



PRESS RELEASE

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Curtain going up on “*I Maestri del Paesaggio*”: Radigreen® yarn among the main players at the event

Time to “Think wild, live green”. Starting tomorrow, 7 September, the limelight is on [I Maestri del Paesaggio](#) [Masters of the Landscape], an international event organized by the Arketipos Association and the Municipality of Bergamo. For nineteen days, Bergamo’s Città Alta [Upper Town] is going to be the splendid backdrop for the event, which features some of the top names in international landscape design and their most intriguing works. RadiciGroup’s Radigreen® synthetic grass yarn is also playing a lead role in this showcase of Italian excellence and creativity.

As in previous years, *I Maestri del Paesaggio* is transforming Bergamo into a special international observatory where spectators can view the landscape in its many facets: reflections, provocations and revelations. From **7 to 25 September**, the highly topical issue of modern man’s need to connect with nature and make it part of his daily life is going to be the focus of intense thought by some of the most authoritative green architects, garden designers, historians and photographers. Nineteen days of intense cultural excitement, with a [packed programme](#) of events and themes: Green Square, Educational, Green Design, Green Fashion, Green Food, Green Show, Kids, Green Tour, music, photography contests, installations and many land-art itineraries.

The 2016 installations erected in in Piazza Vecchia and Piazza Mascheroni are based on the creative ideas of sixteen students from Summer School 2015 directed by Stefan Tischer, a German landscape architect of international repute. Tischer and **Annacaterina Piras** – internationally renowned landscape designer, architect and co-founder with Tischer of the *LandWorks-Sardinia* international research programme – have, for the occasion, transformed the splendid Città Alta into a stage for nature and beauty. **Lucia Nusiner**, landscape designer, and

Maurizio Quargnale, lighting designer, have made their contribution to the vegetation design and lighting, respectively, of all of Tischer and Piras' installations.

RadiciGroup products are present in one of these wild installations, namely the one transforming Piazza Mascheroni into a wild game and adventure park, a tiny wild world covered with a living willow dome and a network of lianas, vegetation and suggestive lights. The square is carpeted with synthetic turf made of RadiciGroup's **MY RADIGREEN®** yarn and manufactured by the Italian company SIT-IN SPORT, a leading producer of artificial grass turf.



MY RADIGREEN®: a line of exclusive “All In One” combinations of straight and textured monofilaments, which is the hallmark of maximum creativity, innovation, production flexibility, customization and safety. MY RADIGREEN® is the ideal choice for the manufacture of long-lasting turf with excellent appearance that can make the most of public and private green spaces, opening up possibilities for unexpected uses and making outside areas more liveable – all the while allowing for maximum design creativity.

RADIGREEN®'S ENVIRONMENTAL FOOTPRINT MEASURED USING THE PEF METHODOLOGY.

RadiciGroup's primary “sustainability objectives” include: to measure the environmental impact of its products in a rigorous manner and to provide customers and stakeholders with information based on scientific, verified and comparable data. In order to achieve this objective, the Group has adopted a variety of measurement tools, one of which is the Product Environmental Footprint (PEF) methodology for the calculation of the environmental footprint of its products. The PEF is also being introduced for Radigreen® polyethylene yarn. Shortly, RadiciGroup will be able to provide its stakeholders with all the data on the actual environmental impact of its yarns. This information will be of fundamental importance to its customers – particularly artificial grass manufacturers – who will be able to calculate the environmental footprint of their own products.

PRODUCT ENVIRONMENTAL FOOTPRINT (PEF) – The Product Environmental Footprint (PEF) methodology was officially adopted in the European Union by the European Commission through Commission Recommendation 2013/179/EU. PEF is a set of common methods to measure, assess, validate (by a third-party) and communicate to stakeholders the life cycle environmental performance of products and services. The European Commission's approach is based on the principle that a product's footprint must be measured taking into account all the

environmental aspects on which the product can have an impact during its entire life cycle – from the extraction of raw materials and use of natural resources for production to the end of the product's useful life and final waste management.

RADICIGROUP – With 2,985 employees, sales revenue of EUR 1,011 million, and a network of production and sales sites located in Europe, North America, South America and Asia, RadiciGroup is one of the world's leading producers of a wide range of chemical intermediates, polyamide polymers, engineering plastics, synthetic fibres and nonwovens. These products are the result of the Group's outstanding chemical know-how and are used in a variety of industrial sectors, such as: AUTOMOTIVE – ELECTRICAL AND ELECTRONICS – CONSUMER GOODS – APPAREL – FURNISHINGS – CONSTRUCTION – HOUSEHOLD APPLIANCES – SPORT.

TESSITURE PIETRO RADICI – Ancestral RadiciGroup company founded in 1941, [Tessiture Pietro Radici SpA](#) is a leading producer of artificial grass yarn, sold under the Radigreen® brand name, and spunbond fabrics, sold under the Dylar® brand name.



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