

Artoni "moves" the first edition of "Feed it! think. create. change" for Oxfam Italia

Launched in concomitance with Milan's Furniture Exhibition, the initiative raised funds in support of Oxfam Italia's world-wide charity work.

Reggio Emilia 14 April 2014 - Along with Artoni Trasporti (technical-logistics partner), twenty or so Italian design icons (Alessi, Poliform, Kartell, Fontana Arte, Zanotta and many more besides) took part in the "Feed it! Think. Create. Change" initiative held at the same time as Milan's Furniture Exhibition, when furnishing accessories (tables, lamps, chairs, carpets) were auctioned to raise funds for Oxfam Italia's charity work.

"We have been following and directly supporting Oxfam Italia's activities for some years now," remarked Anna Maria Artoni, Vice-Chairman of Artoni Trasporti. "We helped out in the first edition of "Feed it! Think. Create. Change" by providing the logistics service required for taking care of the Designer items and transporting them around Italy".

"Feed it! Think. Create. Change" is the result of collaboration with Associazione Montenapoleone, Elle Decor Italia and Radio Montecarlo for the purpose of supporting the activities of Oxfam Italia, which intends to increase its support of projects in the 26 countries where it operates, beginning by focusing on women and then entire villages and communities. Projects that will include microcredit support, company formation and creating, or improving, essential services like education and health.

Held during the MonteNapoleone Design Experience by Maserati fringe event, the initiative was awarded by active participation throughout the five-day exhibition. The exhibited items were knocked down during a silent auction and obtained a good result for Oxfam Italia. "We were very happy to be a partner of the fourth edition of MonteNapoleone Design Experience," declared Maurizia Iachino, President of Oxfam Italia, "thanks to which, we were able to involve important enterprises in the exhibition. Companies that were convinced supporters of our aims and that approved our way of working, based on a care for detail on the differences that they can make. We fervently hope that this extraordinary Experience will also continue next year, at Expo 2015".

Useful Links

Artoni website: www.artoni.com

Oxfam Italia website: www.oxfamitalia.org

Feed It auction link: www.oxfamitalia.org/agisci/aziende/feed-it

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