

## PRESS RELEASE

### **#ARTECIRCULAR PROJECT – WHEN RECYCLING BECOMES ART**

#### **Toschi students rewarded by Salsomaggiore Terme-based SER for their recycled plastic sculptures**

#### **The Parma-based high school will use the award to purchase educational material**

Parma, Friday May 13, 2022 – Salsomaggiore Terme-based SER (Sirmax Group), which specializes in processing plastics from urban waste collection, launched the **#ArteCircolare project** with the aim of bridging the gap between industry and schools in the Parma area, raising awareness on the issues of plastic and the circular economy among the younger generations.

**#ArteCircolare involved around 40 third and fourth-year students from the Toschi Art High School in Parma.** They created 13 sketches around the theme of “Regeneration and Rebirth” through the recycling of plastic. Of the 11 sketches, measuring about 30 centimeters in height, four were chosen as the basis for 60-cm sculptures made of terracotta and recycled plastic granules or flakes. This morning, the four winning sculptures were awarded a cash prize at the ceremony held at the Toschi Auditorium. The works were declared joint winners by a committee made up by school principal Professor Roberto Pettenati along with Professors Fausto Beretti, Alberto Restelli and Danilo Cassano. Joining them were Michela Manganelli, Human Resources Coordinator at SER, and Leonardo Forner, Marketing & Promotions Manager at Sirmax Group.

*“First of all, we are proud that an important company like SER and a large group like Sirmax thought of turning to Toschi students to bring their project to life,” said Roberto Pettenati, principal of the Parma high school. “I would like to thank them for the trust they placed in us. Our task was to translate the thoughts, fears, and hopes that people experience in relation to the plastic problem into images and symbols. The sculptures should elicit critical thinking, surprise, admiration, or even annoyance – but they should not leave people indifferent. In short, we experimented with art as a social provocation, arousing emotions to force the audience to think. I would like to thank classes 3B and 4A*

#### **Ser Srl – Società Europea di Rigenerazione**

Via Bargone Valle, 248 - Loc. Ponte Ghiara 43039  
Salsomaggiore Terme (PR) Tel. (+39) 0524 525601-Fax (+39)  
0524 523808 Tax code: 01654850344 – VAT No. 10880220156  
- R.E.A. PR169393E Email  
info@sersrl.com www.sersrl.com

#### **SIRMAX S.p.A. - Headquarters**

Via dell'Artigianato, 42 - 35013 Cittadella - PD - Italy  
Tel. (+39) 049 9441111 | Fax (+39) 049 9441112 | www.sirmax.com  
| info@sirmax.com Share Cap. €10,000,000 | Tax code. / VAT No.  
00168180248 | R.E.A. PD305950  
Group: FINCOMP PLASTIC S.p.A. | Tax Code 04604420283

*for readily accepting SER-Sirmax's invitation, and Professors Beretti, Toniato and Zacconi whose efforts made the project possible."*

*"The idea behind the #ArteCircolare project was to raise awareness among young people on the issues of recycling and regenerating plastic waste materials," added Michela Manganelli, Human Resources coordinator at SER, the Salsomaggiore Terme-based Sirmax Group company that promoted and sponsored the project. Sirmax Group has always supported local initiatives aimed at raising awareness of what the company produces and how it produces it. Today more than ever, we believe it is our duty to involve local communities in matters such as the circular economy and the enhancement of plastic. In times when raw materials are scarce, plastic can and must be reused and transformed into something that lasts over time so that we can rebalance our environment sustainably and intelligently."*

**The awarded prize amounted to 2500 euros**, of which 1500 are earmarked for the purchase of educational materials, while the other 1000 were divided among the four winners. Between May 3 and 6, the four sculptures from the #ArteCircolare project were also exhibited at the **Green Past fair held in Milan**, which was a great success with visitors. After this morning's award ceremony, the works will be displayed in an exhibition at SER's headquarters in Salsomaggiore.

### The works

**Hope.** Sabrina Miron (Class 3B, Figurative Arts) depicted a human figure that transforms discarded material via a continuous flow through the heart, giving apparently useless matter a new lease of life. The message behind Sabrina's clay sculpture is that, through intelligence and compassion, humans can transform discarded materials into objects that can still serve a useful purpose.

**Phoenix.** Rebecca Carabet (Class 3B, Figurative Arts) used clay to create a Phoenix, the mythological animal that is reborn from its own ashes. Here, the bird is about to spread its wings and take flight after being reborn. At the base, different colored plastic beads give the idea of regeneration. With this sculpture, Rebecca sought to express our ability to cope with the adversities that plastic has created over the years, safe in the knowledge that it can be regenerated and transformed, just as the Phoenix.

**Graceful rebirth.** The sculpture by Annamaria Parshyina (Class 3B, Figurative Arts) depicts a girl standing in a long dress, holding a red plastic flower. At the base of the dress are red plastic granules that make it appear as though the figure is being born from them. With her work, Annamaria wanted to channel the idea that waste can be transformed elegantly and weightlessly.

#### Ser Srl – Società Europea di Rigenerazione

Via Bargone Valle, 248 - Loc. Ponte Ghiara 43039  
Salsomaggiore Terme (PR) Tel. (+39) 0524 525601-Fax (+39)  
0524 523808 Tax code: 01654850344 – VAT No. 10880220156  
- R.E.A. PR169393E Email  
info@sersrl.com www.sersrl.com

#### SIRMAX S.p.A. - Headquarters

Via dell'Artigianato, 42 - 35013 Cittadella - PD - Italy  
Tel. (+39) 049 9441111 | Fax (+39) 049 9441112 | www.sirmax.com  
| info@sirmax.com Share Cap. €10,000,000 | Tax code. / VAT No.  
00168180248 | R.E.A. PD305950  
Group: FINCOMP PLASTIC S.p.A. | Tax Code 04604420283



**SIRMAX**  
GROUP



**Blooming plastic.** Maddalena Aliani, Leonardo Bolzoni, Asia Brandiani, Debora Comani and Giulia Roncani (Class 4A, Figurative Arts) created a sculpture made of painted terracotta, metal and recycled plastic granules that depicts a plant, a symbol of rebirth. The tree is born from a pile of plastic waste that represents the raw material used by SER-Sirmax. The trunk is made of black-painted terracotta and vinyl glue to recreate the effect of melted plastic, while the leaves and flowers are made of recycled plastic flakes and granules. With this work, the students sought to express the importance of seeing an opportunity where others see only waste.

### **SER (Società Europea di Rigenerazione) - Sirmax Group**

*SER srl specializes in processing plastics selected from urban post-consumer waste collection. Since 2019, it has been part of the Sirmax Group, an Italian entrepreneurial company based in Cittadella (Padua) that now has 13 plants and 880 employees worldwide, and a turnover of 480 million euros. Sirmax has been active in the production and processing of plastics since 1964. With the acquisition of SER, the Sirmax Group has expanded its product range by entering the circular plastics sector. With SER, Sirmax is able to carry out a processing step known as “ennobling” which adds value to materials by conferring them properties that can transform them into durable goods and complex artifacts for the automotive and household appliance sectors.*

### *Press Office*

*Katy Mandurino - [km@studiomandurino.it](mailto:km@studiomandurino.it) - M. +39 335 7680682*

*Leonardo Forner - [lforner@sirmax.com](mailto:lforner@sirmax.com) - T. +39 049 944 1120 - M. +39 342 5094508*

#### **Ser Srl – Società Europea di Rigenerazione**

Via Bargone Valle, 248 - Loc. Ponte Ghiara 43039  
Salsomaggiore Terme (PR) Tel. (+39) 0524 525601-Fax (+39)  
0524 523808 Tax code: 01654850344 – VAT No. 10880220156  
- R.E.A. PR169393E Email  
[info@sersrl.com](mailto:info@sersrl.com) [www.sersrl.com](http://www.sersrl.com)

#### **SIRMAX S.p.A. - Headquarters**

Via dell'Artigianato, 42 - 35013 Cittadella - PD - Italy  
Tel. (+39) 049 9441111 | Fax (+39) 049 9441112 | [www.sirmax.com](http://www.sirmax.com)  
| [info@sirmax.com](mailto:info@sirmax.com) Share Cap. €10,000,000 | Tax code. / VAT No.  
00168180248 | R.E.A. PD305950  
Group: FINCOMP PLASTIC S.p.A. | Tax Code 04604420283