

## **GUILTLESSPLASTIC by ROSSANA ORLANDI**

### **Ro PLASTIC PRIZE and the winner is...**

**Milano, April 10th** - Children, universities, design studios, cooperatives, individuals, schools, established and emerging designers, couples, groups of friends: over 300 projects arrived from all 5 continents, in just 3 months, to participate in Rossana Orlandi's international prize, which launches the message that even Design can be part of the solution to one of the most serious problems on the planet.

The 4 winners of the Ro Plastic Prize, chosen by an international jury, who were awarded at the **Ro Plastic Prize Ceremony** in the Auditorium of Museo Scienza e Tecnologia Leonardo da Vinci di Milano are:

- for the **Design** category, partner **Rossana Orlandi**, the winner is **Alexander Schul (Germania)**, with the project **Substantial furniture line**, a chair made entirely of recycled plastic.

The prize was awarded by **Rossana Orlandi** – and accepted by Alexander Schul

*“I hope to succeed with this project in further stimulating the sensitivity of individuals to such a serious topic, spurring them to change their lifestyle: avoiding the abuse of plastic and its incorrect disposal before it contaminates both sea and land”.* – **Rossana Orlandi**

- for the **Home textiles** category, partner **Econyl by Aquafil**, the winner is **Reform Studio** (Egypt), by **Hend Riad** and **Mariam Hazem**, with the project **Plastex**, a line of textiles made of reused of plastic bags.

The prize was awarded by **Giulio Bonazzi** – CEO and Chairman of **Aquafil**

*“I have always believed in creating wealth from waste – and plastic pollution today is a huge problem and a big opportunity for us to show how we can tackle it. We are proud to support an award which celebrates regenerative textiles for their high performance and durability which is very powerful when combined with strong design that will outlast trends. We look forward to deepening our relationship with the design world to grow awareness on the subject, because*

*today, there are no limits when combining design, quality and aesthetics". - Giulio Bonazzi – CEO e Chairman di Aquafil.*

- for the **Packaging solutions** category, partner **The Bicester Village Shopping Collection by Value Retail**, the prize was not assigned because the projects presented did not meet the requirements of the call.

*“The waste of plastic offers designers the opportunity to be pioneers of sustainable solutions that embrace creativity, performance and innovation. Today, an important step has been taken in tackling this problem with Rossana Orlandi who has paved the way for this movement through the GuiltlessPlastic project. We are proud to participate in this movement and challenge young talents to reinvent the next generation of sustainable and durable packaging.” - Desirée Bollier, President and Chief Merchant of Value Retail, owner and operator of The Bicester Village Shopping Collection*

- for the **Conscious innovation projects** category, partner **illy**, the winner is **Precious Plastic** (Netherlands), for their plastic recycling awareness project via open source video tutorials.

The prize was awarded by **Massimiliano Pogliani** – CEO, illy – and accepted by **Mattia Bernini**, designer of the Precious Plastic Extrusion Machine.

*“It’s a great pleasure to deliver the Conscious Innovation Project Award on behalf of illy: a theme which we feel particularly close to because it’s about values - sustainable quality & continuous innovation - which are part of our DNA and inspire us - for the past 85 years - in pursuing the mission of offering the best coffee in the world. Art and design, also part of our DNA, have the ability to amplify the most current topics and make them accessible to an even broader public. So today, in this pivotal moment of the Milan Design Week, promoting emerging talents is no longer just useful, but necessary.” **Massimiliano Pogliani**, CEO illycaffè*

The three winners receive a prize of 10,000 euros each, while **Packaging solutions** will be re-launched by The Bicester Village Shopping Collection by Value Retail, with a new deadline.

Winning a consultancy in terms of Eco Design through a **Life Cycle Assessment (LCA)** approach, offered by **Demetra.net**, is the project **Urban Play Furniture** by **Mathej Janskj**, from the Conscious innovation projects category.

The prize was awarded by **Arnaldo Barni** – President of **Demetra.net** – and accepted by **Mathej Janskj**

Special Mentions, dedicated to those projects that could have been winners for design and creativity, but that for production purposes need to be further improved, go to:

- for the **Design** category, partner Rossana Orlandi, the **Pretty Plastic** project, wall covering from the Dutch firm **SLA + overtreders w.**
- for the **Conscious innovation projects** category, partner illy, the *Hunter-Gatherer in the Anthropocene* project, an iconic kayak, from **Zoe Jo Rae** (UK).

All ninety finalists of the international call, including the four winners, are on display for the entire Design Week, with an installation curated by Daniela Gerini, at the Ro Garage in Viale di Porta Vercellina 15, in the Ro District.

The **Ro Plastic Prize Ceremony**, hosted by **Cristina Gabetti**, Sustainability Advisor of the project, opened with a video from Catia Bastioli, CEO of Novamont and President of Terna. Following, on stage, were **Fiorenzo Galli**, General Director of the Museum which hosts **Ro Plastic-Master's Pieces**, the other exhibition of the Guiltlessplastic project, on show in the Railway Pavilion until April 14. And then, **Mark Anderson**, who, as Director of Education of the Design School of **Istituto Marangoni**, project partner, presented the two scholarships (Milano and London) signed by Rossana Orlandi on the theme of design; the Consul General of the Netherlands **Johan Verboom** accepted the special Ro Plastic Prize for **Theo Jansen** and his exhibit **Dream Beasts**; **Gianni Canova**, Rector of **IULM**, for the presentation of 3 videos made by the school's students to sensitize young children on the theme of plastic recycling.

**Jury Ro Plastic Prize:** Carlo **Bach** – Art Director Illy - **Philip Battin** – Design Manager of Google and Jury Chair of INDEX: Award; **Desiree Bollier** – Chair and Global Chief Merchant for Value Retail Management; **Giulio Bonazzi** – Chairman & CEO of Aquafil Group; **Giulio Cappellini** – Architect & Art Director; **Li Edelkoort** – Trend forecaster; **Marcus Fairs** – Founder & Editor in Chief of Dezeen; **Cristina Gabetti** – Sustainability Advisor of GuiltlessPlastic; **Piero Gandini** – Executive Chairman Design Holding; **Marva Griffin Wilshire** – Founder and Curator of SaloneSatellite; **Arthur Huang** – CEO & Founder of Miniwiz; **Ravi Naidoo** - Founder of Design Indaba; **Paul Rose** – Leader, Geographic Seas Expeditions, National Geographic; **Ivy Ross** – Vice President, Design for Hardware Products at Google; **Cuiming Yuan** – Chemical researcher.

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### Official Instagram accounts

@guiltlessplastic @rossana\_orlandi

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### GUILTLESSPLASTIC SPONSOR

*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.*

# GUILTLESSPLASTIC PRESENTS RO PLASTIC-MASTER'S PIECES

INSTALLATION BY TIZIANO VUDAFIERI

## RO PLASTIC PRIZE

ARTISTIC DIRECTION BY DANIELA GERINI



PRIZE PARTNERS



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