

PRESS RELEASE

At the FuoriSalone in Milan, the MetamorphosYs installation by Itelyum is the protagonist of 'Interni

Design Re-Evolution', the exhibition of architects and designers from around the world

MetamorphosYs, an immersive and evocative experience of the regeneration processes of matter

Milan 17 April 2023 - Itelyum, a national leader and international player in the management, recycling and valorisation of waste, controlled by Stirling Square and participated by DBAG is the protagonist, as **part of the FuoriSalone**, of the exhibition-event "**Interni Design Re-Evolution**" staged at the **University of Milan**.

The iconic Milanese design event sees Itelyum in the unprecedented role of art creator: the **MetamorphosYs** installation - created for the occasion by **Studeo Group** - is contemporary artistic sensory experimentation, which leads the visitor to give life, thanks to Artificial Intelligence and through a process of transformation, to new forms of art.

MetamorphosYs takes the visitor on an immersive and evocative experience of the regenerative processes of matter that Itelyum has originated over 60 years of experience, becoming an advocate and inspiration for the circular economy. The interactive installation intends to solicit a collective reflection on the urgency and importance of a change of perspective and invites concrete actions for the protection and restoration of natural resources, taking advantage of the contemporary advancement of new technological and digital paradigms and tools.

The area set up for MetamorphosYs 'The Art of Regeneration' welcomes visitors by offering them the opportunity to interact via a touch screen to create their own personal digital work of art, customised from graphic elements of the Itelyum matrix, which will then be available to the author in NFT format.

In fact, the visitor is able to choose variables that will then be processed by artificial intelligence. The work created, thanks to a certification on blockchain and the transformation of the image into an NFT that guarantees all rights of ownership, is released within minutes on the visitor/author's e-mail.

The user is thus not only a user, but also an artist and gallery owner, an AI-assisted creator of digital artwork born from regeneration, which is the principle guiding the mission of **Itelyum**, a leader in waste recovery, which reaffirms its commitment to being an inspiration to all those who believe that every source of wealth, such as natural resources, should not be neglected or wasted, but regenerated to create circular value for businesses, the environment and society.

"To be present at the first-rate appointment of the FuoriSalone, and in the context of the Design Re-Evolution event curated by Interni, is a source of pride and satisfaction for us," says *Itelyum CEO Marco Codognola*. "The FuoriSalone represents a stage and a world showcase for the quality of Made in Italy. The concept of Design Re-Evolution reflects our identity, namely the desire to activate synergies between technologies and processes to create new circular supply chains of transforming waste into new sustainable resources. Thanks to the collaboration with Studeo Group, we wanted to bring to an atypical but extremely stimulating context the concept that guides our activity, i.e. the importance of transforming, recovering and reusing materials, applying innovative methods in processes. In this field, too, Made in Italy is at the forefront, synonymous with success and innovation, and Itelyum is an important player in this chain".

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Itelyum

With advanced skills and technologies, Itelyum offers sustainable processes, products and solutions for waste management and its transformation into resources.

Sixty years of industrial history built on the principles of the circular economy before it became the economy of the future, involving customers, suppliers, institutions, local and global communities in the creation of economic, environmental and social value.

Three lines of business:

- **Itelyum Regeneration.**
Regeneration is the treatment system that makes the most of the collected used lubricating oil, with significant benefits compared to the production of virgin bases. In fact, it prolongs the life cycle of lubricants, thanks to advanced technological processes that give rise to quality regenerated bases and other products to be reintroduced into cycles of use in industry and transport.
- **Itelyum Purification,**
The **purification** of effluents from the chemical and pharmaceutical industry engineers products for different uses; while distillation solvents from virgin, produced and marketed oil fractions and synthetic starting materials enrich the offer for the companies from which the effluents to be utilised are collected.
- **Itelyum l'Ambiente** groups, controls and coordinates **23 companies located throughout Italy** that responsibly manage more than 1,500,000 t/y of industrial waste, including 500,000 t/y handling and services, also in the port area.

Local presence and global reference

€600 mln+

revenues 28

Companies

approx. 1200 people

31 operational sites

35,000+ customers

60+ countries served

