

SONO SOPRATTUTTO I GIOVANI DESIGNER E GLI STUDENTI A DOVER SVILUPPARE NEI PROPRI LAVORI CONTENUTI ORIENTATI A UN RUOLO SOCIALE ED ETICO, SOPRATTUTTO QUANDO SI PARLA DI RISORSE PREZIOSE. COME NEL CASO DEL WORKSHOP "WATER = LIFE". IT'S YOUNG DESIGNERS AND STUDENTS THAT ARE PACKING THEIR PROJECTS WITH DEVELOPMENT AIMED AT FUELLING A SOCIAL AND ETHICAL STANCE, ESPECIALLY WHERE VITAL RESOURCES ARE CONCERNED. AS IN THE CASE OF WORKSHOP "WATER = LIFE".



ECOSOSTENIBILITA'. Tra i prodotti eco sostenibili selezionati da H2O Edizioni, per il percorso del FuoriSalone 2010, il wc EcoTrone di Frederic Vial.

ECO-FRIENDLY. Among the eco-friendly products selected for H2O Edizioni, for the FuoriSalone 2010, the WC EcoTrone by Frederic Vial.

Water: knowledgeable approaches

There are three winning projects for the workshop "Water = Life" organised by the no-profit organisation "H2O Nuovi scenari per la sopravvivenza" (www.h2omilano.org), designed to "redirect today's professional towards more socially-friendly, democratic design which marries ethics with employment opportunity and the satisfaction of new market openings, an alternative way forward in the fight against world recession". The panel of judges which met last April (composed of the President, Laura Maggi, the journalist, Lodovico Acerbis, businessman representing the ADI Business Department (Dipartimento Imprese Adi), Rberto Marcatti, architect and director of the workshop and Cintya Concarì, President of the organisation) chose the projects presented by H2O after having analysed the feasibility of the ideas put forward by the 100 university students taking part. Here we list the first three winning projects.

Push the Bottle, by Michele D'Innella: a "project that floats between design and glamour to bring together pollution caused by PET bottles and function, space and individuality of the town's new trendsetters"; *Acqua Point*, by Jannu Carrillo Molina: "a project for public and social use within the global metropolis of the third millennium which brings home our need for drinking water"; *Water Ring*, by Giulia Zia: "a simple and instantaneous solution for saving water, easily adapted on a wide scale".

There are five projects that deserve a mention: *Clay It*, by Olivier Lacroux: "social design for recycling materials and original function for the transport and purification of water in developing countries"; *Rewater*, by Eleonora Locatelli and Marco Angelo Negri: "a project for sustainable daily life"; *Can you dose water?* by Vito Tripolone: "a water saving project for everyday self-regulation"; *Think about it first*, by Silvia Vanni: an advertising campaign; *set of glasses Caso*, by Jacopo Zimbardi: an integrated advertising and product project.

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