

ART BETWEEN DIGITAL AND SUSTAINABILITY: HERE IS SINAS* MUSEUM, THE VIRTUAL EXHIBITION DEDICATED TO SUSTAINABILITY IN THE FASHION INDUSTRY.

From June 4th 2021 the project curated by Alessandro Federico-Veca starts, in collaboration with various experts from Greenpeace, Camera della Moda, Mani Tese, Slow Fashion Italia and many other sustainable realities and brands.

The exhibition was chosen as a partner event of the European Green Week 2021.



SINAS * (Sustainability is not a Spot *) is the name of the project conceived and curated by Alessandro Federico-Veca and selected by the European Commission as a partner event of this year's European Green Week with the theme "Zero Pollution Ambition".

A virtual and interactive exhibition that combines art, architecture and video-stories by operators and experts in the Fashion industry, to ask ourselves about one of the most influential and polluting economic sectors in the world, and to understand where we are with respect to the path of sustainability undertaken.

An ambitious project that involved various personalities linked to the sustainable transformation process of the fashion sector: the sustainability projects coordinator of Camera della Moda, Chiara Luisi; the advocacy officer of Mani Tese, Riccardo Rossella; the corporate and consumer manager of Greenpeace, Chiara Campione; the winner of the first Green Fashion Carpet Awards, Tiziano Guardini; the Green fashion influencer, Camilla Mendini; the manager of Slow Fashion Italia and CNA Torino, Vitaliano Alessio Stefanoni; the creator of the IED project "The Time is Now!", Alessia Crea; the artdesigners of Fibra Research, Adriana G. Fortunato and Caterina Fumagalli; and the creators and managers of sustainable fashion brands such as Rifò Lab, Fili Pari, Par. Co Denim, Ohoskin and Orange Fiber.

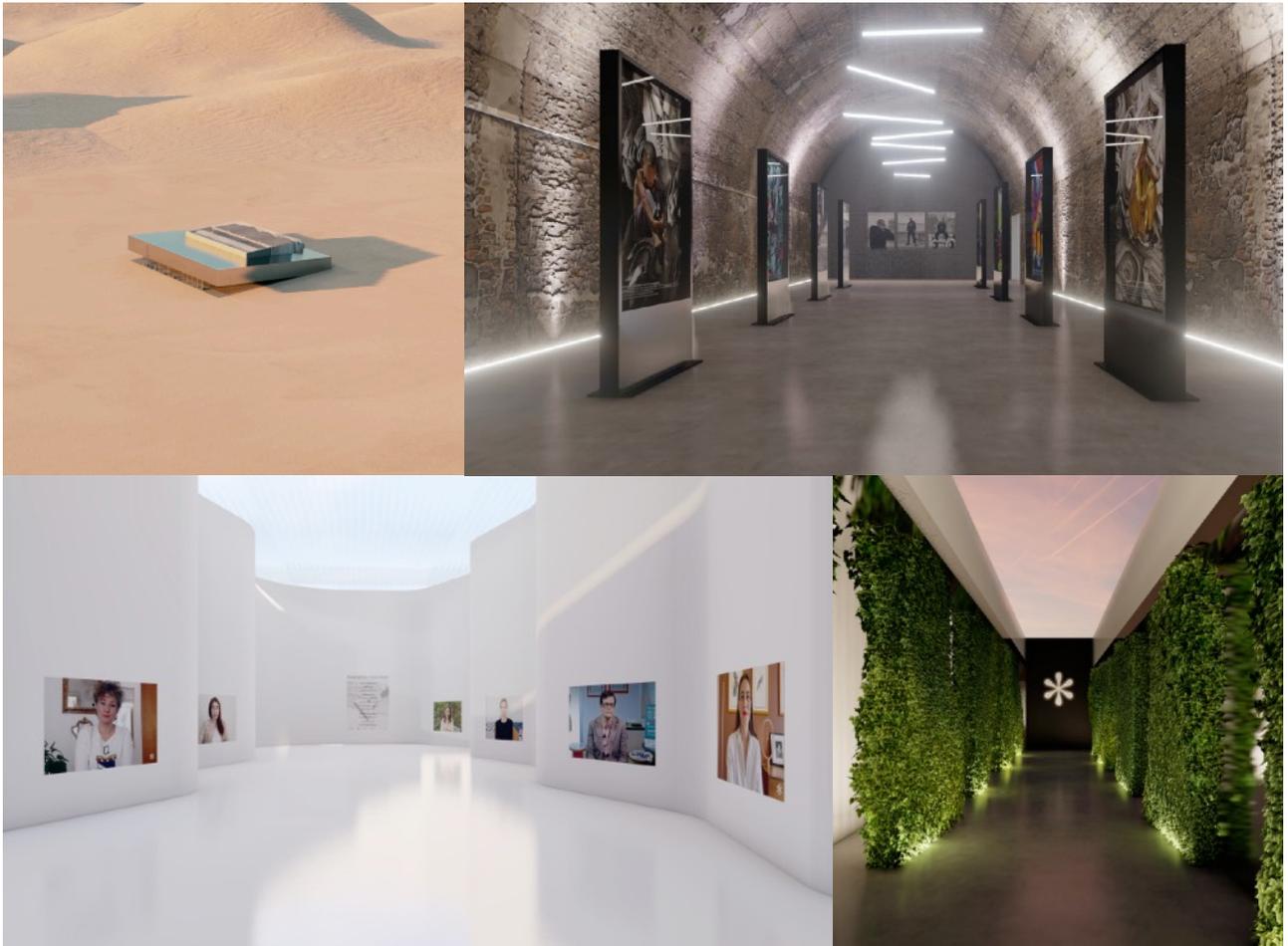
Twelve experts who, through their stories and their experience, represent the "good practices" that the made in Italy fashion sector wants to represent in the world. Real and concrete answers to the questions raised by the "Fake Advertising" produced by Alessandro Federico-Veca, which overturn the imagery and the glossy and seductive language typical of fashion houses, to tell through data and numbers the social and environmental injustices that still orbit around the world of the fashion industry.

As the curator says: "Sustainability is not a Spot * is a virtual exhibition, but I believe it is mainly an experience, a multichannel path of growth towards greater public awareness for a better future."

A path further enhanced by the creation of a real museum space specially created for the occasion, the SINAS * Museum, an attractive and poetic architecture created in collaboration with the SOLCO architecture and design studio, which strengthens the union between planning and design and virtual reality.

The SINAS * project will also be the launch event of Estéthica, a new reality conceived by Alessandro Federico-Veca for the artistic and creative direction of ethical and sustainable projects.

The exhibition can be visited from the website www.sinasproject.it



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