

**PUBL105** 

## Alberto Massara

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Date of Birth: - Gender: Male

Applied as: Team

Italy

Education: NABA Nuova Accademia di Belle Arti

## **Urban and Public Design**

## **Seduta Infinita**

"Seduta Infinita" was born as a utopian solution to recycle a potential infinite quantity of plastic.

It invades and besieges urban spaces, composing itself like a plot that is built out of any sense of scale, in a set of modules juxtaposed to infinity.

The project takes the form of a conceptual product that generates an image that is not only representative but also analytical.

"Seduta Infinita" translates into a conceptual project with which it would be utopically possible to recycle an infinite quantity of plastic.

The structure is made up of modules placed that, placed in various successions, are able to be configured in many compositions.

The project consists of modules that measure 425 mm x 380 mm with a thickness that narrows from 40 to 30 mm, this allows, connecting them side by side, different configurations.

The minimum diameter that a composition can have is 2.3 meters; for larger radius or straight segments the modules can be alternated in different sequences.

Every citizen - therefore including children and elderly - produce 1 kg of plastic waste every 5 days.

A city like Milan, can produce around 1352000 kg of plastic waste every 5 days.

By recycling every single gram of plastic used in 5 days in Milan, could be possibile to produce 1,638km of "Seduta Infinita".

Source of plastic: Plastic bottles, plastic caps

Type of plastic: HDPE, LDPE

**Other Materials Involved:** Eco-friendly water-based spray paint 2-3% **Dimensions:** Each module measures 425x380x40 mm and weights 3,3kg

Already in production?: No

Produced by:

Video presentation of the project:

Did you participate in other contests with the same project?:

No

Website:

Link all'application:

https://drive.google.com/open?id=1rM63nDTN7Xy49zuC4ch-gc3ZFnPCSxfZ