

**Submitting Country, Organization, Company**

Cittadellarte Fondazione Pistoletto

**If Organization or Company, please indicate the approximate number of employees**

50

**Title of the action**

CirculART, second edition

**Upload an image**



**CirculART**  
cittadellarte

**Relevant Website**

<http://www.cittadellarte.it/>

**Associated Partners**

Lanificio Cerruti, Filatura Astro S.R.L., Officina +39, Flainox S.r.l., Vimar 1991 S.r.l., Lenzing AG, Tessuti di Sondrio S.r.l., Eurojersey S.p.A., Taroni S.p.A., Ribbontex S.r.l., Milior sas, Tintoria Emiliana

## Type of initiative

Foundation / association initiative

## Description of action

- A group of four artists has been selected for a residency at the Pistoletto Foundation, where they will explore the themes of sustainability and circularity in the fashion industry and the textile sector at large.
- This is made possible through the Foundation's collaboration with a number of companies located in Northern Italy, selected according to their sustainability practices.
- At the end of the programme, each artist is expected to produce an artwork reflecting their thoughts on sustainability in the world of fashion, employing materials and products provided by the aforementioned companies.

## Type of action

Traceability

## Please select the specific area/s of the action

Awareness and Education

Collaborative initiatives

Artistic Production

## Scope of the action, including a description of the value chain processes that are covered

### Objective

Creating awareness on the processes and practices behind sustainable brands and products; encouraging more companies to do the same and consumers to buy responsibly.

### Commitments

Producing relevant, thought-provoking artwork.

### Value chain scope

Across the entire value chain in Northern Italy.

## Timeframe and/or milestones for the action

- November 2020-February 2021: company selection
- June 2021: residency programme; contact between the artists and the companies
- September 2021: final project submission
- October 2021: second round of residency: project production and presentation

## Reference instruments and sources used

- SDGs
- Certifications provided by the companies

## Expected benefits and impact for the stakeholders involved

Enhanced visibility of compliance with sustainability requirements by industry actors/partners along the entire value chain

## Stakeholders involved

Business and industry associations

Non-governmental organizations (NGOs)

Artists and Fashion Designers

**How has this UNECE-UN/CEFACT Call to Action contributed to strategic engagement and/or public awareness in support of your commitment?**

By providing us with a methodology and guidelines that could be employed to support and educate our partners as well as us on matters of sustainability and circularity; encouraging projects that share UNECE's values and goals.

**Link to relevant goal(s) and specific target(s) of the United Nations**

