

Ro Plastic Prize 2021

QATAR MUSEUMS Official Main Partner

In 2021 the international award in the RoGUILTLESSPLASTIC project, which this year welcomes the **Official Main Partnership of Qatar Museums**, is aimed at creatives from all over the world. There is no age limit and it is open to all who wish to try their hand at the interpreting the theme of re-Waste. Unlike previous editions, the materials are not exclusively Plastic but can be anything recycled or recyclable.

The leading claim of the prize is, **SAVE THE WASTE, WASTE IS VALUE.**

This year, the Ro Plastic Prize is composed of three categories:

• **Urban and Public Furniture Design** | Endorser **Li Edelkoort**, trend forecaster

Prototypes or works, mainly in recycled plastic, to be used in urban and public spaces such as roads, stations, institutions, schools and universities, playgrounds, green areas, squares, sports facilities, stadiums, hospitals, ports, means of transport, or places of cultural interest. Projects must display a strong sense of responsible impact and be exciting, desirable, and communicative. They must create that sense of belonging to those places that are lived in and loved, with an aim towards protecting them to continue living in them.

• **Responsible Innovation Projects** | Endorser **Catia Bastioli**, CEO NOVAMONT

Works that considering waste of any kind as a source toward a new path of industrial, economic and social development: WASTE to WEALTH.

Projects that pave the way for a responsible new economy where responsibility is not just an objective but an intrinsic component at all levels of development. Technology to support projects that improve, build, and implement new possibilities for life, work, and social development. Proposals that reimagine the coexistence between Man and Nature and develop solutions that make a significant impact on the preservation of natural resources.

• **Emotion on Communication** | endorser **TBC**

Could the theme of re-Waste succeed in moving people, by compelling them to take an active part in the necessary changes to secure our future?

Projects, slogans, advertising, campaigns, curricula, workshops, promotions, institutional launches, or corporate involvement; the medium may change but the message must burst with

positive energy. Media, texts, commercials, stories, exhibitions, or artistic journeys: everything that travels, particularly on the cutting edge of technology. Rather than denunciations there must be solutions; instead of accusations, explanations.

Emotion on communication is a simple, transgenerational, universal and interdisciplinary language, capable of moving the conscience and hitting straight to the heart.

The final date for the submission of projects for consideration is **June 22, 2021**.

The finalists will be exhibited in conjunction with Milan Design Week, which will take place from 5 to 12 September 2021. The final projects will be displayed in the Hall of Waste, one of the exhibitions of RoGUILTLESSPLASTIC 2021, located in the Cloisters of the Leonardo da Vinci Science and Technology Museum.

The international jury enjoys the patronage of **S.E. Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani**, who serves as Honorary President and is chaired by Nicoletta Orlandi Brugnoli, curator of the Prize. A Ceremony at the Science and Technology Museum on **9 September 2021** will reveal the winners in each of the three categories, and to whom **a prize of 10,000 euros will be awarded to develop and refine their projects. In addition, thanks to the partnership with Qatar Museums, the winners will be guests at an exhibition in Doha next year.** ([link to press release](#))

In the words of S.E. Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, "As museums are platforms for knowledge production and for inspiring individuals to find solutions to enhance the quality of their lives, it gives me great pleasure to announce Qatar Museums' commitment to combine design excellence with environmental stewardship and sustainability in sponsoring the 2021 Ro Plastic Prize. I have had the privilege of working with the namesake of the Prize, the critical future thinker Rossana Orlandi, to support Doha's creative economy with our exciting townhouse project in Msheireb Downtown Doha, the world's newest and largest regenerative city. I am doubly excited that the winners of the 2021 Ro Plastic Prize will be exhibited in Qatar next year as part of our ever-growing commitment to sustainable programming."

"We are overwhelmed with enthusiasm for the thousands of submissions we have received since the first year, which have come from five continents, and the global press coverage that the winners and most brilliant projects have received," an emotional Rossana Orlandi shared. "Nicoletta and I are honored to receive such a prestigious endorsement just three years after

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Rossana Orlandi



bringing the concept to life. The Official Partnership of Qatar Museums and the Patronage, as Honorary President of the International Jury of the Prize, of H.E. the Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, is a recognition beyond any that we could have dreamed. It gives us the strength and conviction to go forward with ever more commitment, responsibility, and emotion to be among those whose actions ensure a better future for us all.”

If Sustainability was the keyword for 2019, and Individual Responsibility the theme of 2020, the 2021 edition required an entirely new term, which Rossana Orlandi coined to capture the true message of her project. EMOTIONABILITY. It is only by evoking an emotional response in people that we can inspire their passion and commitment to important issues.

SUSTAINABILITY, RESPONSIBILITY, EMOTIONABILITY. The triptych upon which the Milanese gallerist has based her challenge to all the protagonists of this edition of RoGUILTLTESSPLASTIC.

RoGUILTLTESSPLASTIC 2021
Galleria Rossana Orlandi
Head of Press Office
Maria-Cristina Lani
mariacristina.lani@rossanaorlandi.com
+39 335 8080574

Official Location

MUSEO
NAZIONALE
SCIENZA
E TECNOLOGIA
LEONARDO
DA VINCI

With ¹²⁻¹⁸ MILANO f
04 DESIGN
21 CITY