



ISTITUTO MARANGONI LONDON & ROSSANA ORLANDI: TOGETHER FOR SUSTAINABLE & CONSCIOUS DESIGN

Istituto Marangoni and **Rossana Orlandi** have come together to form a unique partnership for the project 'Guiltless Plastic', an important initiative that supports the drive to be environmentally conscious and encourages a more sustainable approach to design through the call to take immediate action to reduce pollution caused by plastic.

Alumna from Istituto Marangoni as well as internationally respected gallerist and design curator, Rossana Orlandi launched the 'Guilty Feeling' project in 2017 seeking to enlist the world of design in meeting the challenge of giving new life to plastic. This initiative has today evolved into 'Guiltless Plastic' thanks to the 'Ro Plastic Prize', an international competition that rewards sustainably conceived work made of recycled and recyclable plastic.

As the sole educational partner for the Prize, Istituto Marangoni has supported this project both in its launch in Milan and now for the first London edition, reflecting the School drive and belief in environmental design, now, more urgent than ever.

Over 300 applicants from 50 different countries took part in the 'Ro Plastic Prize', whilst the judging panel involved professionals and industry experts such as Giulio Cappellini, Istituto Marangoni ambassador, and Marcus Fairs, among others, and also included Istituto Marangoni alumni and student, Terence Coton and Marco Ripani, respectively.

For the first time in the UK, pieces from 'Guiltless Plastic' will be uniquely exhibited at Istituto Marangoni London, in the heart of Shoreditch, during London Design Festival 2019. The School will also host a brunch and talk with **Rossana Orlandi** herself on '**The Future of Plastic**'.

The **selection of pieces** that will be showcased at the London School has been **curated by Rossana Orlandi and Mark Anderson**, Design Director of Education at Istituto Marangoni Milan.

The exhibition will include works from emerging talents such as **Sanne Schuurman, Federica Cammarota, Dylan Casanovas, Miloš Ristin, Joseph André Szall, Massimiliano Adami, Ruben Carboni, Hester van Dijk, Alexander Schul and Bailey Allan Fontaine** and renowned ones like **Piero Lissoni**.

The eclectic projects will offer **solutions** and present creative research on **how to process plastic waste** in a more cost, time, and energy efficient way. Design works will demonstrate the imaginative possibilities of fully recyclable materials with continued high design expectations on aesthetics, haptics and functionality. Pieces also explore **how to return contaminated plastics into the production cycle**, as well as other forward thinking initiatives such as creating outdoor bins from beach plastic waste or speakers made out of recycled plastic.

'This wonderful moment enables our beautiful London School to host exciting new conceptual design, curated and debated by a true leader of design innovation, Rossana Orlandi. Our contribution to Shoreditch in the London Design Festival seeks to bring the best of the Salone de Mobile debate & thinking', says Charlotte Gorse, Director of the London School.

**About Istituto Marangoni**

Istituto Marangoni was born in 1935 in Milan as Istituto Artistico dell'Abbigliamento Marangoni and in 2015 reached an important milestone, 80 years of successfully training the best professionals in the world of fashion and design. With a training balance sheet of more than four generations of students from 5 continents, it has been the launch pad for more than 45,000 fashion and luxury professionals, including Domenico Dolce, Franco Moschino, Alessandro Sartori, Maurizio Pecoraro, Paula Cademartori, Andrea Pompilio and Lucio Vanotti. Today Istituto Marangoni has more than 4,000 students every year, from 100 different nations, who choose to study in the Group's schools thanks in part to the high post-graduation employment rate. In fact, 90% of Istituto Marangoni students find employment after completing their studies. Milano, Firenze, Paris, London, Mumbai, Shanghai, Shenzhen and Miami are the international capitals of fashion and design where the Group's schools are located.