

BEER BOTTLES *nei luoghi pubblici*

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is a design research project that concerns many public places witnessing social and environmental degradations, a common problem of many Italian and European cities.



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The project is developed in collaboration with o2 italia, the o2 Global Network local group.



<http://www.o2italia.org/>

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An international sustainable design competition was started to collect creative solutions for the problem. The design competition, presented in April 19 during System Reload Milan event, will focus on the Colonne di San Lorenzo area.



www.systemreload.org

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Le Colonne di San Lorenzo area is one of these public places in Milan where the situation has become critical since summer 2006.

The situation lead the city mayor to adopt experimental measures (For example, after 9.00 pm all pubs and bars in the area were only allowed to sell drinks in plastic cups. Another measure involved closing the whole area with metal barriers from 7.00 pm until 7.00 am.) to protect the roman monument and to stop the increasing degradation situation in all the area.



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The experiment period was not positive and it lead to several pacific protests by groups of young people who usually attend the area.

BEER BOTTLES *nei luoghi pubblici* design competition and research project will propose plausible creative solutions to the problem.



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The creative solutions will be represented through scenarios and the related products and/or services. The scenarios will include all the stakeholders that make part of the product life cycle: groups of consumers, bars, pubs, local beverage traders, street beverage traders, area residents, and AMSA, the company that manages urban waste collection and disposal in Milan



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All projects submitted will be subject to further analysis. A research report will include the most plausible solutions that will be exhibited during Milan Design Week 2009 from April 22 through April 27.



Milano



Comune
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Mobilità, Trasporti,
Ambiente

www.comune.milano.it

The project received the patronage of the *Comune di Milano* and *Legambiente*.



LEGAMBIENTE

www.legambiente.eu

The **Beer Bottles** *nei luoghi pubblici* design research project is a further step towards a **SUSTAINABLE FUTURE**

