



5 - 8
SEPT
2023
MILANO

INTERNATIONAL
EXHIBITION
FOR PLASTICS AND
RUBBER INDUSTRIES

Press release - Milan, 25 July, 2023

Plast 2023: a packed calendar of side events

Conferences, roundtables, and an exhibition dedicated to the creative use of plastic wastes are just a few of the events proposed

PLAST 2023, taking place from 5 to 8 September at the Fiera Milano in Rho, will also be an occasion to participate in side events, conferences, learning opportunities, and networking around the central themes of the fair: innovation, circular economy, sustainability, and energy savings.

It all begins at 10:00 AM on **5 September** with the inaugural conference proposed by **The Innovation Alliance** titled *Sustainability 5.0 for plastics: scenarios and developments from production to end-of-lifecycle* in Sala Martini of the Centro Congressi at the South Gate. Present at the event will be Gilberto Pichetto Fratin, Minister for the Environment and Energy Security, and Valentino Valentini, Deputy Minister for Enterprise and Made in Italy.

Later than day, from 3:00 to 5:00 PM in the Sala Convegni in Hall 24/A01, the topic will be *Sustainability between business opportunities and obligations of the system: a comparison of experiences*, promoted by Ambiente S.p.A., addressing the relationship between economic activity and management of sustainability to improve market appeal. **Amut**, **Gefit**, and **Gefran** will share their viewpoints on the subject.

Events begin the following day, **6 September**, at 10:00 AM with *Circularity of plastic: industrial opportunities, innovation, and economic and employment outcomes for Italy*, promoted by **Amaplast**, **Unionplast**, and **PlasticsEurope Italia**, with **The European House Ambrosetti**.

Also at 10:00 AM, there will be a talk titled *Polymers for sustainable innovation* in Sala Scorpione with **Cesap** and **IIP** – Istituto Italiano dei Plastici. The discussion will focus on how to achieve innovation through careful choice of materials, methods for determining their origin, the characteristics of end-of-lifecycle or industrial-scrap materials, and the most frequently used tools for assessing products.

In the afternoon, it will be the **MADE Competence Center** to take the lead with a discussion of *Financing opportunities for businesses*, from 3:00 to 4:00 PM in the Sala Convegni in Hall 24/A01. This will be an opportunity to gather information on how to gain access to 14 million euros in grants available through MADE4.0 as implementing body for the National Recovery and Resilience Plan (PNRR).

On **7 September** from 10:00 AM to 12:00 noon, the Centro Congressi – Sala Aries will host *Thinking Additive – How additive thinking, communication, and approach condition industrial production*, an event organized by **3NTR** and **PROMIX**.

Also on **7 September**, the conference titled *Materials of the future and plasma technologies: the green choice* will take place from 10:00 AM to 1:00 PM and in the afternoon from 3:00 to 6:00 PM in the Centro Congressi – Sala Scorpione. Topics illustrated include plasma technology and case histories in the plastics, rubber, and metals industries. The event is promoted by **Plasmapps**.

A third conference on 7 September will take place in Hall 24/A01 - Sala Convegni from 2:30 to 3:30 PM titled *Innovation and sustainability of composites*. The event provides an up-to-date overview of regulations and



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projects for the sustainability of composites and new technologies with experts from **Assocompositi**, **Politecnico di Milano**, and **Università del Salento**.

On the last day of the fair, **8 September**, from 10:00 AM to 12:00 noon in Hall 24/A01 – Sala Convegni, the topic will be *Plastics and the Environment: beginning or end of lifecycle? Bioplastics and recycling* in a conference organized by **INSTM – Consorzio Interuniversitario Nazionale per la Scienza e Tecnologia dei Materiali**. After giving a brief overview of the environmental benefits of recycling and the use of bio-based polymers, speakers will discuss mechanical recycling, bioplastics, and organic recycling of biodegradable polymers.

Also on the final day of the fair, from 11:00 AM to 1:00 PM, the Centro Congressi – Sala Scorpione will host a conference organized by **Uniplast** titled *Unification of plastics: What will the future be?*

Another regular feature of the triennial fair is **Art & Plastics**, an area in Halls 13 and 15 dedicated to art in a futuristic, technological setting.

With **Plastica D'Artista**, curated by **Pina Inferrera**, Stand D02 is divided conceptually into three parts: the central section features lightboxes with fantastic backlit photographs to promote sensitivity and respect for nature and the environment. This is flanked by the installation "Natura Altera" [Lofty Nature] featuring fifteen giant recyclable polyethylene tomatoes created in 1998 in collaboration with **XM-Tech**, **Poliplast**, and **Rotoplastic**. The third component is "Vestire l'arte" [Wearing Art], a series created in 1993 of sculpture-attire made from scrap plastic, and bags and accessories made from a regenerable material – PVC pressed and heated at high frequency – with the collaboration of **Pressed Materials Srl** and **Harol Srl**.

Stand D12 is a venue for the Pop artist **Lady Be**, who will present **Arte di Plastica, il Valore del Riciclo**, a Pop expression of recycling using common everyday objects. The colour palette takes the form of plastic objects and fragments arranged by colour, shaping the subjects of her works with a strong message of environmental sustainability.

Visitors will enjoy a series of novel works – photographs, lightboxes, and sculptures – at Stand C11 with **Scaglie Party Mutazioni di un materiale inedito nell'Arte** by Silvia Fubini and Ornella Rovera with the collaboration of Daniela Fresco. The artists take their inspiration from **PETALO**, small coloured pellets of recycled PET that the artists use for their works supplied by **Dentis Recycling Italy**, and from **NEWLIFE FR**, a high tech environmentally sustainable 100% recycled yarn produced by the **Sinterama** group of Biella using pelletized plastic bottles.

Lastly, in Hall 15, Stand A01, **Arte da mangiare mangiare Arte** and **MAF – Museo Acqua Franca** present "**The adventures of topylabrys in art and design**". The artist, Ornella Piluso, returns to PLAST with a new study of plastics, research she has been pursuing for 50 years in art and design with novel uses of second-choice materials and scrap supplied by the company **Slide**. In the design section, in collaboration with Silvio Pella's company **Visione Olfattiva**, the artist presents "olfactory architectures" an experiment that explores possible synergies between the form of plastics and the sense of smell.



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