

ROSSANA ORLANDI

launches the call for the international prize Ro PLASTIC PRIZE

submissions due by March 10th on www.guiltlessplastic.com

ROSSANA ORLANDI LAUNCHES **Ro PLASTIC PRIZE**, THE INTERNATIONAL CHALLENGE OF **GUILTLESSPLASTIC**, A PROJECT FOR FUORISALONE 2019. TEN THOUSAND EUROS FOR EACH OF THE FOUR WINNERS, ONE PER CATEGORY: DESIGN – HOME TEXTILES – PACKAGING SOLUTIONS – CONSCIOUS INNOVATION PROJECTS

“Is plastic guilty or not?” – comments Rossana Orlandi on one of the most hotly debated issues in recent times – *“One thing I’m aware of, is that the abuse and misuse of plastic are the real problem”*.

To stimulate a more conscious use of plastic, the Milanese gallerist is reaching out to designers worldwide. **Ro Plastic Prize** - applications due by **March 10th 2019** – is an international competition, open to those who wish to join in proposing solutions for a problem that’s damaging our planet.

An open call for designers, inventors and experts of any age and background to submit their ideas at www.guiltlessplastic.com.

There are four categories: **Design** supported by Rossana Orlandi – **Home textiles** supported by Econyl from Aquafil – **Packaging solutions** supported by The Bicester Village Shopping Collection di Value Retail – **Conscious innovation projects** supported by Illy.

Moreover Demetra.net will select one of the four winners offering a Life Cycle Assessment (LCA).

All projects, designs and prototypes must be thought, designed and made **entirely** in recycled-recyclable plastic.

The open call, launched through the **press, social media, associations, schools around the world** will close **on March 10th**.

The selected finalists will be exhibited during the Fuorisalone from April 8-14 at **Spazio Rossana Orlandi**. The four winners – one per category - will each receive a prize of 10.000 euros, during the Prize Ceremony on April 10th at the Museo Scienza e Tecnologia “Leonardo da Vinci” in Milan.

PROJECT PRESENTATION

For the Fuorisalone

ROSSANA ORLANDI presents **GUILTLESSPLASTIC**
to stimulate the design world to reinvent the use of plastic

AN INTERNATIONAL DESIGN PRIZE OPEN TO EVERYONE.
AN EXHIBITION OF WORLD-RENOWNED DESIGNERS AND ARTISTS.

If last year Senso di Colpa (Guilty Feeling) faced journalists, producers, researchers and opinion leaders with the urgent topic of plastic, for 2019 **Rossana Orlandi** went from claim to action. With **Guiltlessplastic** during the Fuorisalone, Rossana launches a true challenge to designers all over the world, inviting them to submit projects, designs, and prototypes designed and made with recycle and recyclable plastic. Our wish is for plastic to be seen as a resource and not a threat to the environment. A real Renaissance of Plastic.

“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 in a global recycling program to explore its endless possibilities of transformation” a way to prove that the conscious use and re-use of plastic can be a part of the solution.

Two are the main appointments of the project: Ro **Plastic Prize**, an international and intergenerational call which will select 4 winners for 4 different categories and Ro **Plastic-Master’s Pieces**, a collective exhibit which invites the designs of world-renowned artists, designers and architects.

Ro PLASTIC PRIZE

An open call for designers, inventors and experts of any age and background to submit their ideas at www.guiltlessplastic.com by March 15, 2019. There are four categories: Design – Home textiles – Packaging solutions – Conscious innovation projects. Projects, designs and prototypes must be thought, designed and made entirely in recycled-recyclable plastic.

The open call, launched through the press, social media, associations, schools around the world will close on March 15th. The selected finalists will be exhibited during the Fuorisalone **from April 8-14 at Spazio Rossana Orlandi**. Four winners will be chosen, one per category, who will each receive a prize of 10.000 euros, during the Prize Ceremony on April 10th at the Museo Scienza e Tecnologia “Leonardo da Vinci” in Milan.

The winners will be selected by an international jury of professionals and experts: **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 di Aquafil Group; **Giulio Cappellini** - Architect & Art Director; **Li Edelkoort** - Trend forecaster; **Marcus Fairs** - Founder & Editor in Chief of Dezeen; **Cristina Gabetti** – Journalist and writer; **Arthur Huang** - CEO & Founder of Miniwiz; **Paul Rose** – Journalist & Expedition Leader on the Pristine Seas team National Geographic; **Ivy Ross** - Vice President, Design for Hardware Products at Google; **Marva Griffin Wilshire** - Founder and Curator of SaloneSatellite; **Cuiming Yuan** – Chemical researcher.

Ro PLASTIC-MASTER'S PIECES

The collective of world-renowned artists, designers and architects whom Rossana Orlandi asked to create one-of-a-kind pieces, exclusively for Guiltlessplastic, made entirely of recycled plastic.

The exhibit, curated by Rossana, will be hosted during the **Fuorisalone** at the Railway Pavilion of the Museo Scienza e Tecnologia “Leonardo da Vinci” in Milano, institutional partner of the initiative and will be open to the public from April 6th-14th, 2019.

The designers on exhibit are: William Amor - Nacho Carbonell - Matteo Cibic - Jacopo Foggini - Formafantasma - Barnaba Fornasetti - Maurizio Galimberti - Jaime Hayon - Piet Hein Eek - Studio Job - Max Lamb - Piero Lissoni - Massimiliano Locatelli - Fernando Mastrangelo - Lucio Micheletti - Brodie Neill - Fabio Novembre - Patricia Urquiola - Scholten & Baijings – Guillermo Santomà - James Shaw - Dirk Vander Kooij - Tiziano Vudafieri - Marcel Wanders - Nika Zupanc.

***Rossana Orlandi** is a gallerist with a sixth sense for new talents. After having worked more than 20 years in fashion, as a consultant for luxury brands and for her family company, in 2002 Rossana decided to extend her passion for design as a private collector into an innovative gallery.*

***Galleria Rossana Orlandi** opened in 2002, in a decommissioned tie factory in the Magenta district. The gallery, in via Matteo Bandello 14, became a midway between design and art, open to both upcoming young artists and worldwide talent. In 2007 she opened a second gallery at Promenade du Port, in Porto Cervo, Sardegna. Throughout the years, the Gallery has discovered the newest and most brilliant designers and has become one of the most renowned platforms for avantgarde design. Starting with the success of Dutch designers such Piet Hein Eek, Maarten Baas and Nacho Carbonell, she then started scouting in the rest of the world. The Gallery is modular and unconventional, mixing a showroom, a retail store, offices and a courtyard for events and meetings, creating a unique atmosphere where every element complements the other.*

Official Instagram accounts

@guiltlessplastic @rossana_orlandi

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#rossanaorlandi #galleriarossanaorlandi #rossanaorlandigallery #romilandesignweek2019
#rofuorisalone2019

Media partner

Dezeen

Press materials such as banners for Ro PLASTIC PRIZE, supplementary iconographic materials, interviews with Rossana Orlandi and other project participants are available upon request.

For accreditation, please contact us as soon as possible to participate in the GUILTLESSPLASTIC press@guiltlessplastic.com