

PRESS RELEASE for distribution



Ro Plastic Prize 2022

CALL OPEN

DEADLINE FOR SUBMITTING APPLICATION
JANUARY 20TH, 2022

Rossana Orlandi and her daughter Nicoletta Orlandi Brugnoli announce the fourth edition of the international challenge which is part of their [project RoGUILTLESSPLASTIC](#) that they have created to sensitize the global creative community to a design that, respecting the criteria of sustainability, responsibility and emotionality, is based on recycling, reuse and upcycle of waste materials, not only derived from Plastic.

There are three categories for 2022

- URBAN AND PUBLIC DESIGN

One of the most important categories in the various editions of the Award, it is being presented once again this year with the intention of receiving projects that increasingly meet the objectives of the competition.

We know how valuable recycling is when large quantities of used material are reintroduced into the production chain, which is why we need to exploit the huge amount of plastic waste generated in our urban and public life.

This category aims to create an innovative and unexplored virtuous circle to reward our local communities with recycling projects from Plastic Waste collected from cities and public spaces.

For this category, which is the only one of this year's categories to use only recycled plastic, creatives will have to design prototypes and/or works for use in urban and public spaces: guard rails, traffic bollards, garden benches, playground equipment, waiting room seating, school desks, desks, blackboards, community beds, hospital furniture, bus and train seats, bus shelters, kiosks, stadium and arena seats, indoor and outdoor sports structures and equipment, flooring and cladding, ...

Designers must propose projects that are a synergy of durability, ergonomics, accessibility, safety, while creating beauty and added value for urban and public spaces.

Only prototypes, mock-ups and/or existing products are allowed.

It is possible to apply with projects already existing and/or submitted to other competitions.

- **EDUCATIONAL SOCIAL MEDIA**

The millions of young people who make up Generations Z and Alpha live in a constantly interconnected world thanks to their greatest ally, Social Media. The adults of tomorrow are an immense and multi-faceted community who socialize with a single universal language, comprehensible to everyone everywhere.

No borders, no barriers, no differences. Here now, everywhere tomorrow. Small, but determined. Technological, but human. Capable of creating communication phenomena in their techno-lives that change the rhythm of the world.

This is the audience for whom designers are asked to imagine, design and plan a communication project to educate about the respect of the Waste and importance of re-Waste. The project must adhere to three basic criteria: sustainability, responsibility and emotionability – the ability to create emotions.

Creatives must design communication projects that can only be used through social media, that explain, engage, involve, educate and teach proactively with a universal, simple and effective language, full of good vibes.

It is possible to apply with projects already existing and/or submitted to other competitions.

- **INNOVATIVE AND TECH PROJECTS**

Innovation and technology research have proven that wastefulness is wastefulness.

For this category, which is broad and far-reaching, we are asking researchers, scholars, universities, students and companies to submit projects on the theme of re-Waste, capable of transforming Waste into Wealth, to pave the path towards sustainable, economic, social, human, ethical and aesthetic growth.

Projects with a strong technological and scientific impact, aimed at taking care of the Planet in order to take care of Humanity as a whole.

Innovative projects that give rise to a new culture of production and consumption, capable of bringing about a real change in lifestyles so that the Planet no longer survives, but continues to live.

It is possible to apply with projects already existing and/or submitted to other competitions.

Like every year, Ro Plastic Prize - which in its four years of activity has seen more than 1800 participants, with an average age of 35 years old, from 60

different countries touching all five continents - is open to absolutely everyone, without any age limit.

A technical jury will select the finalists who will be the protagonists with its projects of an exhibition curated by Rossana Orlandi on the occasion of the Milan Design Week 2022, from April 3rd to 10th 2022.

An international jury headed by Nicoletta Orlandi Brugnoli will select the winners, one per category, at a Prize Ceremony on April 7th 2022 (date to be confirmed).

The three winners, one per category, will receive a prize of Euro 10.000 to be used for the development, implementation and realization of the submitted project.

To participate www.guiltlessplastic.com
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For updates, Instagram account [@guiltlessplastic](https://www.instagram.com/guiltlessplastic)

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