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MM/sa

PRESS RELEASE

AMAPLAST AND LADY BE, TOGETHER AGAIN **with a live performance at the K trade fair in Düsseldorf**

After having exhibited some of her works at the Amaplast stand during the 2016 show, **pop artist Lady Be** will once again be hosted by the association at the K trade fair in Düsseldorf with a **live performance – from 16 to 19 October**, hall 16-A56 – where she will create a special work dedicated to the event. The objective is to increase visitor awareness to the important, increasingly topical theme of recycling and environmental sustainability.

Lady Be will create distinctive portraits using her technique of “**contemporary mosaic**”, working exclusively with **recovered plastic objects** (toys, packaging, bijoux, stationery, bottle tops and many other items) arranged according to colour gradation. The artist has decided to use exclusively plastic for her works, because it has the right consistency, it is light, versatile, and above all durable, with colour that does not change over time.

More importantly, plastic is the perfect material for demonstrating the artist’s commitment – something that has polarized her work for a decade – to the **campaign against waste and environmental pollution** caused by discarded polymeric products.

Lady Be’s “**plastic brushstrokes**” create striking, colourful portraits of internationally famous personalities, principally from the world of music and cinema (and from other areas as well). The works represent a contemporary message, using the language of art, regarding the necessity of **safeguarding the planet and its resources**.

Amaplast will be present at K to provide information on manufacturers working in the field, distributing the magazine MacPlas and providing advance information on the show PLAST 2021 (Milan, 4-7 May 2021), whose organizational and promotional activities will begin in earnest immediately after the German show. In addition, Amaplast will be a point of reference for the almost 400 Italian companies – of which **330 specialize in the construction of machinery** – representing our country at the fair, the second largest national participation, behind just Germany, at the triennial show in Düsseldorf.

We look forward to seeing you at stand A56 in hall 16!

www.amaplast.org
www.ladybeart.com

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ASSOCIAZIONE NAZIONALE COSTRUTTORI DI MACCHINE
E STAMPI PER MATERIE PLASTICHE E GOMMA

ITALIAN PLASTICS AND RUBBER PROCESSING MACHINERY
AND MOULDS MANUFACTURERS' ASSOCIATION

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