

# Plastic Desire

**where perception captures all the five senses**

China - Shanghai Times Square

June 29 –July 15

To celebrate Italy's upcoming National Day, The China-Italy Chamber of Commerce will present several of the 'most typical Italian Styles' at an event in Shanghai.

Therefore, Artist Gigi Rigamonti has created an unusual sculptures as a part of display for the Italian Tourism Promotion in Time Square.

From June 29 –July 15, Milan-based manufacturer Sturm und Plastic in collaboration with La Rosa S.p.a. (both sponsors) will offer an overview of the versatility of plastic in an exhibit 'Plastic Desire'.

Sturm und Plastic will offer an overview on the versatility of a material, plastic, whose peculiarities remind of ice.

Plastic Desire is "amusement" which combines forms, volumes, and colors with art, music, and design. Plastic, with its spectacular ice transparency, is proposed for urban fittings that create comfortable and captivating atmospheres and arouse desire.

Every form and every volume suggest always different compositions that are able to exude the individual personality: thereby originates the desire of creating plastic islands where plastic is merely a conventional name for a material and where perception captures all the five senses.

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