

THE NUMBERS OF ROSSANA ORLANDI'S FUORISALONE

Almost reached 50,000 visitors to the Ro District

2 projects, 1 international award, 3 locations, 2 exhibitions, 9 days of events, over 100 brands and designers on display, 90 projects on plastic recycling from all 5 continents, 15 jurors, 29 top designers, 600 products on display for a Fuorisalone that consolidated the strong interest of international experts and press.

Milan, April 18, 2019 - As the "gates" of the Fuorisalone closed, the satisfying conclusions were celebrated: Rossana Orlandi created her own RO district: Ro Gallery, Ro Garage and the Railway Pavilion of the Museum Science and Technology "Leonardo da Vinci".

With 2 exhibitions dedicated to the theme of plastic recycling, the Rossana Orlandi Gallery expanded beyond the historical locations of Via Matteo Bandello 14 and 16 to host the Ro Plastic Prize in Viale di Porta Vercellina 15 and the Ro Plastic-Master's Pieces in Via Olona 6/bis, – which all together drew an unprecedented attendance – visitors, press, professionals, buyers.

Almost 50,000 visitors dedicated an average of 90 minutes at the 3 exhibits, and they were very active on Instagram where a similar number of location tags and stories referred to @rossana_orlandi and @guiltlessplastic accounts. The two IG accounts generated more than 430.000 impressions during the Fuorisalone - the newborn Guiltlessplastic exceeding 60,000.

Satisfaction also for the exhibitors, who confirmed professional relations of great interest every day of the week including the weekend, despite the inclement weather. 40 nations represented: China, Brazil, USA and India in pole position. Europe with the Netherlands as flag bearers.

The international press was particularly interested in Rossana Orlandi's GUILTLESSPLASTIC initiatives - with coverage before, during and after Fuorisalone - drawing concrete attention to the most discussed topic of the moment: Plastic.

45 are the partners that supported and promoted the Rossana Orlandi Gallery and its projects, which obtained the Patronage of the Municipality of Milan and the collaboration of the Dutch, French, English and Swiss diplomats.