WEPLANET
MILANO 2020
THE WORLD IS A NICE PLACE, WORTH THE FIGHTING FOR...

Ernest Hemingway
THE GLOBAL GOALS
For Sustainable Development

1. NO POVERTY
2. ZERO HUNGER
3. GOOD HEALTH AND WELL-BEING
4. QUALITY EDUCATION
5. GENDER EQUALITY
6. CLEAN WATER AND SANITATION
7. AFFORDABLE AND CLEAN ENERGY
8. DECENT WORK AND ECONOMIC GROWTH
9. INDUSTRY, INNOVATION AND INFRASTRUCTURE
10. REDUCED INEQUALITIES
11. SUSTAINABLE CITIES AND COMMUNITIES
12. RESPONSIBLE CONSUMPTION AND PRODUCTION
13. CLIMATE ACTION
14. LIFE BELOW WATER
15. LIFE ON LAND
16. PEACE, JUSTICE AND STRONG INSTITUTIONS
17. PARTNERSHIPS FOR THE GOALS
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.
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
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 aweareness and understanding focused on sustainability. POLLUTION, SUSTAINABLE AND GREEN ENERGY, RECYCLED 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.
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.
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.
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)
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.
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.
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
WePlanet boasts the prestigious collaboration of Grandi Stazioni Retail thanks to which it obtained the laboratory for the customization of the globes, located in the Central Station of Milan (Street Sammartini, entry Sottopasso Mortirolo).

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

1. **PRESS CONFERENCE**
   - Press conference in collaboration with the City of Milan
   - **15 OTT 2019**

2. **OPEN DAY LAB**
   - Preview of the creativity lab to the public, for Fall Design Week
   - **24 OTT 2019**

3. **MEETIND, WORK SHOP, TALKS**
   - Within the creative lab
   - **NOV 2019**

4. **PRESENTATION OF THE GLOBES, PRESS CONFERENCE**
   - Artworks shows and guide to the discover of the open-air Exhibition
   - **DIC-GEN 2020**

5. **GLOBES EXHIBITION**
   - 3 months activities ArtWeek, FashionWeek, Photowekk, archWeek, Designweek and Fashionweek
   - **APR 2020**

6. **KIDS VILLAGE**
   - **APR-GIU 2020**

7. **CHARITY**
   - **29 GIU 2020**

**PRESENTATION ON FOCUS LIVE**
- Presentation of the project at the Festival organized by Focus, at the Science and Technology Museum of Milan.
- **DIC-GEN 2020**
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 (circuito Mediamond)

MEDIAPARTNERS
- TGCOM
- RMC
STRUMENTI DI COMUNICAZIONE
WEPLANET

Press campaign and editorial support: (nov-giu 2020)
- Focus
- Interni
- Icon Design
- CasaFacile
- Grazia

DIGITAL & SOCIAL
(nov-giu 2020)
- Weplanet
- Network Mediamond
- Sito del Comune di Milano
- Sito YesMilano

PRINT

ONFIELD

DOOH
(nov-giu 2020)
- IDD magazine 20 schermi circuito
- Mediamond
- Circuiti: Grandi Stazioni, Comune di Milano, MM, ATM, SEA (Linate e Malpensa)

PROMOTIONAL MATERIAL
- promo card track (hotels, restaurants, libraries, cafes, institutional places)
- Museum and artistic tracks

RADIO
- RMC

WEPLANET PRESS OFFICE
- 2 press conferences (15 ott 2019, apr 2020)
CONTACTS

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WEPLANET is in the process of certification according to the international standard for sustainable event management ISO 2021

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WEPLANET contributes to the achievement of the 17 Global Goals of United Nations (SDGs - United Nations)

THANK YOU