



circuito per la promozione  
dell'**abitare sostenibile**

PRESS RELEASE Design Week Milan 12<sup>th</sup> – 17<sup>th</sup> April 2011

## BEST UP “+LIFE CYCLE DESIGN -CO2: THE IMPORTANCE OF PEOPLE. RELATIONSHIPS AND COMMUNITIES”

WHERE :

Fabbrica del Vapore, via Procaccini 4 Milano for “Posti di Vista Design Sensibile”

WHEN:

from the 12<sup>th</sup> to the 17<sup>th</sup> April 2011 from 10.00 to 22.00

INAUGURATION:

Tuesday 12<sup>th</sup> April at 19.30

PRESS CONFERENCE:

Thursday 7<sup>th</sup> April at 11.30 at the Fabbrica del Vapore

FEATURING:

- SUSTAINABILITY TABLE
- SUSTAINABLE ITINERARY (events at the Fuori Salone) both PAPER FORMAT and ONLINE at [www.bestup.it](http://www.bestup.it)
- GIORNALE/MANIFESTO BEST UP 2011 with contributions from opinion leaders and players in the sector
- PROMOTION of the REFERENDUM FOR THE COMMON GOOD with Terra against nuclear power and for water, which belongs to everyone
- TEMPORARY ECO-SHOP

Selecting and telling “great stories”, actual models that can be copied in the field of designing **sustainable products and services; appraising and improving exemplary experiences**; supporting and uniting those who work towards going in the “**right direction**” which is Best Up’s mission statement. Best Up is the Circuit for sustainable living made accessible through events, information, training and consultancy services. “...Without the right direction we’re going nowhere. **We need a shared happy objective to guide us. A common denominator which unites genders, ethnic backgrounds, disciplines and knowledge. A thousand shapes, ideas, colours and actions are all possible, provided that they all work together towards a universal harmony between personal well-being and the common good. But who nowadays can still put their own happiness above that of other people’s?**” (from the Best Up Manifesto).

Once again this year, Best Up is the scientific partner of Posti di Vista design sensibile, a show that is being held at the Fabbrica del Vapore, bigger and better due to more participation and events and the opening up of new spaces. Now in its fifth year of activity and presence at the Fuorisalone, Best Up reiterates its “**+Life Cycle Design -CO2**” campaign (more aware design and less environmental impact) emphasising “**The Importance of people. Relationships and communities**”. The focus of the **new co-ordinated Best Up images** (Zetalab design), (which goes hand in hand with a new, bigger and more accessible website,) is precisely that of **people**, those who have metabolized creative and caring relationships with both society and the environment.

In its area within the Fabbrica del Vapore (Polifemo Area), Best Up is presenting the **Giornale/Manifesto 2011** and the Guide to the eco-design events, the Best Up **Sustainable Itinerary**, which this year is being distributed with **D and La Repubblica** on the 9<sup>th</sup> April and **with the Ottagono guide** in the newsagents, at the Salone del Mobile Rho Fiera stands and throughout the Fuorisalone. The Sustainable Itinerary is updated **in real time and you can visit it on the [www.bestup.it](http://www.bestup.it) site.**

At the **Sustainable Table**, dedicated to the 2011 campaign, we are collecting **experiences from the worlds of la production, associations, training and community policies**. These are actual genuine facts, that by their examples give a solid answer to the question of the “right direction” to follow, from the social, economic and environmental points of view: appraisal and improvement of resources, communities and knowledge. Among these we can include Alpi, Arreda.net, Comieco, CP Parquet, Editrice Compositori and Ottagono, Electrolux, Elica, FederlegnoArredo, Flos, Fresialluminio, iGuzzini, Ikea, Innova.com, nora®, Materiavera, Oltremateria, Rivaviva, Sabaf, SixPeople.it, Valcucine, Casa Mediterranea, aManiLibere and FiloDritto, A4Adesign, and DES Politecnico Milano.

Among the **partners** present at the Best Up area and at the Sustainability Table:

**Milano Metropoli Agenzia di Sviluppo** which is presenting the Good Practice Handbook catalogue, created with 9 other regional partners of the **Cradle To Cradle Network** (C2CN) within the context of a European project. At the heart of the publication are 160 sustainable good practices created by businesses and public organizations (including Best Up) aware of and awake to the principles of the Cradle To Cradle approach (“**Dalla Culla alla Culla**”). The issues dealt with are the development of communal areas and infrastructures, industrial and artisan products and processes, building design and communal government.

**Nuup, Sustainable Creativity**, a group of eco-designers who are presenting **Green Rules**, a brand new environmental education project based on innovative board games dedicated to the concept of sustainability with which to entertain the public.

**Terra, a green magazine** with whom Best Up is supporting the **anti-nuclear campaign** and the campaign for the **defence of common property** supporting the referendum of the 12th and 13th of June; **it’s essential to vote because the future lies in clean green energy and because water belongs to us all and is not for sale**.

The **resetTable** project from **A4Adesign** looks at the issue of the Expo 2015 “Feeding the Planet, Energy for Life”. A table for a different world, where the convergence of continents creates a new Pangea which *re-sets* relationships and recognizes proximity as the only possible measure.

A new venture for this year which has come out of the concept created by Best Up and Stefano Pisciotta and Cristina Riva/RivaViva and which will be of great interest to the public: the **Temporary Eco-Shop**.

An innovative proposal created within the spaces of the Fabbrica del Vapore, the **Temporary Eco-Shop will remain open until the 30th April**. Not just window dressing, but a genuinely eco-compatible shop where people can admire, touch and buy furniture, surfaces and coverings, and objects for sustainable living together with an intriguing range of environmentally friendly accessories, jewellery and clothes. Among the businesses and producers present there are: RivaViva, nora®, Antonangeli, the fabric companies of C.I.a.s.s.org, Hell’s Kitchen, Marillina Fortuna, Sant’Anna, aMani Libere-FiloDritto, Ruth Katzentsein Souza, Unicef, Originesari, Palm.

## **BEST UP WOULD LIKE TO THANK:**

**The supporting members:** Alpi, Arreda.net, Comieco, CP Parquet, Editrice Compositori, Electrolux, Elica, FederlegnoArredo, Flos, Fresialluminio, Ghenos, iGuzzini, Ikea, Innova.com, nora®, Materiavera, Oltremateria, Rivaviva, Sabaf, SixPeople.it, Valcucine

**Patrons and supporting organizations:** ADI, Comune di Milano, Ministero dell’Ambiente e della Tutela del Territorio e del Mare, Provincia di Milano, Regione Lombardia

**Technical sponsors:** A4Adesign, Antonangeli, Zeus

## **For information, updates and pictures:**

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Press Kit and Sustainable Itinerary downloading on [www.bestup.it](http://www.bestup.it) site



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