

**FUORISALONE 2019**  
**Ro PLASTIC-MASTER'S PIECES**  
April 6 vernissage

**ROSSANA ORLANDI ADVANCE ON ALL THE OPENING OF THE FUORISALONE**

**WITH A JOYFUL BREAKFAST-PARTY FOR FRIENDS, PRESS AND DESIGNERS TO ANNOUNCE RO PLASTIC-MASTER'S PIECES THE EXHIBITION WITH WHICH THE MILANESE GALLERIST CALLED TO COLLECT DESIGNERS FROM ALL OVER THE WORLD BY INVOLVING THEME OF PLASTIC**

Milan, April 6th, 2019 - **Ro Plastic-Master's Pieces** is one of the appointments of GuiltlessPlastic, the international project launched by the Milanese gallerist to stimulate the design community on the highly debated topic of plastic.

Inaugurating today, the exhibition, curated by Rossana Orlandi, features world-famous artists who created one-of-a-kind pieces using recycled plastic.

The installation by Studio Vudafieri • Saverino Partners, features the works of 29 artists who answered Rossana's call, exhibited at the Railway Pavilion of the Museo Scienza e Tecnologia "Leonardo da Vinci" April 6th - 14th.

Designers, Artists and Architects are: **Massimiliano Adami - William Amor - Nacho Carbonell - Matteo Cibic - Enrico Marone Cinzano - Jacopo Foggini - Formafantasma - Barnaba Fornasetti - Maurizio Galimberti - Jaime Hayon - Piet Hein Eek - Thierry Jeannot - Studio Job - Max Lamb - Piero Lissoni - Massimiliano Locatelli - Fernando Mastrangelo - Alessandro Mendini - Lucio Micheletti - Brodie Neill - Fabio Novembre - Italo Rota - James Shaw - Studio Nucleo - Patricia Urquiola - Dirk Vander Kooij - Tiziano Vudafieri - Marcel Wanders - Nika Zupanc.**

Alongside the Master's Pieces, the exhibition hosts **Università IULM** which premieres 3 creative videos to educate children on the correct recycling of plastic, made for the contest PLASTIC for GOOD PRIZE with the support of **Acqua Dynamo**.

Also on display is the **Seabin** device, promoted by the **LifeGate PlasticLess** initiative, an innovative floating container to install in harbours and marinas that can collect of up to half a ton of plastic waste each year, including microplastics and microfibres.

For GuiltlessPlastic, Aimo and Nadia, who have an ongoing collaboration with Rossana Orlandi, will provide gourmet foods at the Temporary Café inside the Railway Pavilion. Chefs **Alessandro Negrini** and **Fabio Pisani** from **Il Luogo di Aimo and Nadia** will offer breakfast, light lunch, snack and aperitif served in biodegradable tableware.

## GUILTLESSPLASTIC

### ROSSANA ORLANDI PRESENTS THE INTERNATIONAL PROJECT

*"In November 2017, I was on the beach in Sardinia and witnessed a mountain of colourful plastic carried by the sea – Rossana Orlandi explains - hence the idea: a mission to involve the design world to give new life to used plastic, exploring its endless possibilities of transformation. **Is plastic guilty? Or are the abuse and misuse of plastic the real problem?** From claim to action: the project evolved into Guiltlessplastic, asking the design community to embrace the challenge of designing useful, desirable future-proof objects with a material **that needs to find new life instead of ending up in our oceans.** Only 6% of European plastic products come from recycled plastic. Guiltlessplastic can help to improve the status quo and stimulate the international design community."*

From Senso di Colpa (Guilty Feeling), the event hosted by Rossana Orlandi in her gallery during the Fuorisalone 2018, Guiltlessplastic was born: a 360-degree survey on the complexity of the most used and most contested material of our time. Accompanying her in the evolution of the project is Cristina Gabetti, in the role of strategy and sustainability advisor.

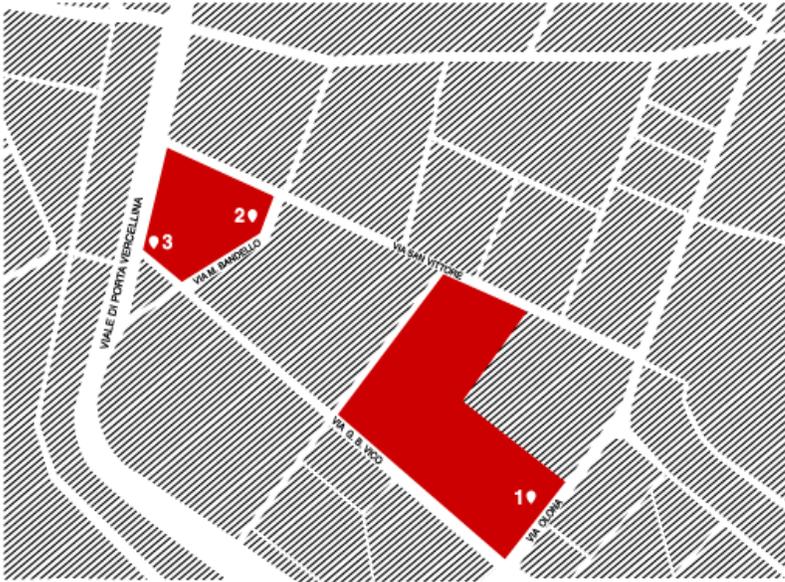
**Plastic is a global problem and we can all become part of the solution.** Invented in the late 1800's, plastics became strategic in the construction of war materials and in the 1950s it became widespread in consumer products and packaging. Since its invention, over 8 billion metric tons have been globally produced and more than 50% has been discarded or incinerated. This number is constantly growing: each year, over 322 million metric tons are produced and 8 million metric tons end up in our oceans, devastating the health of our ecosystems. All plastic that is not properly disposed of is toxic in nature, not only at sea but on land. Plastic trash is the biggest resource available. While researchers are constantly developing biodegradable polymers, what can be done to lessen the burden of oil-based plastics on the ecosystems? To this day, certain applications of virgin plastic are essential, but the abuse and misuse of this malleable and resistant material have created complex and interconnected problems.

During Fuorisalone 2019 Guiltlessplastic will unfold in 3 events:

**Ro PLASTIC-MASTER'S PIECES**, exhibition –Museo Scienza e Tecnologia, april 6-14, via Olona 6bis

**Ro PLASTIC PRIZE**, exhibit –Ro Garage, april 8-14, viale Porta Vercellina 15.

**Ro RING**, talk about plastic "recycled-no recycle" – Ro Garage, april 11.



## RO DISTRICT

### 1\_RO PLASTIC-MASTER'S PIECES

Museo Nazionale Scienza e Tecnologia Leonardo da Vinci  
via Olona 6 bis

### 2\_RO GALLERY

via Matteo Bandello 14

### 3\_RO PLASTIC PRIZE FINALIST EXHIBITION

RO GARAGE  
viale di porta vercellina 15

*Rossana Orlandi "In my project I wanted artists, designers and architects from all over the world to show how plastic can truly be transformed and interpreted to create objects of value that are not only durable, but also have aesthetics and meaning. "*

*"We cannot fail to ask ourselves what kind of a future we want to leave to our children and our grandchildren. Safeguarding the planet is a mission: I read that in 2050, which is just around the corner, there is a risk that the sea will literally be suffocated by plastic. It is crazy not to act. We are running out of time and must understand that together we can do a lot. There is no more room for ignorance or laziness. "*

*"In GUILTLESS I wanted to involve vocational schools and universities to make videos and messages for the little ones. It is essential to communicate with them: they are receptive and able to educate parents more than we think.*

## OFFICIAL INSTAGRAM ACCOUNTS

@guiltlessplastic @rossana\_orlandi

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*Rossana Orlandi è una gallerista con un sesto senso per il talento. Dopo 20 anni nel mondo della moda, all'inizio del nuovo millennio, Rossana decide di trasformare la sua passione per il design in una galleria poliedrica.*

*Galleria Rossana Orlandi inaugura nel 2002, in una ex-fabbrica di cravatte a Milano, in via Matteo Bandello 14. Diventa luogo di incontri tra design e arte, giovani scommesse e talenti affermati. La Galleria lancia nel corso degli anni molti nuovi e brillanti designer, consolidandosi come una rinomata piattaforma per il design d'avanguardia. Inizialmente la sua attività si concentra sulla nascente ondata dei designers olandesi, e la ricerca si allarga presto al resto del mondo. Nel 2007 apre una seconda galleria in Promenade du Port, a Porto Cervo in Sardegna.*

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