

☕ Coffee Talk with Michela



Please tell us about yourself, who are you and what do you do? I'm Michela and I graduated in product design in Milan this year. Currently, I work in an office for a company in Switzerland while I continue working on a small passion: ceramics. I love getting my hands dirty, being in contact with the material, and feeling how it moves through my movements.

How did your journey towards sustainability begin and how did you come up with the initial idea? I have always had a keen eye for sustainability. My other projects carry on this theme. Where exactly it started I can't tell you. I think that each of us must start gradually start to pay attention to those small daily gestures that have the potential to change the world. Especially after the Pandemic, I realized that our planet was facing problems much bigger than itself.

What are the biggest challenges you face? The biggest challenge for my project was to be able to get the message across to as many people as possible. Every object in the collection is created, even with some problems. But the message is the key part. And at the same time, my biggest concern was that if the message isn't understood, then the whole project would be null and void.

What is a possible future for your initiative? Where do you want to be within five years? The maximum aspiration for my project would be to produce the new material I created in order to help the planet, taking away most of the waste present in it. So in five years, I would like to see us create useful objects with the waste produced by our behaviors. From waste to profit!

If you have three free wishes, what would you wish for? To create useful objects, that are not only beautiful but useful. The world is full of objects, is it enough to create objects just for the sake of it, which adds up to the myriad of scraps? To create objects for those classes of people who are less taken into account but who need them most. But my ultimate dream is to open an artisan workshop and return to using the natural materials present in nature and making handmade objects: for example wood, ceramics, etc.

What do you think we all can do to solve the plastic pollution problem in general? There are so many things you can do, and since I started working on my thesis I discovered a thousand other solutions that I didn't even think could be useful. Nice little examples include: washing clothes with the washing machine at 40 degrees and not at 60 (where possible), ironing the least possible

(avoids rising temperatures), having with us cloth shopping bags (not plastic bags or paper bags), turning off the taps when brushing your teeth, rent glass water bottles (in my small village they still fill water bottles in glass bottles, and when finished they go to retrieve them), obviously do the waste collection carefully, go more often on foot or by bike, do Plogging (a combination of jogging and picking up litter) ... and more, more, more.

Insights about the project

“PESO”

by Michela Panizza, Italy

PESO is a project that wants to be a message before an object. A recycling technique that wants to be a stimulus not only for me, but for all those who will have the opportunity to be able to lend a hand to the environment.

