

ARTONI COOPERATES WITH OXFAM ITALIA AND TRANSPORTS THE SECOND “FEED IT!”

The second Feed it!, promoted by Oxfam Italia, is once again showcasing the very best of design in 2015, in a major international exhibition and solidarity project.

Reggio Emilia, 16 June 2015

The second Feed it!, promoted by Oxfam Italia in collaboration with The Circle Italia – a network of women founded by Annie Lennox – and with the media partnership of Elle Decor Italia, is once again showcasing the very best of design in 2015, in a major international exhibition and solidarity project.

The proposed installation is formed of design icons donated by 40 companies, which were first displayed from 11 to 14 June at the Fondazione Riccardo Catella and then auctioned on the CharityStars website (www.charitystars.com) from 12 to 19 June. The funds collected will be used to support development aid projects carried out by Oxfam to raise 80 thousand people out of poverty, mostly women and children, in 26 countries in the Southern Hemisphere, where the association works every day (www.oxfamitalia.org). One of the partners of the initiative is the ABC Department of Milan Polytechnic, whose students have worked on preparation of the event under the guidance of Benedetta Tagliabue.

A main partner of Feed it! is Fidenza Village – which has always worked alongside Oxfam – which will allow the initiative to continue in its village, in September, with the aim of showcasing the very best of Italian design to its large international public.

A technical partner of the initiative is **Artoni Trasporti** which has been cooperating with Oxfam Italia for years, providing the logistics service necessary for custody and transport of the designer products in Italy.

ARTONI TRASPORTI

Artoni is now one of the major Italian enterprises in the Transport and Integrated Logistics sector. It works with some 13,000 customer companies and deals with almost 7 million shipments a year. Thanks to a network of 70 branches scattered throughout Italy, Artoni provides a vast range of domestic and international freight transport services, and plans logistic and supply chain management solutions. For further details: www.artoni.com

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