



WEPLANET MILANO 2020



The background of the entire image is a photograph of Antelope Canyon, showing its characteristic smooth, undulating sandstone walls in shades of red, orange, and pink, with a bright light source visible at the top center.

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**THE WORLD IS A NICE PLACE,
WORTH THE FIGHTING FOR...**

Ernest Hemingway

.....

WE
PLANET

GRUPPO
MONDADORI

M **MEDIAMOND**

Antelope Canyon

THE GLOBAL GOALS

For Sustainable Development



1° Edition | Milano 2020
Public open air exhibition of
Creativity, Art, Design e Fashion

WEPLANET, GRUPPO MONDADORI
and MEDIAMOND

With the patronage of **Comune di Milano** and **Regione Lombardia (Lombardy Region)**,
present the first CONTEMPORARY
ART AND DESIGN EXHIBITION
COMPLETELY SUSTAINABLE,
PUBLIC AND INTERACTIVE,
dedicated to sustainable development
with the goal of raise awareness of
citizen and public and private
companies.

An event above the event.





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WE PLANET

OUR APPROACH TO MAKE THE PUBLIC THINKS ABOUT SUSTAINABILITY

**A CHANCE TO COMMUNICATE AN INNER MORE POSITIVE VISION OF THE
FUTURE**

UNA GOOD PRACTICE FOR MILAN

A PROJECT THAT REFLECTS AND TRANSMITS ITALIAN CREATIVITY

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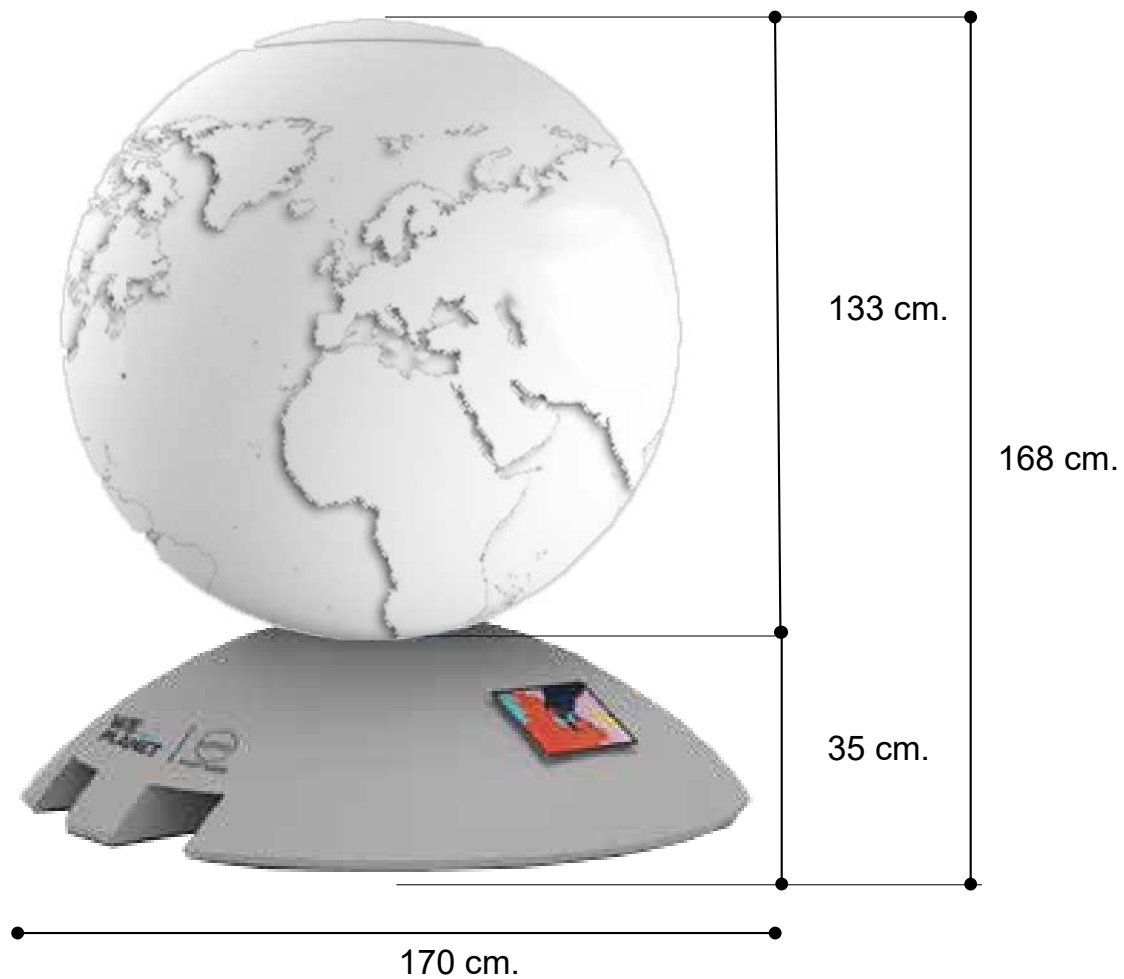
Parco Nazionale di Lençóis Maranhenses

GOALS

WePlanet, first of all, is an open invitation to reflect and act using the powerful aggregation attraction of art and design, in one of the most beautiful city in the world. Weplanet is an idea of awareness and understanding focused on sustainability. POLLUTION , SUSTAINABLE AND GREEN ENERGY , RECICLED AND RECYCLABLE, GLOBAL WARMING , WELLNESS OF OCEAN AND MARINE WILDLIFE , INNOVATION, are all topic that will encourage the public to engage with the globe, a sustainable installation all over the city .

Artwork interconnected with each other, not only for the public to admire but thanks to augmented reality , will dispense to the admirers suggestions on how to improve our relationship with the planet and other informations.

The vehicle to transmit this parallel vision of sustainability and development will be the TERRESTRIAL GLOBE, that will transform itself into a spheric canvas available to artists and designers from all over the world.



SUSTAINABLE INSTALLATION THE GLOBE

The sustainable installation or the globe will transform itself into a spheric canvas available to be worked on by Artists, designers and students from the most important Art academy in Milan.

The globe is made from recycled and recyclable materials.



THE GLOBES

From October 2019 until March 2020, the Globes will be located in a symbolic universal laboratory where they reborn, thanks to designers and artists, each with his unique features .The House of the Globes will be hosting presentations and talks and it will be open to schools and students to engage in Q&A.

From the 12th April 2020 to the 21 of June 2020, the Globes will be displayed in streets, squares , parks and stations all over Milan . An open-air exhibition for an urban "voyage" that will discover a universe of marvelous.

The 29th of June 2020, A FINAL AUCTION , in collaboration with Sotheby's Italy, will collect the funds from the auction that will be devolved for a sustainable project for the city of Milan and its inhabitants.



BRAND INVOLVEMENT

Companies are essential actors for the process of sensibilization into sustainability. They aggregate people and have a duty to start this process due to the responsibility of virtues to act and be attentive to work for a sustainable future.

Being a Weplanet partner means share and act to express a more positive and bright vision of the future.

Each brand will be able to "adopt" a globe that will be consequently personalized by an artist and will express his "own" idea of sustainability.

From the beginning to the final auction, the brand will be the main actor into the communication process with the public, with more than 200 days to contribute. Joining the initiative, companies will have the chance to increase their visibility and get in touch with the users with a new powerful media and increase their respective brand reputation and taking part and **support a concrete initiative for the city of Milan.**





ARTISTIC VIEW

Personalize the globe:

1. Involvement of **Accademia di belle Arti di Brera** students' , instructed by brand partner (costs included into offer)

otherwise

2. . sponsor will **activate their own designer/artist** that will elaborate and create their personalization of the globe . (costs on top of the brand)

BRAND EXPOSURE

The Globe

At the base of the installation there is a fixed plate with the name and logo of the funding company and also the name of the artist and his artwork to display.

Onto the base will be drawn also the logos of the institutional partners of the event.



CONTEMPORARY, INTERCATIVE

AUGMENTED REALITY AND THE GLOBES.

Once activated the augmented reality with their smartphones, users will be redirected to a webpage in order to read and receive information about:

- The Globe
- Brand partner** that will be able to load contents such as videos ,links about their commitment to sustainability.
- **Institutional partners involved**

In addition will be possible to develop and deliver interactive activities.



100 GLOBES AROUND MILANO THE EXHIBITION

The arts installation presents on the ground will be displayed from April until June 2020 in the streets and squares with the highest concentration of pedestrians.

An event capable of generating:

- **million of views and contacts**
- **raising awareness**
- **engaging the public interactivity**





THE CREATIVE LAB

WePlanet will be presenting and opening his space for artists and designers to work on the installation in his lab in via Sammartini (Central station area), totally dedicated to the personalization of the globes.

The lab will also be a gathering spot offering talks and initiative open to the public from October until March

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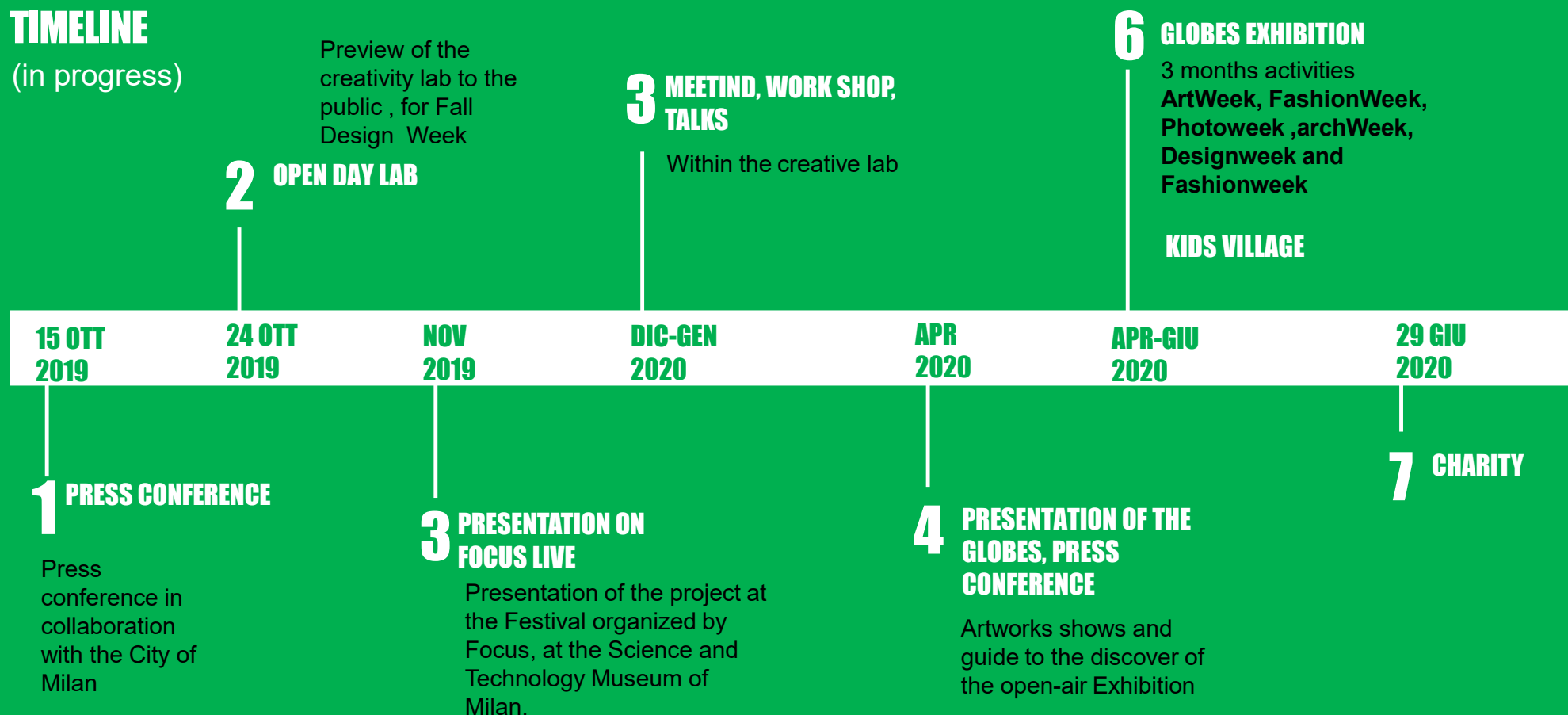
CHARITY

At the end of the event selected artwork , judged by an artistic committee will be auctioned by Sotheby's Italy as a charity action and the **sum collected will be devolved to the city of Milan** that will dedicate those money for the **sustainability of the city and thus a brighter cleaner future.**



TIMELINE

(in progress)



PARTNERSHIP

ISTITUTIONAL PARTNERS AND PATRONAGE

- Comune di Milano
- Regione Lombardia
- Federturismo
- Fondazione sviluppo sostenibile
- FE.N.CO.
- Accademia di Brera
- Confcommercio
- Confimprese

NEWSPAPER PARTNERS

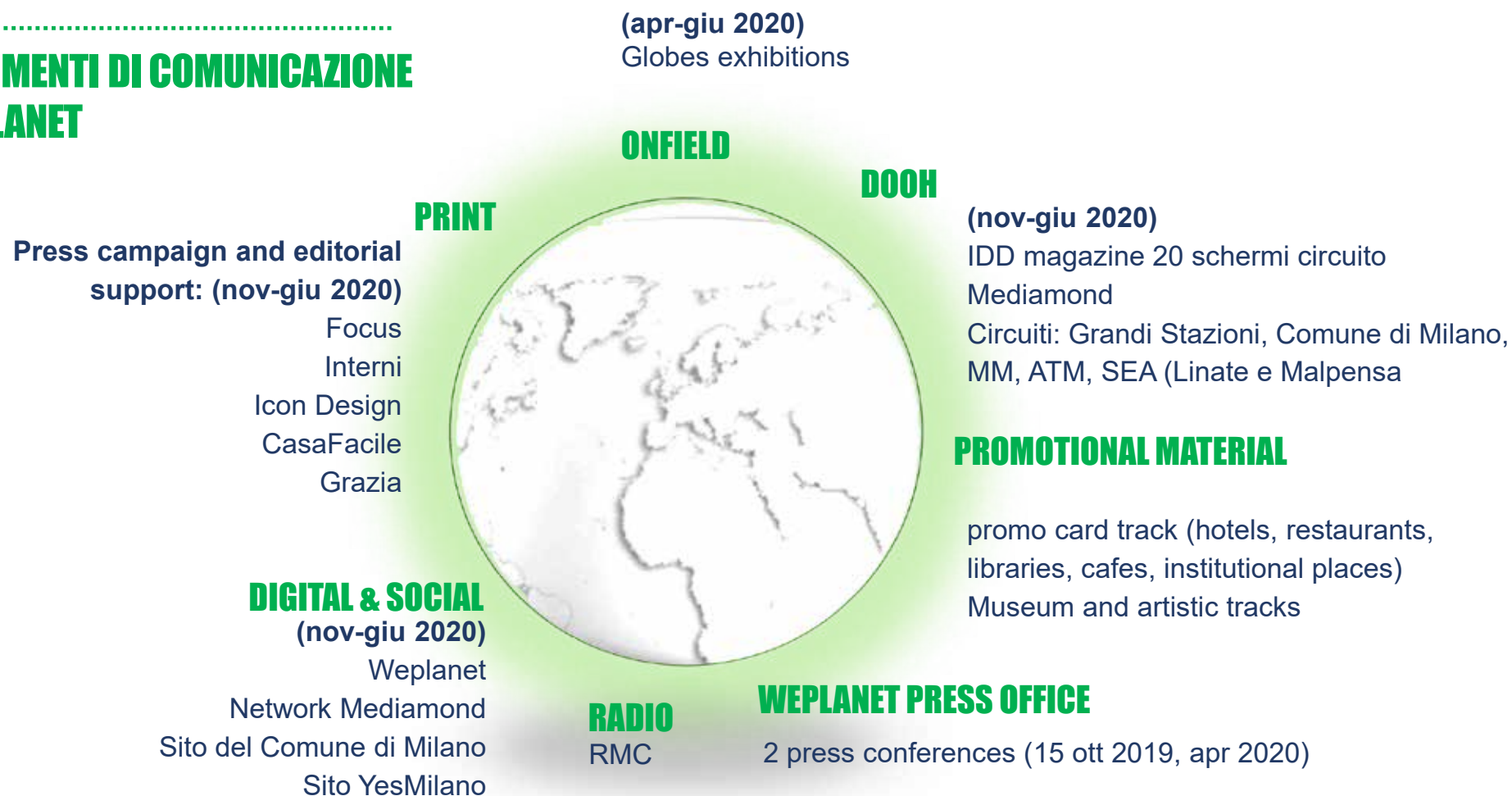
- Casa Facile
- Focus
- Icon Design
- Interni
- Grazia
- IDD magazine: 20 Digital
Ledwall (circuitto Mediamond)

MEDIAPARTNERS

- TGCOM
- RMC



STRUMENTI DI COMUNICAZIONE WEPLANET



CONTACTS

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