



JUNK

armadi pieni

a trip in three continents to unveil the true impact of clothing overproduction on the planet

a co-production

Will Media and **Sky Italia**

with

Matteo Ward

directed by

Olmo Parenti e Matteo Keffer

presentation and screening

with

Matteo Ward, WRÅD

and **Sara Sozzani Maino**, Fondazione Sozzani creative director

Friday **16 June** 2023 at 6pm

Fondazione Sozzani

via Enrico Tazzoli 3, Milano

A docu-series of six episodes now available on the YouTube channel of Sky Italia, on demand on Sky and on NOW

For the opening of the Milan's menswear fashion week, **Fondazione Sozzani** presents **Junk**, a docu-series of six episodes which inspire a reflection on the excessive production and consumption of clothing. The episodes are available on the YouTube channel of Sky Italia, on demand on **Sky** and on **NOW**.

Co-produced by **Will Media and Sky**, **Junk** sheds a new light on the contemporary impact of the textile industry, through the stories and images of the people and ecosystems which are most affected. Host and co-author is **Matteo Ward**, entrepreneur and activist, who curated the scientific research of the series, written and directed by **Olmo Parenti** and **Matteo Keffer** of **A Thing By**.

Every episode is shot in a different country, focusing every time on a different issue caused by the overproduction and overconsumption of clothes: in Chile and Ghana the series reveals the problem of textile waste. In Indonesia viewers have the chance to discover how the production of artificial fibers is killing biodiversity at a huge cost for the entire world. In Bangladesh then, viewers have the chance to learn what has changed in the country's textile industry ten years after the collapse of Rana Plaza, which killed over 1100 garment workers in 2013. In India instead **Junk** narrates the true story of cotton production, a fiber stressed and exhausted by human greed. And finally, in Italy, the series shows that the problems caused by the industry are often closer to us than we think, focusing on the problems caused by textile chemical treatments in the country.

Junk's objective is to raise awareness and inspire people to take action, as each one of us has a role to play.

On the day of the presentation at Fondazione Sozzani the episode shot in Ghana will be shown to the public who will then have the chance to engage in a conversation with **Sara Sozzani Maino** (Fondazione Sozzani) and **Matteo Ward** (WRÅD).

Will is an online community of individuals and businesses who are aware of their impact on the future. Every day, we create top-notch original content with one mission in mind: build a more sustainable, fair, data-driven world with a new economic engine. Since 2020, we've become the go-to source for digital information for a community of over 2 million people. We tell our community about the changes that surround us through a wide variety of formats, distributed across our eight platforms, live events, and special projects. And guess what? We keep it simple, straightforward, and never boring.

Sky Italia is a media & entertainment company founded in 2003. It is part of the Sky Group, one of the leading entertainment groups in Europe, which is controlled by Comcast Corporation, an international media & technology company. Sky has changed the viewing habits of millions of Italians and is a byword for innovation. The latest is Sky Glass, a next-generation smart TV that integrates Sky content, free-to-air channels and streaming services in a single interface. The range of products and services is completed with Sky Q, which combines Sky content and that of the main apps; and NOW, the OTT offer that gives access to Sky content. In addition, Sky offers the Sky Wifi ultra-broadband service, the fastest fixed network in Italy according to Ookla®. In addition to sports, news, entertainment, cinema and culture content, Sky is also the producer of some of Italy's most successful original TV series and its production commitment continues to increase. With the channels TV8, Cielo and Sky TG24, Sky is also present on free-to-air digital terrestrial television.

The company promotes responsible business, environmental protection and the fight against digital inequality. With the Sky Zero campaign, it is committed to becoming net zero carbon by 2030.

Established in 2016 by Carla Sozzani, **Fondazione Sozzani** is dedicated to the promotion of culture through fine arts, applied arts, photography and fashion. The Foundation in via Tazzoli 3 focuses on creativity, responsibility and awareness and promotes the circular economy in fashion. Since 2021 Sara Sozzani Maino has curated and coordinated projects dedicated to education, responsibility and the next generation of creatives.



The catering of the evening, in line with the values manifested by Junk, will be served by **BE BARMAN EVENTI** and curated by food advisor **Daria Vitali**