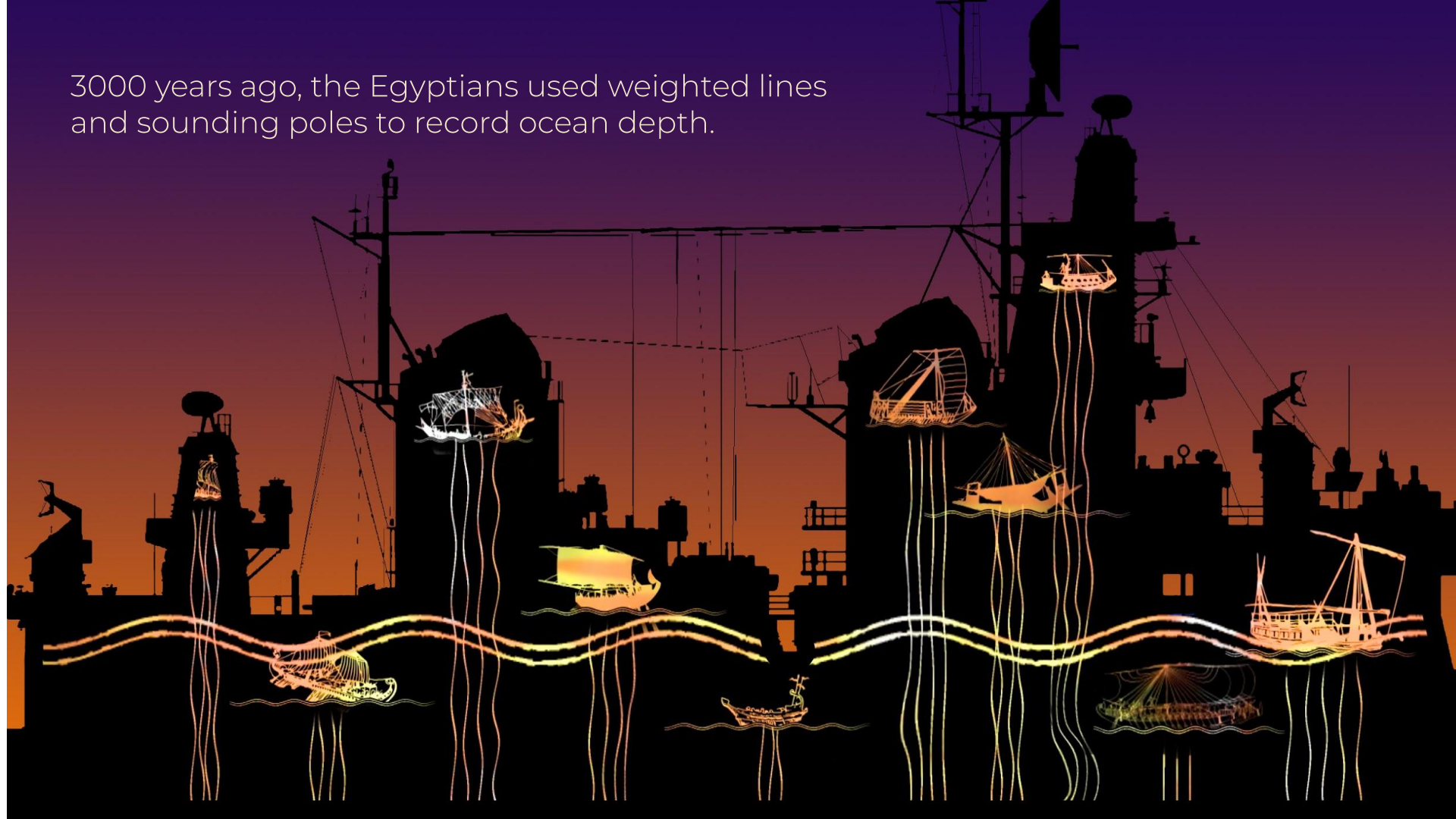


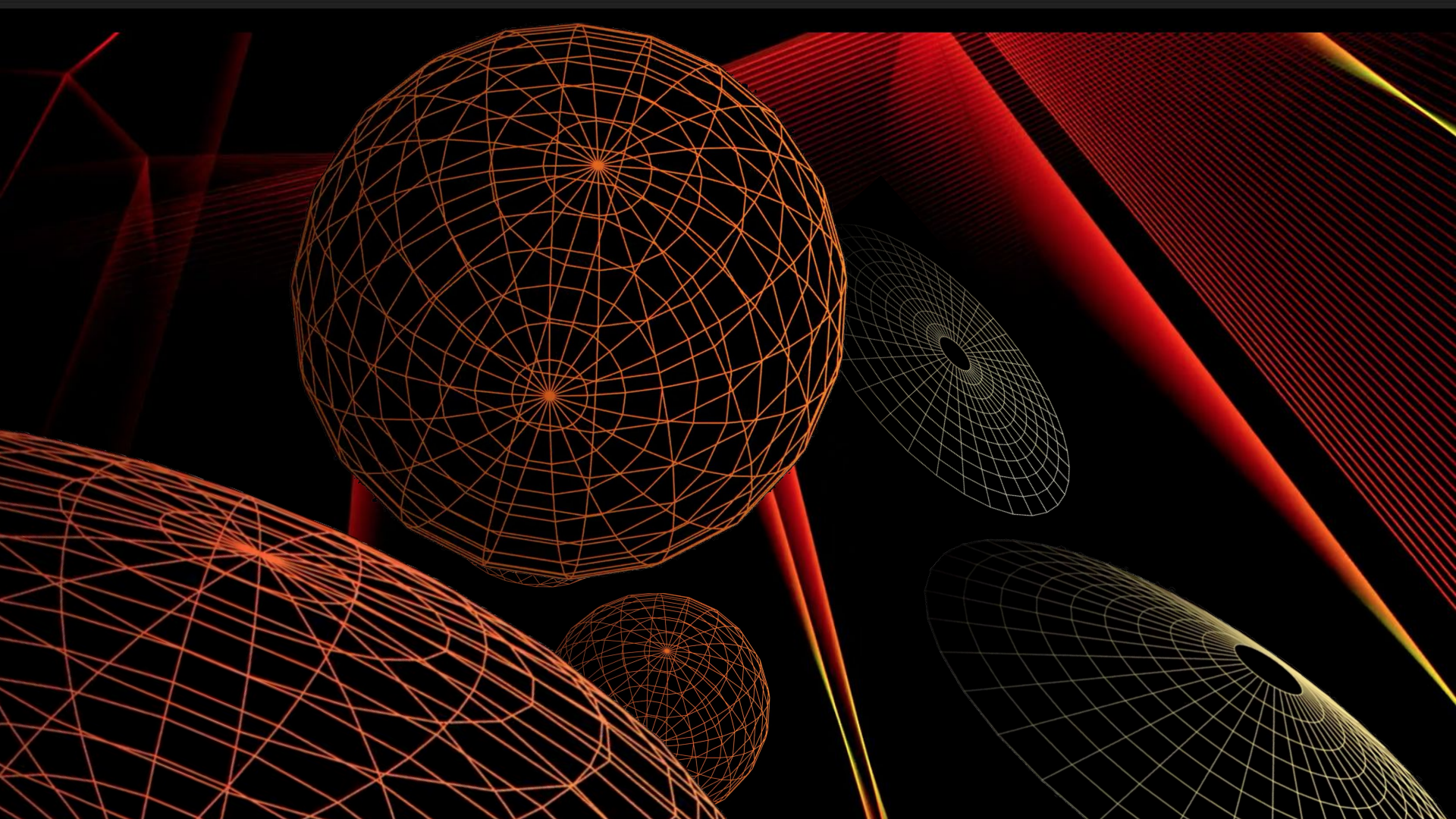
## DEEP MAP

A visual chronology of humanity's  
quest to map the ocean floor



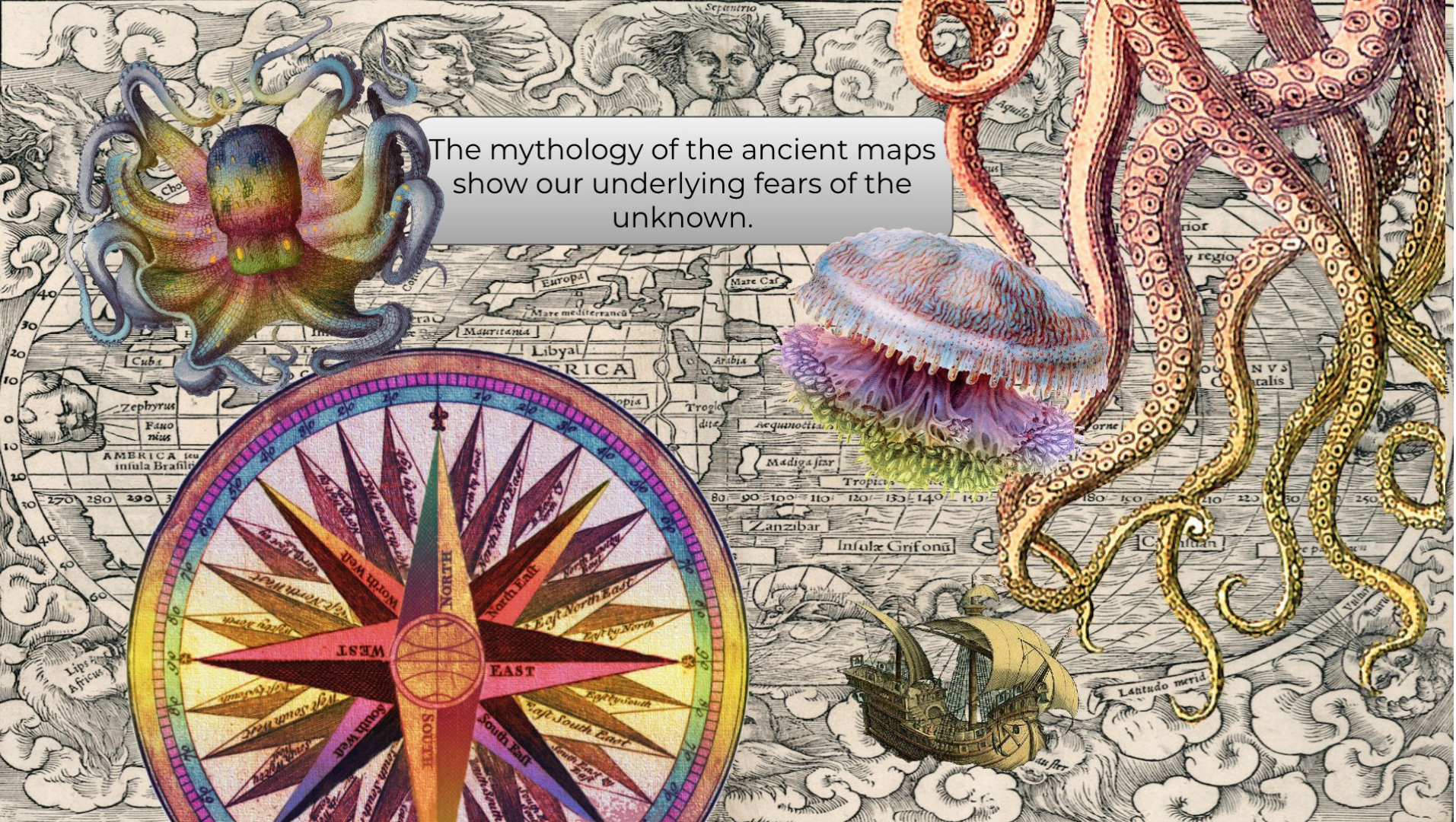
3000 years ago, the Egyptians used weighted lines and sounding poles to record ocean depth.







The mythology of the ancient maps show our underlying fears of the unknown.

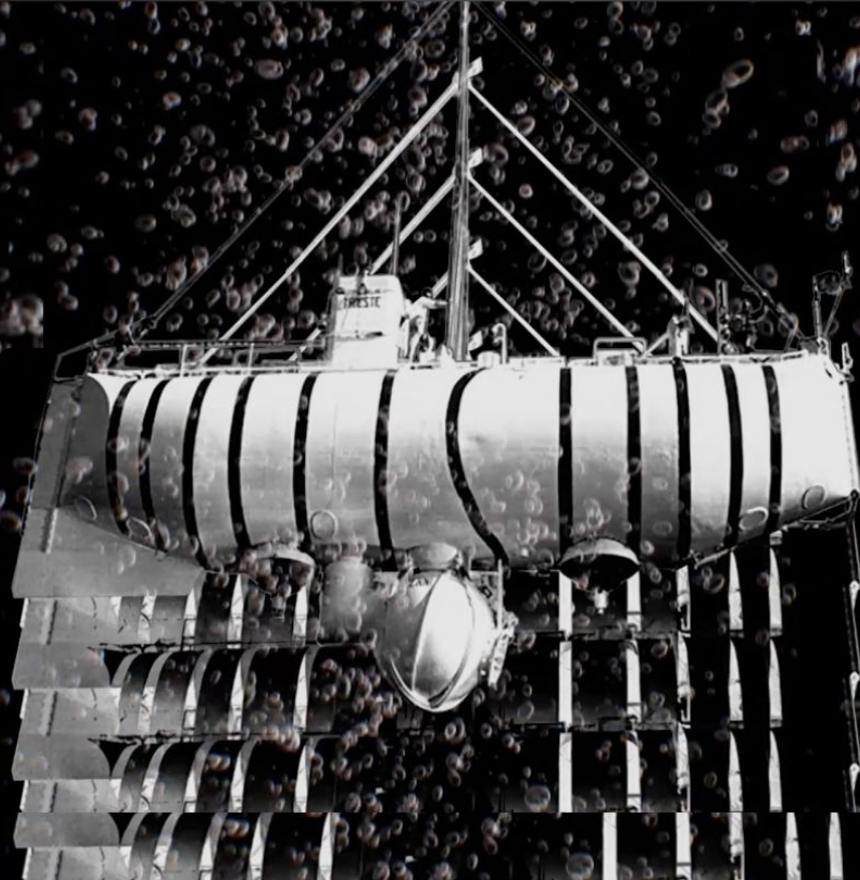




Unsung mapping heroine, Marie Tharp meticulously rendered precise dot measurements from sonar data. Her work showing Mariana Trench and Ridge, the deepest and highest part of the ocean floor was initially dismissed as “girl talk”. Her research gave the plate tectonic theory weight.

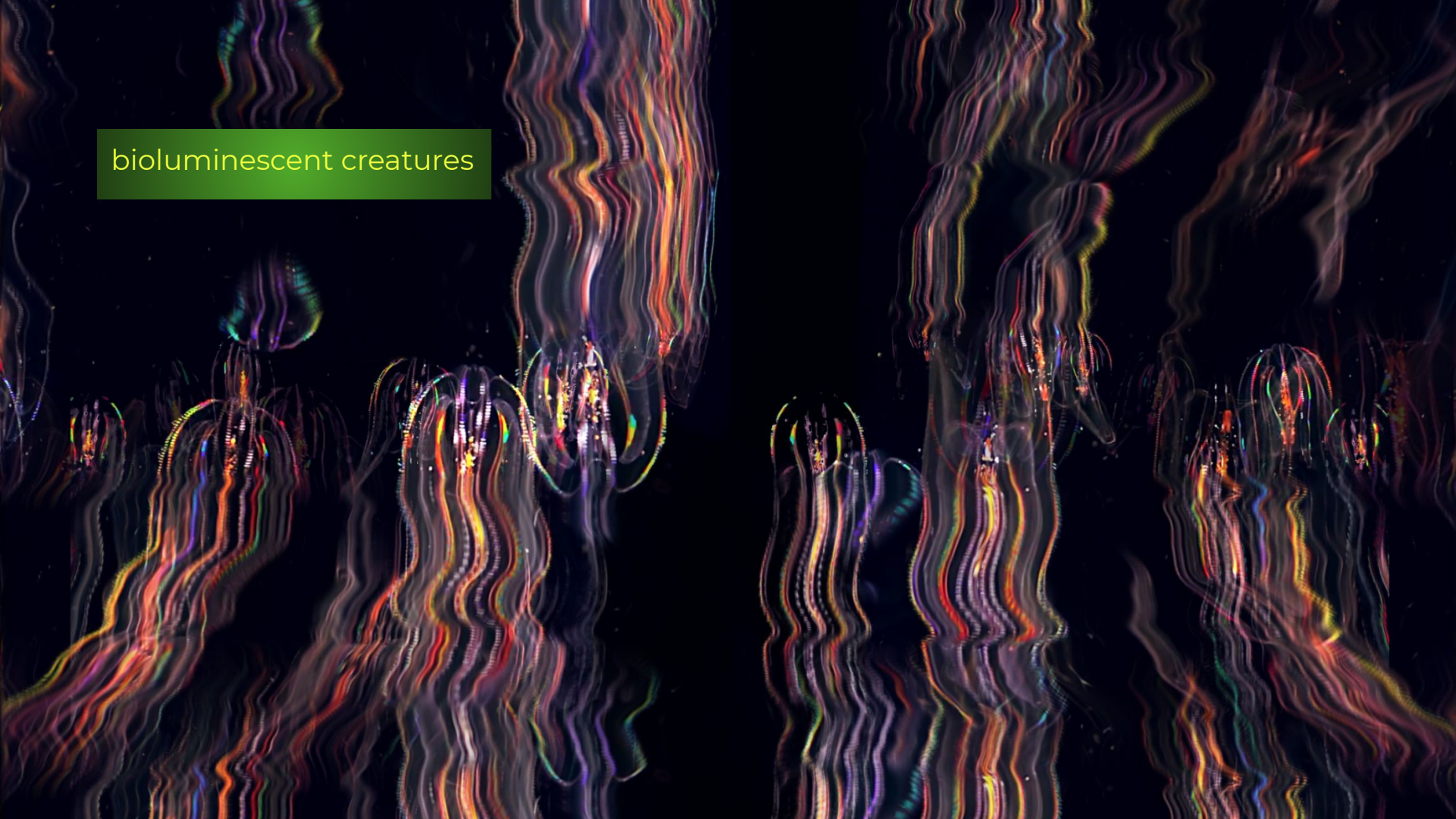


In 1960, the Trieste bathyscaphe (a research sub) made the historic journey to Challenger Deep in Mariana Trench, a stunning 36,000 feet below the ocean's surface

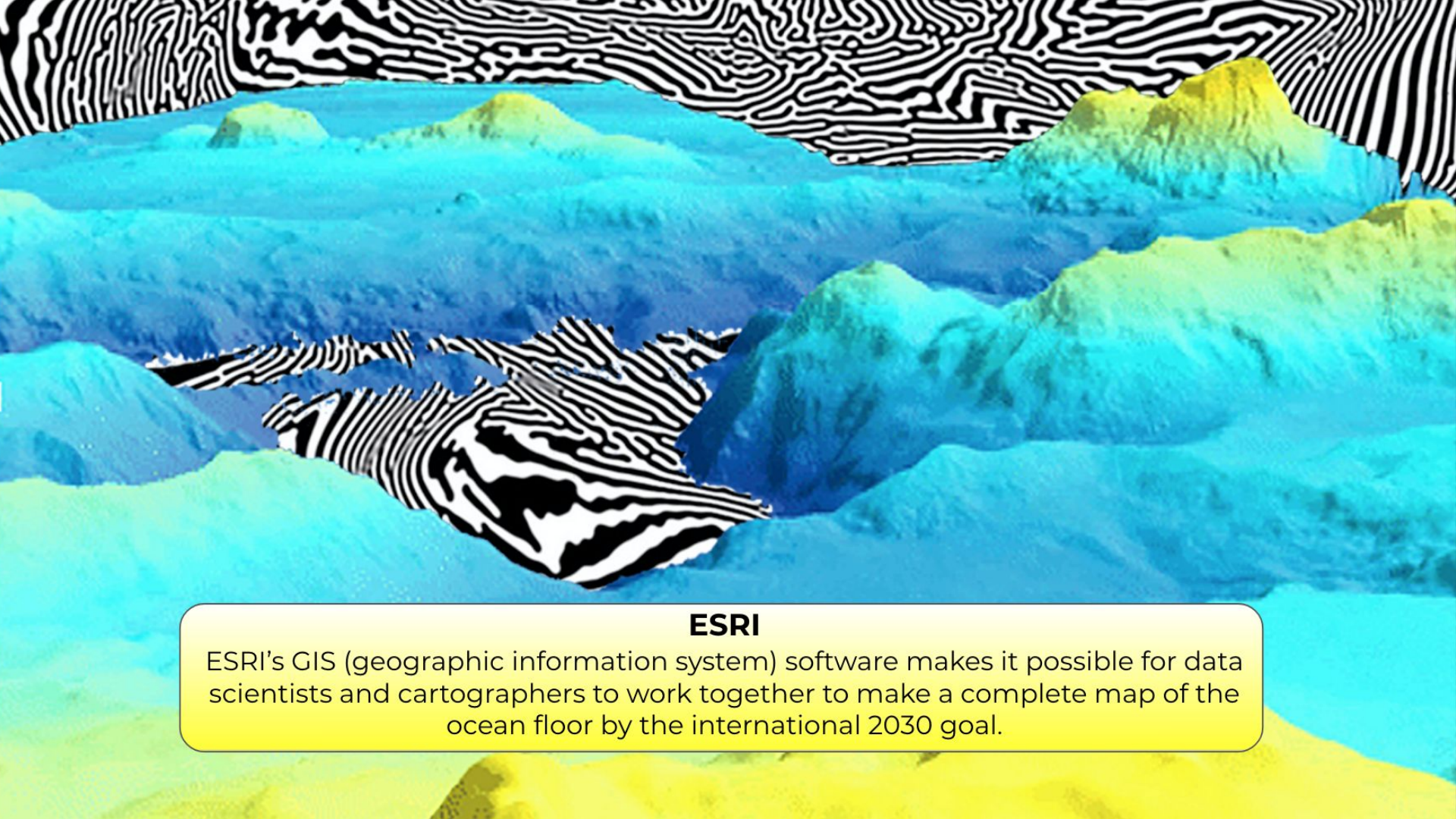




bioluminescent creatures







## **ESRI**

ESRI's GIS (geographic information system) software makes it possible for data scientists and cartographers to work together to make a complete map of the ocean floor by the international 2030 goal.



SPACE SATELLITES map the majority of ocean floor data.



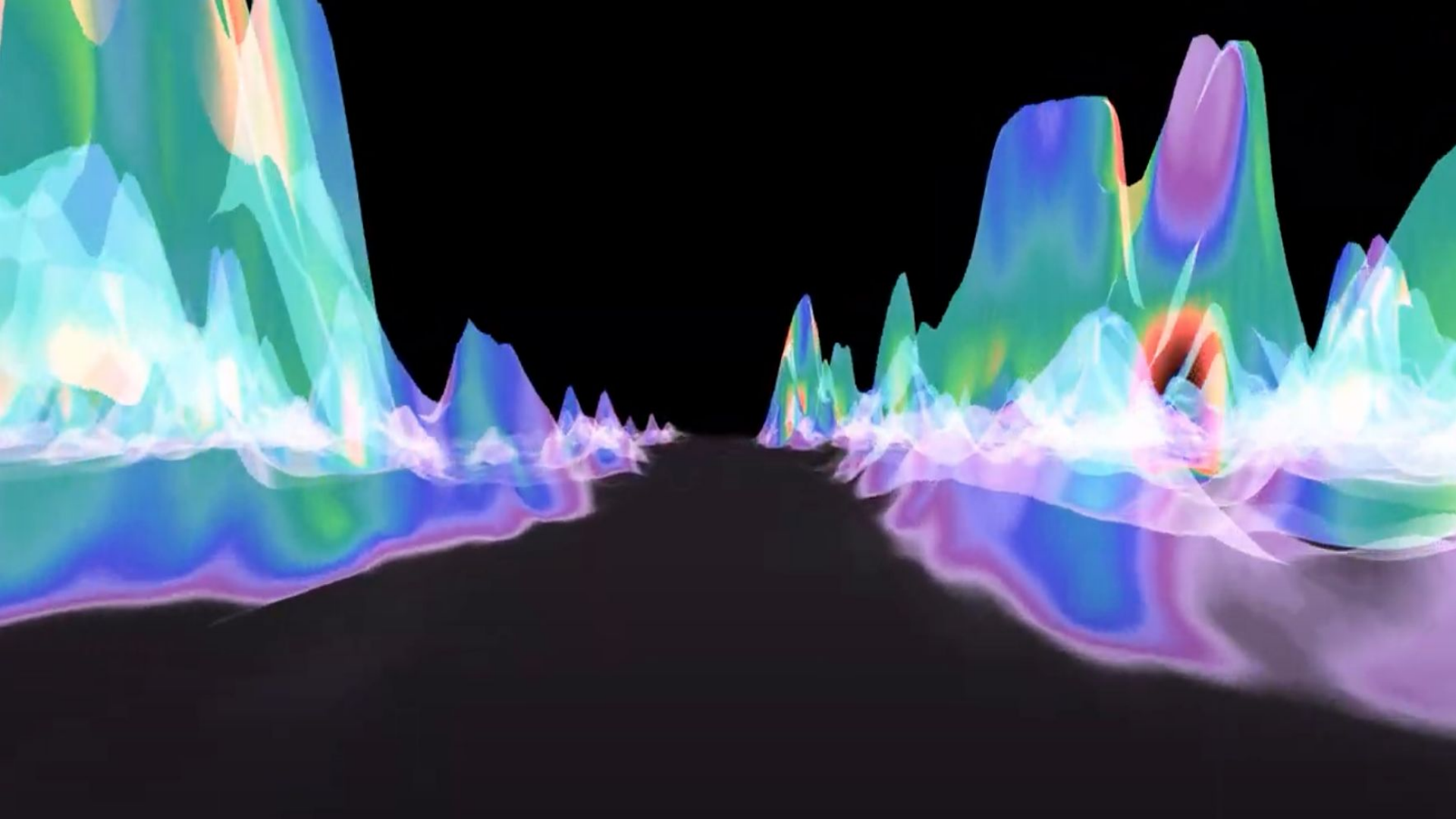




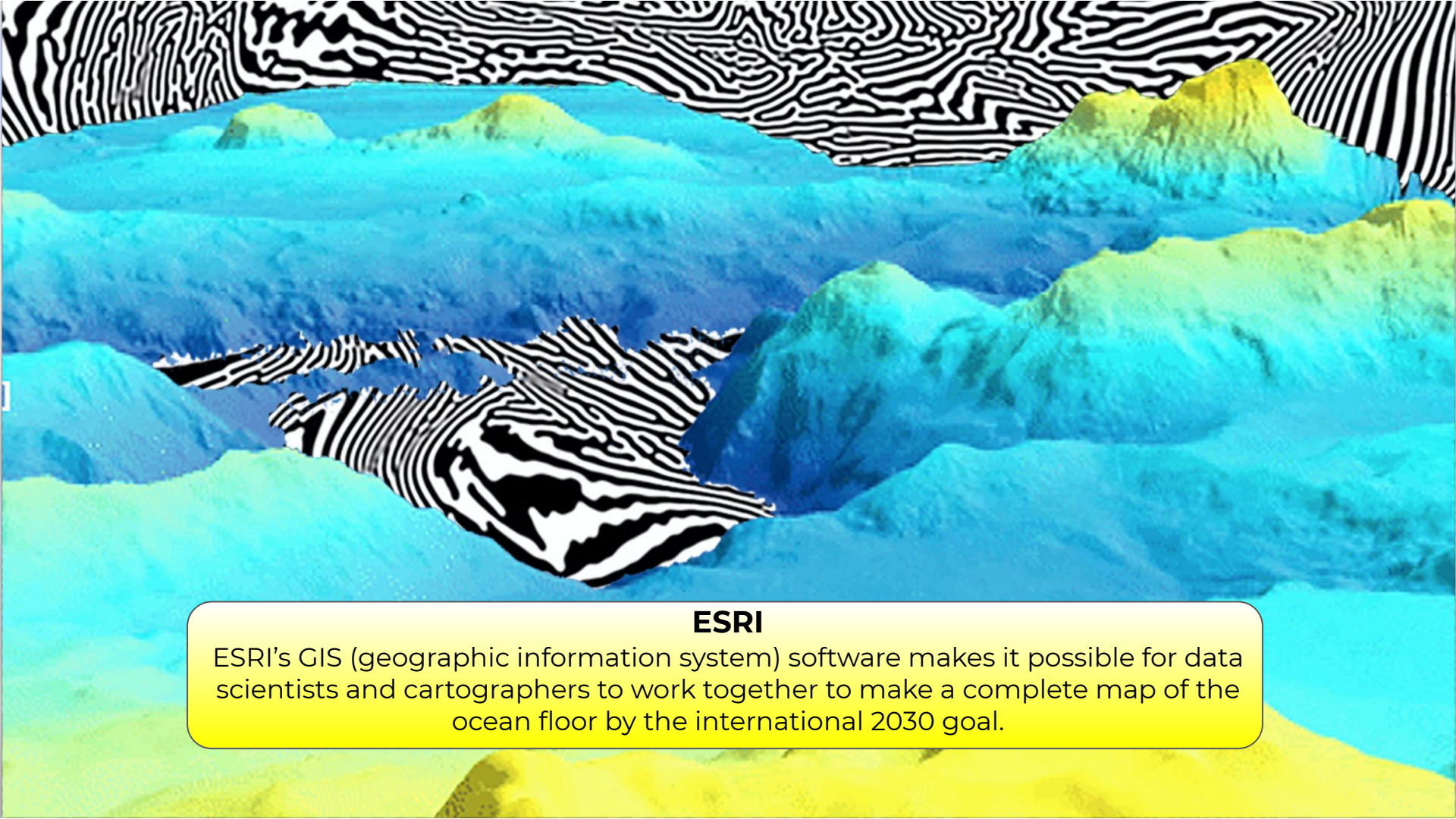
# ESRI environmental systems research institute

modern bathymetric technology mapping the ocean









## **ESRI**

ESRI's GIS (geographic information system) software makes it possible for data scientists and cartographers to work together to make a complete map of the ocean floor by the international 2030 goal.



**BLUE MRKT production 2020**

**DEEP MAP by Mason Rothschild & Annie Sperling**

**AltaSea! *Where ocean science meets business, education and the community***

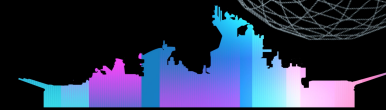
*MANY MANY THANKS!!*

Jenny Krusoe, Cynthia Hirschhorn, Karl Muller

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Mackenzie Bubel & Steven Haddock  
Jeff Lyon  
Lionel Williams  
Vidal Perez  
NON PLUS ULTRA

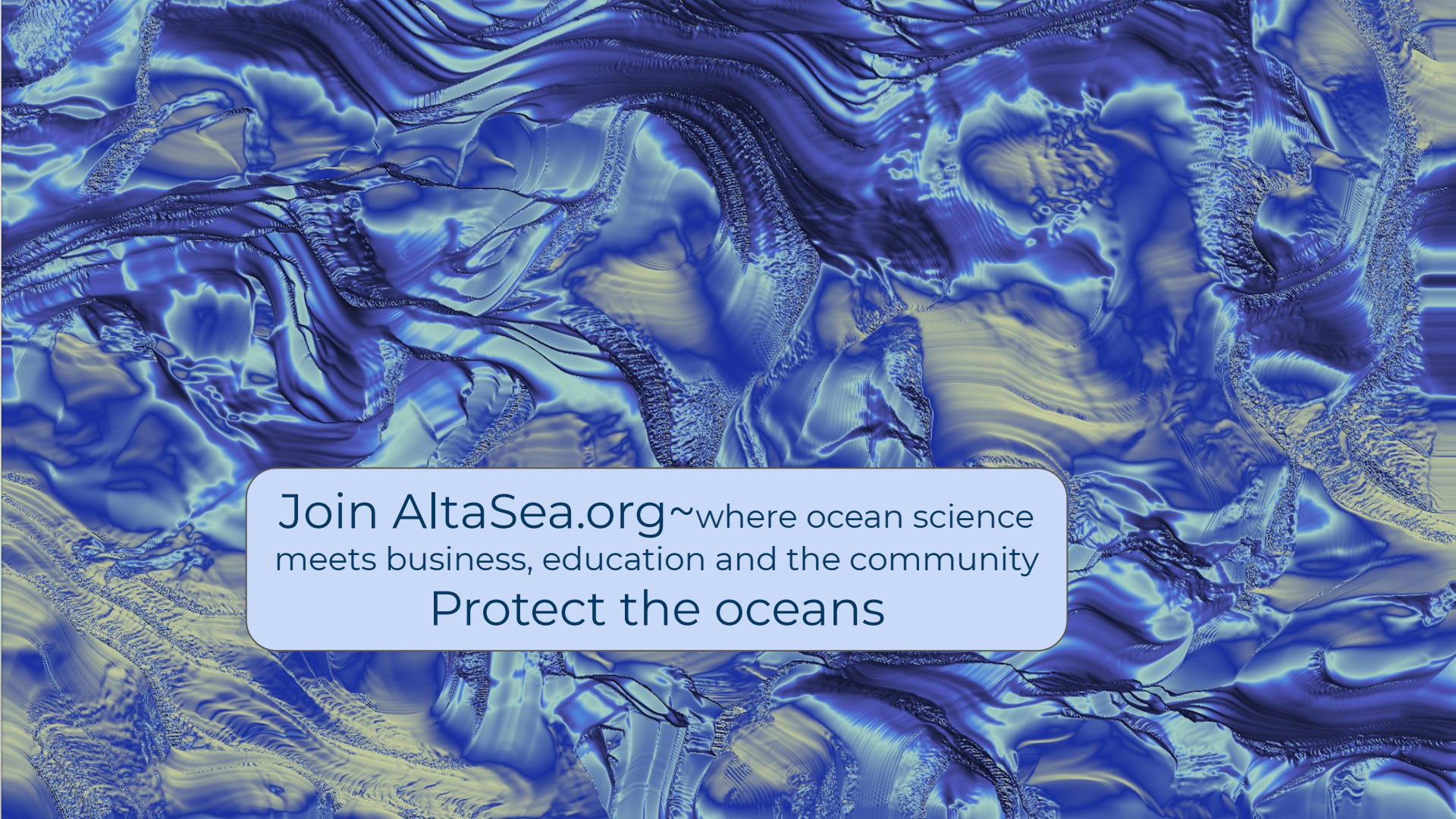
Animation & Editing wizardry  
THE MAGNIFICENT SCORE  
Production manager  
Organizing the map  
Background Images-Mapping it on  
USS IOWA THE SHIP and model!!!  
Mapping and ESRI data  
The gorgeous maps/ davidrumsey.com  
Undersea footage -Schmidt Ocean Institute  
MBARI / Monterey Bay Aquarium  
GAN Magic with ESRI footage  
Imagery taking us to SPACE  
Journeys through ships!  
Housing us in good vibes

~ Kit & Stephen Sloane, Rick Rothschild, Teya Erden ~  
editing, love, positive support of our push into Eco Preservation Art



INSTA: BLUE\_MRKT



The background of the entire image is an abstract, fluid, and wavy pattern. It features a color palette dominated by deep blues and purples, with bright yellow and light blue highlights that create a sense of movement and depth, resembling liquid or a topographical map of the ocean floor.

Join [AltaSea.org](https://AltaSea.org) ~ where ocean science  
meets business, education and the community  
Protect the oceans