



## Arte Laguna Prize promotes the reuse and sustainability of aluminium packagings together with CIAL Consortium and Ca' Foscari University of Venice.

Rewarding sustainable, original and creative art: this is the aim of the Sustainability and Art Prize, which returns for the fourth consecutive year within the proposals of the international Arte Laguna Prize. After paper, glass and plastic, this time the focus is on aluminum packaging with the support of **CIAL Consortium** and the ongoing collaboration with **Ca' Foscari University of Venice**, through the **Ca' Foscari Sostenibile** program.

The focus on aluminum aims at highlighting the interesting data involving our country in regards to recycling:

- Italy is at the top of the list for the production of recycled aluminum.
- all the aluminum produced in our country comes from recycling: around 900 thousand tons a year.
- recycling aluminum saves an enormous amount of matter and energy: up to 95%.

Arte Laguna Prize aims at raising awareness within the local and international community on issues of sustainability through art, specifically **enhancing the RRR strategies (Reuse, Recycling, Reduce) with a focus on the recovery and valorization of certain materials**. The special section of the contest dedicated to Sustainability and Art obtains the moral patronage of the Ministry of the Environment and of the Protection of Land and Sea.

**A cash prize of 3.000 euros** will be awarded to the best proposal by a special commission that will include, in addition to Igor Zanti, curator and head of jury of Arte Laguna Prize, also Ca' Foscari University and CIAL. The official announcement will take place during the opening of the finalists' exhibition on March 21st, 2020 at the Arsenale of Venice.

Sustainable development and the responsible use of resources are becoming an increasingly pressing theme; Ca' Foscari, through the "Ca' Foscari sostenibile" program believes that the university cannot limit itself to facing this paradigm in its own courses of study and in research activities, but must stimulate reflection and individual and collective behavior, contaminating also the community and the territory in which it operates. Combining art and sustainability, two apparently distant worlds, allows to reach a vast and varied audience, which is emotionally involved in looking at reality through the curious and provocative eye of artists, thus triggering a fertile debate to face the challenges of a future that is actually sustainable.

The competition is open to artists, designers, photographers, video artists and performers who are expected to deal with the given topic in an original and creative way. The commission hopes that the prize won't be treated simply as a "new aesthetic" of recycling, but it rather expects from participants new interpretations and unexpected ideas.

Applications must be submitted by November 27<sup>th</sup>, 2019.

More information and the terms and conditions are available on [www.artelagunaprizem.com](http://www.artelagunaprizem.com)

### THE PARTNERS

#### **CIAL (Consortium Packaging Aluminium)**

CIAL is a national non-profit consortium founded in 1997 representing the commitment taken by companies operating in the aluminum packaging sector, to research into new ways of reducing and reusing packaging which reconcile the demands of the market with the need to protect the environment. The Consortium, which groups together aluminum producers, transformers, manufacturers and users of aluminum packaging, as



well as packaging waste recyclers, has among its tasks that of guaranteeing the recovery of post-consumption aluminum packaging collected by Italian municipalities: cans, tins and food trays, aerosol cans, tubes, thin sheet, caps.

This activity has allowed, in recent years, thanks to an increase in the amount of aluminum collected to meet and even exceed the objectives set by the European legislation. The results achieved so far in terms of collection, recycling and recovery of aluminum wastes have been very positive, making Italy an example for the rest of Europe. In 2018 approximately 80% of aluminum packaging placed in the Italian market was recycled.

### **Ca' Foscari University of Venice**

Since 2010 Ca' Foscari University of Venice, through the Ca' Foscari Sostenibile program, has been promoting sustainability, including it as a perspective within all the University's activities.

Every year Ca' Foscari is committed to encourage actions and behaviors that reduce the impact of the university on the environment and natural resources, and to promote community welfare, social equity and economic development.

Moreover, the Venetian University creates engagement projects for internal stakeholders and for the entire community, involving diverse subjects - local, national and international - in order to promote the dissemination of a model of sustainable development, through the exchange of best practices and the union of different scientific and operational skills.

Since 2013 Ca' Foscari develops the theme of Art and Sustainability, working with national and international institutions for the realization of projects that emphasize the connection between sustainability and art.

**[www.artelagunaprize.com](http://www.artelagunaprize.com) #artelagunaprize #premioartelaguna**

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