

PRESS RELEASE

The art project to save the sea “Dalla PARTE del MARE” kicks off.

Thanks to AcegasApsAmga, Hera Group, Herambiente plastic bottles collected at Despar stores from July to August will be turned into an art installation to be exhibited in Trieste in October, during Barcolana.

The project is part of #UnplasticTrieste- the battle cry of Barcolana51 against plastic in the sea, endorsed by Trieste Town Council and FVG Region

Trieste, 21 June 2019 – Safeguarding the environment and recycling plastic are the focus of Barcolana this year. Together with AcegasApsAmga, Herambiente (of the Hera Group), Despar, Trieste Town Council and FVG Region, Barcolana has launched an innovative art initiative called “dalla PARTE del MARE” (Art to save the sea), involving companies, institutions and citizens alike.

Under this initiative, promoted by Herambiente under its recycling SCART project, empty plastic bottles will be given a new life. All you have to do is take your empty plastic bottles (cleaned!) to a Despar store and they will be turned into a creative work of art. The art installation will be the symbol of this year's Barcolana reminding everyone that plastic must be reused in as many ways and as many times as possible before being disposed of.

*“We have taken this project to heart - explains SVBG chairman **Mitja Gialuz** - to the extent that we have decided to involve everyone because we want it to be the symbol of mutual work and a shared message ahead of Barcolana. We will build a giant fish, an installation which we'll ask the Town Council to exhibit in Trieste's main square – Piazza Unità – during Barcolana to make it clear that plastic must be used and reused as many times before disposing of it, and certainly without throwing it away in the environment or in the sea”.*

Gialuz has thanked AcegasApsAmga, the Hera Group and Despar for “*having endorsed this project, turning an idea into a shared action where everyone invests resources for a shared purpose*”; he has also thanked Trieste's Town Council and FVG Region “*for their enthusiastic response and their immediate interest in this project and for all the environmental initiatives they promote for Barcolana51 tagged #UnplasticTrieste, almost a battle cry for the shared goal of saving the environment*”.

The fish that will be created by SCART artists will be none other than a typical, local, large sardine which will be called Alice. Alice the large sardine will be over ten metres long and will be exclusively made of plastic bottles. Triestinis can start taking their empty plastic bottles to Despar stores where they'll find collection points named “dalla PARTE del MARE”. The collection starts on 7th July.

Other installations made of recycled material will also be exhibited during Barcolana, in the cloister of the Region's building in Piazza Unità. The SCART exhibition will show animals, people and pictures of famous figures all made of recycled material, from wood, plastic and cardboard to metals and fabrics. *"This project is valuable not only for Barcolana but also for the entire city – says **Roberto Gasparetto**, MD of AcegasApsAmga. "Through the power of art and the media attention Barcolana attracts, these installations will raise awareness about the importance of circular economy to safeguard the sea and biodiversity. I'm also glad of the synergy that local public and private parties have created for this initiative".*

Despar plays a crucial role in all this. Partner of Barcolana for the third year in a row promoting charity and social projects and edutainment activities for children, Despar will establish collection points in 13 of its stores across the city. **Fabio Donà**, marketing manager at Despar: *"We are pleased to be Barcolana's sponsor again and to actively take part in the project "dalla PARTE del MARE", such an important environmental cause which matches our values of local development and sustainability. Our stores will be the collection points for plastic bottles that SCART will turn into art. What better way to show our commitment and care for the environment and the land where our roots lie".*

Transparent, blue, grey and white bottles can be taken to Despar collection points between 7th July to 9th August when AcegasApsAmga will then take them to the SCART studios where artists will start making Alice the large sardine which will be inaugurated on Friday 4th October.

"Dalla PARTE del MARE" is part of a wider campaign Barcolana will start promoting during the summer to raise awareness on the dangers of throwing plastic in the sea: *"Our project – explained **Gialuz** – is called #UnPlasticTrieste and is aimed at teaching to recover plastic from the sea. We'll start with the construction of Alice - our symbol – but we will also work on many other initiatives with the local Environment Department, the FVG Weather Agency Arpa and its LaRea lab, Fondazione Once Ocean, WWF and other companies that invest in Barcolana and promote eco-friendly initiatives".*

Information:

Press

OfficeBarcolana

Wordpowersrl

Francesca Capodanno – Communications Manager : +39 349 8810482

francesca.capodanno@wordpower.srl ufficiostampa@barcolana.it

www.barcolana.it

AcegasApsAmga Press Office

Riccardo Finelli – Communications Manager: +39 334 3719248 rfinelli@acegasapsamga.it



