



TOWARDS SUSTAINABLE EVENTS: FROM CREATIVE DESIGN TO EXECUTION

7-14-21 MAY, 2024



MaBa.SAPERLab | Politecnico di Milano

Via Ampère 2, 20133 Milano

Campus Bonardi, building 11, basement floor

Participation
Fee

120,00 € (includes Polimi materials, coffee break, VAT)



materialbalance-dabc@polimi.it

ALL OUR SPEAKERS



INGRID PAOLETTI

FULL PROFESSOR
ARCHITECTURAL TECHNOLOGY
POLITECNICO DI MILANO



PABLO SOLARI

CREATIVE DIRECTOR
BALICH WONDER STUDIO



SARA GIORLA

PROJECT MANAGER FOR
CEREMONIES UNIT
BALICH WONDER STUDIO



SARA ANTONIOTTI

CORPORATE STRATEGY
COORDINATOR
BALICH WONDER STUDIO

More information:



ABOUT OUR WORKSHOP

Through an interactive and engaging approach, the workshop will offer an in-depth look at the challenges and opportunities of integrating sustainability principles in the creative conception, planning, production, and execution of **events**.

After an introduction to the **events industry and to principles of creative direction**, participants, supported by the experience and expertise of Balich Studio, renowned for its creativity and innovation in international shows and ceremonies, will explore **practical strategies to improve an event's sustainability, starting specifically from the creative process**.

Through analysing case studies and illustrating exemplary projects realised by Balich Studio, participants will be involved in elaborating effective solutions for integrating sustainability into every phase of event design and execution.

