



## PRESS RELEASE

### **BEST UP: BELLO EQUO SOSTENIBILE AT FUORISALONE 2010. POSTI DI VISTA > GREEN BLOCK EVENT**

**Fabbrica del Vapore, via Procaccini 4 / via Luigi Nono 7  
Open every day from 10:00 to 10:00 p.m., from 14<sup>th</sup> to 19<sup>th</sup> April 2010  
Inaugural Cocktails Wednesday 14<sup>th</sup> April from 19:30 onwards  
Press Conference Palazzo Marino, Friday 9<sup>th</sup> April 11:30**

***“We have said that the product of the business of the future is the capacity to make positive things happen. Put this way, we can say that Best Up is a business of the future, because it makes things happen that then make other things happen, and they are all going in the right direction...”*** (from an interview with Ezio Manzini, Triennale di Milano 2<sup>nd</sup> December 2009)

The recognition of Ezio Manzini, lecturer at the Milan Polytechnic and international expert on sustainability, takes into account the numerous activities undertaken by Best Up in the few years since its birth (identification of the concept in 2006, presentation to the press in 2007) and its **pioneering role** in the context of Italian design and its inherent social and environmental responsibility.

For the fourth successive year the Circuit for the Promotion of Sustainable Living brings initiatives and content on the subject of sustainable design within the **Posti di Vista > Green Block event** to the FuoriSalone di Milano and the Fabbrica del Vapore. Best Up is scientific partner – together with ADI and Anab – of this important focal point for sustainable living as intended by FdVLab together with Ottogono and the Milan City Council.

With the campaign “**+LCD -CO2**” – now in its third edition - Best Up would like to confirm that design that is both aware and an integral life cycle element, can reduce the environmental impact of both products and services. For 2010, the theme of the initiative is “**From saying to doing. What is to be done?**”.

Best Up thus confirms its calling to be **useful**: giving information and opportunities to reflect, identifying tools and reference models, creating meetings and synergy between different players, from schools to professionals, from companies to organizations in the area. This year the “**What is to be done?**” comes from the need to improve good practices, offering useful references to those who are starting or developing their journey towards social and environmental sustainability.

On the [www.bestup.it](http://www.bestup.it) site and in the **Journal/Best Up**, in addition to the **Tavolo della sostenibilità** at the Fabbrica del Vapore (via Procaccini, 4), there is information concerning current regulations and certifications, corporate social responsibility, green trading, green marketing and the production of products and services. On the monitor there are video clips of businesses filmed by the Circuit, and images from HOME, the beautiful film about Planet Earth by Yann Arthus-Bertrand.

Fundamental and not to be missed are the examples of companies and organizations that through their own sustainable journeys supply useful information in the field of eco-design and Corporate Social Responsibility which can be seen in the “**Step by Step verso la sostenibilità. BUONI ESEMPI**” exhibition. Set design by Lilli Bacci from an idea of the architect **Michele De Lucchi**, a member of the Best Up Ethical Scientific Committee, who is also author of **Alzheimer production/action**, four poetic towers at the exhibition, designed and created with students from the Milan Polytechnic Faculty of Design, and a tribute to “innocent and inspiring creation”.

The **Sustainable Itinerary** that Best Up launched in 2007 will continue better than ever – published in the journal and the Best Up site – with real-time updates during the Salone del Mobile week, offering mapping and information about the events dealing with eco-design. The itinerary is already available on the site, for publications and information in “work in progress” format. This service, useful for journalists, employees and public alike is completely free of charge. In order to publicize the itinerary among young people and the general public, Best Up has organized a **Treasure Hunt** promoted together with Radio Popolare, the prizes for which can be collected at the Tavolo della Sostenibilità.

**Synergy with The Hub** is confirmed, the only space for innovation of its kind in Italy, supported by Best Up from its beginnings, and created to assist companies devoted to the construction of “a better world”, and where Best Up will be with an **Infopoint** and various shared ventures (via Paolo Sarpi, 8). Other **Spazi amici** this year are **Cascina Cuccagna** and **Darsena Pioniera**, focal points for urban and social redevelopment within the city of Milan.

Thank you for your attention and for wishing to work together with us in the promotion of sustainable living.

The Best Up team

**Attached:**

- Pictures of the Symbols chosen at the “Life Cycle Design: a new symbol for everyone” Workshop edited by Best Up and the Milan Polytechnic Faculty of Design. First prize for the “Codice a barre fiorito (Flowering Bar Code)” created by students Xinli Li, Ilaria Mandelli, Julia Nuraeva and Francesca Pastonchi.

- Sketch by Michele de Lucchi for the staging of the Best Up area at the Fabbrica Del Vapore

- Images of the towers designed by Michele De Lucchi and the students of the Milan Polytechnic Faculty of Design for the “Alzheimer production/action” on exhibition at the Best Up space.

**THE FOLLOWING SUPPORT BEST UP in the promotion of sustainable living: ADI, Alpi, Arreda.net, Comieco, Editrice Compositori, Electrolux, Elica, Evostone, FederlegnoArredo, Flos, Fresialluminio, Ghenos, iGuzzini, Ikea, Innova.com, Kuei, The HUB, Materiavera, Oltremateria, Produzione Privata, Sabaf, SixPeople.it, Studio Caporaso Design, Valcucine**

**Patrons: ADI, Milan City Council, Ministero dell’Ambiente e della Tutela del Territorio e del Mare Provincia di Milano Regione Lombardia**

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**Press Material and Sustainable Itinerary downloadable from [www.bestup.it](http://www.bestup.it)**

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