



mario cucinella architects



Press Release

Circular economy and sustainable thinking. The conversation about the Italy we want.

A dialogue between the Architects Mario Cucinella and the Alderwoman Cecilia Del Re.

Florence, October 7th 2019, 11.00 am, Museo Novecento.

Free admission.

Bologna, September 30th 2019 – On October 7th, at 11.00 am, at Museo Novecento in Florence, **Sergio Risaliti**, the museum Director, will host **Cecilia Del Re**, Alderwoman for Urban Planning and Environment of Florence Municipality, and Mario Cucinella, Founder of MC A - Mario Cucinella Architects and SOS - School of Sustainability, who will give life to a conversation on the theme "Circular economy and sustainable thinking". The conversation will be moderated by Massimo Imparato, Director of SOS.

The increasing attention to climate change is giving rise to mobilizations all over the world. On a global level, governments are working on projects and programs to address these changes, but will **Sustainability** really be a synonym of the **Future** or will it become an abused and distorted word?

The concept of sustainability has evolved over the course of history, always according to the relationship between man and nature. **The Wall - Sustainable Thinking Evolution** project (site specific exhibition that proposes the synthesis and visual processing typical of the infographic, developed along a 12-meter wall) is telling since April how events, discoveries and projects have contributed to the progress of sustainable thinking. **Will the past find a way to show to the present a possible future?**

"Facing urgent and global challenges such as we are experiencing in an era of climate change - the Alderwoman for the Environment Cecilia Del Re said - it is necessary for all forces to take the field. Art has always played a key role in sensitizing public opinion and communities, stimulating innovation and therefore techniques capable of making the development of our territories increasingly sustainable, from reuse to technological experimentation. In this direction - Alderwoman Del Re concluded -, there are many actions that our Administration is carrying out, in view of achieving the goals of the 2030 Agenda".

"We have decided to tackle this complex and multifaceted theme through the story of the relationship between man and nature, of its evolution throughout history, which has fueled innovation in the field of architecture and materials - as Architect Mario Cucinella said at the inauguration of The Wall, in April. - Looking at the past, during crisis men have always been able to



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produce great innovations and turn a criticality into an opportunity. We have, for example, succeeded in creating innovations on materials of natural origin or waste for buildings or design products that make use of local craftsmanship. We can make it so even now, at a time when climate change distorts certainties given as immutable."

MC A and **SOS**, which have always been involved in the research for the construction of a sustainable future, collaborate with **Museo Novecento** to give more and more space to the new generations.

*"To think urgently about the future destiny of the planet and the future of human civilization is a duty which the Arts cannot avoid. The artists are aware of this for a long time. Their sensitivity cannot be deaf to the destroyed harmony between man and nature - **Director Sergio Risaliti** adds. - The artists put themselves in the game by declining the creative processes towards the formation of new thinking and new behaviors. We don't have much time to reverse the inexorable desolation. But the artists are at the forefront, and with them the Museo Novecento, which is increasingly becoming an international cultural laboratory. The project started months ago with Mario Cucinella and SOS, the school of sustainability he founded, continues with an initiative open to young artists, designers, architects determined to commit their best creative forces in the growth of a greater awareness towards the theme of sustainability and the urgent dilemma of climate change".*

As **Massimo Imparato**, Director of SOS, explains: *"The great youth protest movement that has spontaneously been created on climatic emergencies reminds us that the new generations will offer visionary answers to the challenges of the **Future**".* For this reason, in the third evolution of **The Wall - Sustainable Thinking Evolution**, dedicated to the Future, large space will be given to the most brilliant ideas presented by students and young professionals who will participate at the Call for Ideas (proposals to be presented by 16th of October), which will end with the **Sustainable Thinking Evolution Day**. A unique opportunity to present its own proposal to illustrious guests and sector companies, in order to reach one of the 17 Goals for Sustainable Development of the United Nations' Agenda 2030. (More information on mcarchitects.it and schoolofsustainability.it)

[The Exhibition:](#)

Organized by MC A and SOS, it is part of the **Sustainable Thinking** event organized by the **Museo Ferragamo** and the **Fondazione Ferragamo** to put attention to the increasingly current issues of sustainability in the most different forms: from the environment to the urban landscape, from re-use approach to innovation and technological experimentation. **The Wall - Sustainable Thinking Evolution** is the story of how the concept of sustainability has evolved over the course of history, with a specific focus on innovations in the field of materials and architecture. The essential relationship between man and nature has been divided into three appointments within the programming of the Museo Novecento: the first (**Present**) ended in July, the second (**Past**) ongoing until October 17th and the third (**Future**) which will be inaugurated on November 21st.



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The collaboration between **SOS** and the **Museo Novecento** aims to keep the public aware of the socio-environmental challenges that await us in the near future and try to give voice to young people able to generate visions for a sustainable renewal of human history.

For more information

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