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GUILTLESSPLASTIC® 2020
IS OPEN FOR ENTRIES IN THE SECOND EDITION OF THE RO PLASTIC PRIZE
LAUNCHED BY ROSSANA ORLANDI
(entries no later than **30th January 2020**)

After its first year, with over 300 entries from 52 countries across all 5 continents, Rossana Orlandi is launching the second edition of the Ro PLASTIC PRIZE, one of the initiatives by GUILTLESSPLASTIC, the international project that aims to raise awareness around reusing and recycling plastic.

For 2020, the Milanese gallerist is raising the bar and going beyond the main theme of GUILTLESSPLASTIC to tackle the concept of a Circular Economy generated by plastic. This is why the Prize is increasing the competition categories to five, setting out to receive design and communication projects that proactively and innovatively deal with and make use of the issue of waste, based on the principles of **“reuse, recycle and upcycle”**.

The 2020 Ro Plastic Prize, aimed at creatives of all nationalities and ages, will put forward projects that are feasible in practical terms with the added value of contributing to an effective solution for our environmental impact, based on five issues:

INDUSTRIAL DESIGN | Aesthetically appealing and functional indoor and outdoor objects that encourage large-scale recycling of plastic, thus facilitating its disposal. The competing products must be durable, designed for industrial-scale production and have an end-of-life with as low an environmental impact as possible.

INNOVATIVE TEXTILES | While the first edition asked for furniture fabrics created entirely out of recycled plastic, the 2020 edition calls for materials suitable for various uses and functions. These should be generated and produced using innovative methods that take into consideration the circular economy supply chain of plastic and organic materials, and should have a minimal environmental impact.

PACKAGING SOLUTIONS | Not bestowed in 2019 due to projects not conforming to the Prize specifications, and also in light of the devastating effect that this kind of product has on the environment, this category is not only being put forward again, but is broadening its scope for how materials, including recycled plastic, can be used. Such materials are to be produced from reclaimed waste and must correspond to circular economy standards.

CONSCIOUS INNOVATION PROJECTS | Projects which aim to create open source training courses, restore contaminated areas, formulate new types of economies, aiming at social and environmental development and inclusive engagement.

AWARENESS ON COMMUNICATION | Up to now, a general sense of guilt has permeated the discourse on Plastic, in most cases portraying it through dramatic and guilt-inducing images. This new category will push for positive, stimulating and proactive communication projects, aimed at diverse audiences but primarily children, to encourage informed knowledge on the subject; teach new life and consumption habits; urge mass-action to raise awareness around manufacturing and demand that Institutions operate in support of the companies involved.

An international panel of individuals with professional involvement in design, research, industry and communication, will proclaim a winner for each category. The chosen finalists will also see their work displayed in one of the Ro District spaces at the next Fuorisalone event.

As with last year, in the 2020 edition the Sponsors of each category will, during a Prize Ceremony in the midst of Design Week, bestow the five Ro Plastic Prize winners with ten thousand euros.

To take part in the 2020 Ro Plastic Prize -> www.guiltlessplastic.com

For information on the 2020 Ro Plastic Prize -> prize@guiltlessplastic.com

2020 MILAN DESIGN WEEK PREVIEWS

For the next Milan Design Week, Rossana Orlandi is renewing and strengthening her commitment to **GUILTLESSPLASTIC**, the international project that bears her signature. Here are two previews: the **TRASHFORMATION VILLAGE**, a site-specific installation by Rossana Orlandi with Artistic Direction from Aldo Cibic, and the second edition of the **Ro PLASTIC PRIZE**.

TRASHFORMATION VILLAGE

Dates: 19th-26th April 2020 (dates to be confirmed) – **Launch** 18th April 2020 (date to be confirmed)

Location: Ro DISTRICT – The Cloister Gardens at the Museo Scienza e Tecnologia “Leonardo da Vinci”

Description: A real village created entirely and exclusively out of materials recycled from production waste. A new poetic habitat that experiments with new materials, not just recycled plastic.

By Rossana Orlandi and with artistic direction from Aldo Cibic

2020 Ro PLASTIC PRIZE

Jury Meeting

Date: 19th April 2020

Location: Ro DISTRICT – space to be confirmed

Exhibition

Dates: 20th-26th April 2020

Location: Ro DISTRICT – space to be confirmed

Description: exhibit of the 2020 Ro Plastic Prize finalist projects

Prize Ceremony

Date: 21st April 2020

Where: Ro DISTRICT - Auditorium Museo Scienza e Tecnologia “Leonardo da Vinci” – Milan

Description: public award ceremony for the five winners of the 2020 Ro Plastic Prize

Official Instagram

@guiltlessplastic @rossana_orlandi

Hashtag

#guiltlessplastic #roplasticprize #galleriarossanaorlandi #rossanaorlandi #trashformationvillage

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