



**press release**

Rimini, 15 February 2018

## **Aliplast plastic incorporated in the artworks of Matteo Peretti, on show in Rimini**

*This Hera Group company, a leader in the plastic recycling sector, provided the material for the artist's works, on show from 17 February to 2 April at Fabbrica Arte in Rimini.*

For the Hera Group, sustainability continues to be synonymous with art. Through Aliplast, the Group company that puts plastic through a treatment process that allows its reutilisation, Hera has, fact, provided the raw material with which artist Matteo Peretti created the works that make up *PET Island*, an exhibition being held at Fabbrica Arte Rimini (FAR) from 17 February to 2 April.

The technical sponsor of Peretti's exhibition, Aliplast, engages, every day, in the fight against the pollution that has created the vast island of plastic floating in the Pacific Ocean. It is this island that the title of the Roman artist's exhibition half-jokingly refers to. In this sense, the perception of public duty behind Peretti's work, which examines the collective and social aspects of the subject matter, immediately won favour with the Hera Group, itself engaged in environmental education projects involving some 100,000 students from local schools.

With this initiative the multiutility aims to restate its own distinctive commitment to the circular economy; for some time now, this has involved significant initiatives aimed at involving the art world in the regeneration of materials that would otherwise be headed for disposal. One such initiative is the SCART project, which, thanks to close collaboration between Waste Recycling (another Group company) and students from the Fine Art Academies of Bologna and Florence, has generated several events; these include a travelling exhibition consisting of works made entirely from waste, some of which were incorporated on Hera's stands during the most recent editions of the Rimini-held Ecomondo fair.

"We drift unaware between alluring temptations and, unknowingly, we trample others to enjoy our wealth. We buy, we throw away and we sometimes recycle, not ideas or hopes but islands of broken dreams: we transform them into something that isn't there. A tiny message of pure heroism, a utopian vision, has been needed for some time. We need to envisage a tomorrow where nothing is wasted, where true freedom can only be attained through awareness", states Matteo Peretti.

"The most important changes need, firstly, to take root at a cultural level", states Carlo Andriolo, CEO of Aliplast. "If we really want to build the foundations of a sustainable future then art may have the power to help all of us grasp the urgency of the matter with greater clarity. In this sense", continues Andriolo, "Matteo Peretti's work is extraordinarily effective. Its sheer impact triggers a heightened awareness, highlighting the importance of accelerating the transition to a circular economy, a development model", concludes the CEO of Aliplast, "that focuses on recovering material and safeguarding natural resources: a development model that Aliplast and the other Hera Group companies are committed to every day.

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### **USEFUL LINKS**

[www.gruppohera.it](http://www.gruppohera.it)

[www.aliplastspa.com](http://www.aliplastspa.com)

[www.matteoperetti.com](http://www.matteoperetti.com)

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