

PRESS RELEASE

19 April 2013, starting at 10.00

“Ecosustainability and aesthetics: a possible challenge”

Conference

Villa Recalcati, Piazza Libertà 1 - Varese

"Ecosustainability and aesthetics: a possible challenge" an *ad hoc* conference in a difficult time to live and play, in which we ask ourselves different questions about the survival of our planet. A time when sustainability has become one of the fundamental problems of our society.

For years Giorgio Caporaso has been carrying out research into sustainable design, culminating in the realization of his Ecodesign Collection. Products that try to give “green” answers to our needs and that bring sustainable beauty to eco-homes, eco-offices and to all areas of our daily lives. His exhibition at Villa Recalcati is a perfect setting for the **organization** of a conference with prestigious professionals who have been dealing with sustainability in design and in civil society.

With their talks and their reasoning, their discussions will give us proof that ecosustainability and aesthetics are two dimensions that can coexist and create new perspectives to bet on. Speakers: **Giorgio Caporaso** architect and designer, **Giancarlo Iliprandi** designer and graphic designer, **Barbara Meggetto** director of Legambiente Lombardia, **Maria Pia Pedferri** associate professor of Science and Technology of Materials at the Politecnico of Milan **Matteo Redaelli** CEO of Logics, **Daniele Zanzi** Agronomist and CEO of FitoConsult, **Giuliana Zoppis** architect and founder of Best Up

The conference will be chaired by **Nicoletta Romano**, Director of *Living is Life* magazine, which has been published over the last seven years in the area, as a banner for design and all possible novelties related to the environment and aesthetics.

Free **round-trip shuttle service** from Milan, by appointment.

The exhibition and the conference are organised under the patronage of: Provincia di Varese, Agenzia del Turismo of the province of Varese, European Commission, Legambiente, COMIECO, ADI, Ordine degli Architetti of Varese, Best Up. **And the collaboration of:** Comune di Varese, Living, Next Materials, Trecinquezeroluce, Verde Profilo. **Main sponsors:** Lessmore, Logics srl, Mazzuchelli1849.

Info for exhibition, conference and shuttle service: www.lessmore.it

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