

## FUORISALONE 2019. ROSSANA ORLANDI

presents the international project

### GUILTLESSPLASTIC

*"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 which Rossana Orlandi hosted 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, acting as an advisor on sustainability.

**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 PRIZE**

**Ro PLASTIC-MASTER'S PIECES**

**Ro RING**

**Ro PLASTIC PRIZE**  
April 8-14 Finalists Exhibition  
April 10 Prize Ceremony

**Ro Plastic Prize** is an international challenge with projects and prototypes designed and **made of recycled and possibly recyclable plastic**.

There are four categories: DESIGN, supported by **Rossana Orlandi** – HOME TEXTILES, supported by **Econyl by Aquafil** – PACKAGING SOLUTIONS, supported by **The Bicester Village Shopping Collection by Value Retail** – CONSCIOUS INNOVATIONS PROJECTS, supported by **illy**.

Launched on December 6, 2018 and closed on March 10, 2019, the prize received more than **300 applications from over 50 countries, spanning all 5 continents**: from New Zealand to Canada, from Africa to the Far East, from North to South America. Italy and Holland were the most represented countries. Among the competitors, equally distributed between men and women, were also schools and kindergarten children.

The **82 finalists** will be exhibited in the Rossana Orlandi spaces from April 8th to 14th. An international jury will decide the 4 winners - one per category - according to the criteria of **functionality, form, innovation and environmental impact**, who will receive a € 10,000 prize during the **Prize Ceremony on April 10th at 6:00 pm in the Auditorium of the Museo Scienza e Tecnologia Leonardo da Vinci**. One of the four winners will be assigned a consultancy in terms of Eco design through an approach of **Life Cycle Assessment (LCA)** by **Demetra.net**.

**15 jury members**: **Carlo Bach** – Art Director, illy; **Philipp Battin** – Design Manager at Google, 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** – Strategy and Sustainability Advisor; **Piero Gandini** – Executive Chairman Design Holding; **Marva Griffin Wilshire** – Founder and Curator of SaloneSatellite; **Arthur Huang** – CEO & Founder of Miniwiz; **Ravi Nairobi 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.

**Istituto Marangoni**, during the London Design Week in September 2019, will exhibit the four winning projects at their London chapter and will **award two scholarships**, one in London and one in Milan, to two finalists from the **Ro Plastic Prize**, selected by the jury, excluding the winners.

## **Ro PLASTIC-MASTER'S PIECES**

April 6-14

**Ro Plastic-Master's Pieces**, curated by Rossana Orlandi, is an exhibition of **29 one-of-a-kind pieces in recycled plastic** made by world-renowned artists, designers and architects. Exhibition design: Studio Vudafieri • Saverino Partners. **From April 6th-14th**, the exhibition will be open to the public at the Railway Pavilion of the Museo Scienza e Tecnologia Leonardo da Vinci in Milan.

**On exhibit:** 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 - Studio Nucleo - Italo Rota - James Shaw - Patricia Urquiola - Dirk Vander Kooij - Tiziano Vudafieri - Marcel Wanders - Nika Zupanc.

Following Milano, a scheduled roadshow will travel to Paris, London and New York.

## **Ro RING**

April 11

**Ro Ring**, is a meeting inspired by boxing, where in two three-minute rounds, 4 pairs of experts, with antagonistic visions, will confront each other on the articulate and complex theme of plastic. From entrepreneurs to activists, from designers to communicators.

The public will have an active role in decreeing the most convincing contender and asking questions at the end of the round. Ferrari Trento and Acqua San Pellegrino, Partner Experience Testimonials of the **Ro Ring**, will support a contender for each match with their vision.

Appointment April 11th at 6:00 pm, in the Rossana Orlandi spaces. List of participants to follow.

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*Rossana Orlandi is a gallerist with a sixth sense for talent. After 20 years in the fashion world, at the beginning of the new millennium, Rossana decides to transform her passion for design into a multi-faceted gallery.*

*Galleria Rossana Orlandi opens in 2002, in a former tie factory in Milan, in via Matteo Bandello 14. It becomes a meeting place between design and art, between young and established talents. Over the years, the Gallery has launched many new and brilliant designers, consolidating itself as a renowned platform for avant-garde design. Initially focused on the rising wave of Dutch designers, the search soon widened to the rest of the world. In 2007 Rossana opened a second gallery on the Promenade du Port in Porto Cervo, Sardinia.*

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