

Project - Exhibition - Artworks



## The Circle

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The circle is an important representation of a philosophical paradigm: circularity. A natural distillate of the set of ideas and characteristics associated with the figure of the circle, circularity suggests an approach consistent with the immutable laws of nature, balanced and equidistant, decisive: an existence that closes the circle is an existence that is complete and fulfilled. Circularity is also a paradigm that has found one of its most important contemporary expressions in economic theory as the opposition to the unsustainability of linearity, based on exponential consumption and growth. The Circular Economy is developed with the intention of addressing the problems caused by the linear development of economic, production and social activities, proposing potential long and short-term solutions. It is a production and consumption model that involves sharing, lending, reusing, repairing, reconditioning and recycling existing materials and products for as long as possible in order to protect and regenerate natural resources. Climate change, agricultural and industrial production, and individual consumption are just some of the causes that deplete the planet's resources well before they can be regenerated. Moreover, the profound disparity between wealthy countries and those that are poor causes the scarce resources at our disposal to be squandered in large part by the very countries that cause them to dry up. Every year we run out of available planetary resources

earlier than the year before, borrowing what we need from the following year - without ever returning to a break-even point. The moment we run out of resources every year is called Overshoot Day, and for 2023 it was the 2nd of August. It is like having just one bottle of water available for the whole day and having to make it sufficient for four people. One of these people uses it all up indiscriminately before the day is over and, in order to survive, you have to open the next day's bottle. This happens every day, while the water runs out earlier and earlier. The regeneration of resources (materials, waste, a greater awareness of consumption, and eliminating greenhouse gas emissions as much as possible are key factors in the transition to a circular balance, rooted in the identification of Nature-based Solutions. Strategies that tap into the power and potential of natural processes. The European Commission defines Nature-based Solutions as "solutions inspired and supported by nature, which are cost-effective, provide simultaneous environmental, social and economic benefits and help build resilience. These solutions bring greater quantity and diversity of nature and natural features and processes into cities, landscapes and seas through systemic, locally adapted and resource-efficient interventions".

^ Circular Datacenter - Former Mine #3, Norway, 2022  
< 2050 Nuclear Ride, Germany, 2015  
v Coal Mine Future Ferropolis #5, Germany, 2022







Zero-emission circular economy emerges as the only solution to avoid the worst-case scenario of the climate crisis for the future. By switching from a linear to a circular mentality, waste can be reduced, resources conserved and environmental impacts minimised. While the transition to renewable energy and energy efficiency measures can address 55% of global emissions, circular economy strategies are needed to tackle the remaining 45%. Combining energy efficiency with food production is a critical aspect of these strategies. The key here is water, particularly the health of our seas and oceans.

Marine activities have enormous potential to mitigate greenhouse gas emissions, and how we harness and safeguard these activities is clearly of the utmost importance – often on a scale that defies our understanding.

^ Circular Datacenter - Former Mine #5, Norway, 2022  
< Coal Mine Future Ferropolis #1, Germany, 2022  
v Biosphere Underwater Farming #3, Italy, 2021





The construction of a circular future runs through a complex and multifaceted, yet fundamental, dynamic and necessary transition process. It stems from an understanding of the most basic and vital process that exists in nature, photosynthesis, and passes through the creation of integrated, fluid and co-dependent systems that allow natural systems to independently, and perpetually, regenerate themselves. Just as the new frontier of medicine passes through an understanding of the infinite potential of our immune system, the possibility of closing the circle for the survival of human life on

planet Earth passes through an understanding of the importance of ecosystems, their preservation and, where possible, their empowerment. Of the human necessity to become an ecosystem.

- ^ First Class A380 Recycle Facility #1, France, 2022
- > Geothermal Landscape #1, Iceland, 2022
- v Nature Power Mussels Biodiversity #1, Spain, 2022







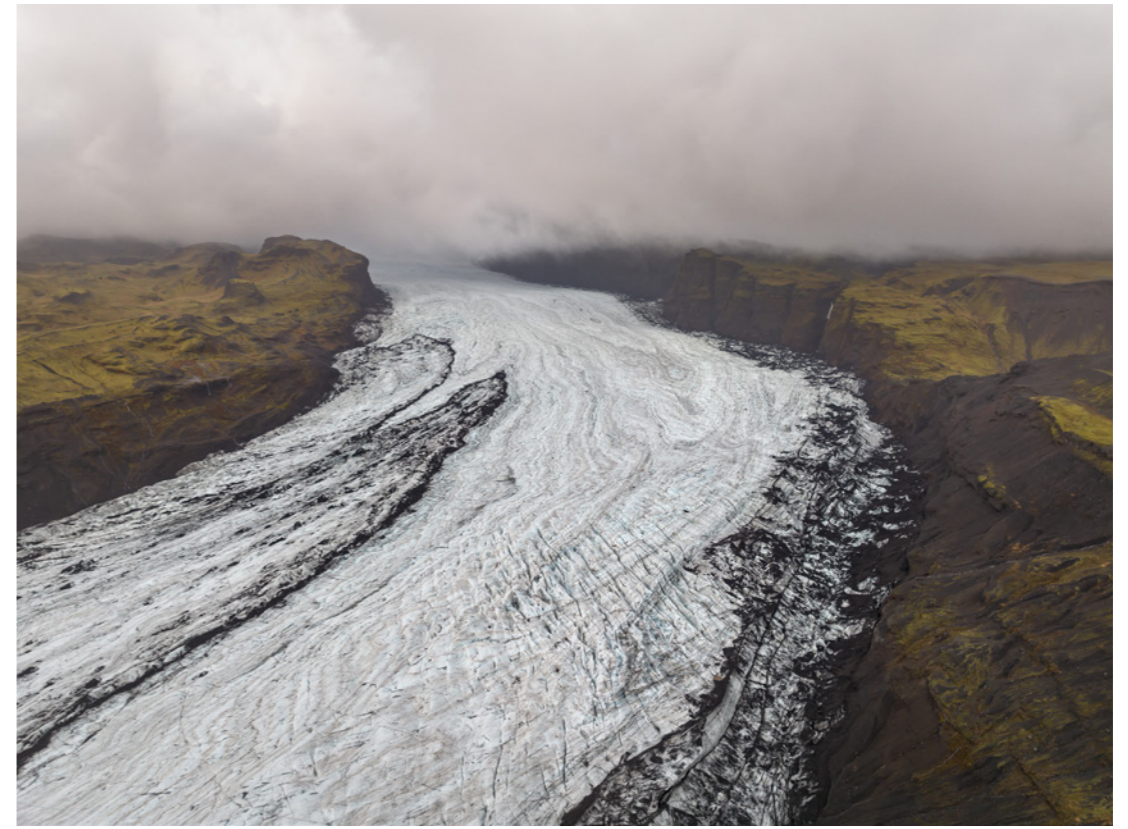


A key factor in the development of circular models is the relationship between man and machine, between intellect and industrial production. Just as technology can make a difference in the creation of optimised processes in the preservation and recovery of raw materials, intellect and the ability to think outside the box are what trigger processes of change and turn problems into opportunities. The processes of brownfield recovery and regeneration, and the recovery of raw materials (textiles, metals, plastics) are a great demonstration of this. Brownfield recovery and regeneration represent a valuable opportunity, not only to prevent the disappearance of unspoilt natural areas but also to develop urban spaces and reclaim sometimes contaminated land: land is a limited resource

too. Abandoned industrial areas, often considered a problem, can be valuable for both sustainable development and urban renewal. Transforming disused areas into vibrant spaces offers a multitude of benefits. Every year in the EU more than 1,000 km<sup>2</sup> of undeveloped land is used for housing, roads, industry and recreation, without taking full account of the various tangible and intangible services and values that this land provides. The European Environment Agency (EEA) has estimated that there are as many as three million brownfield sites across Europe, often located and well connected within urban boundaries, offering a competitive alternative to green investments.

^ Circular Fashion Recycle #3, Germany, 2022  
> Turda Salt Mine Amusement Park #3, Romania, 2022





There is a place in Europe which represents the closing of the circle, the example of an efficient and powerful synergy between man and nature: Iceland, a land of volcanoes and the quintessence of the force of nature. Rich in hydroelectric and geothermal resources, Iceland generates 100% of its electricity from clean energy, for both private and industrial consumption. Iceland has turned its geological specificity into a major strength, realising early on that geothermal energy offers enormous potential for solving a large part of the world's energy needs. One might be surprised, however, to note that the world's first geothermal power plant was built in 1911 in Larderello, Tuscany.

Today, Larderello is home to Europe's largest geothermal power plant: the Valle Secolo plant, which has an installed power of 120 MW. More generally, Italy would have resources to produce up to 116,000 terawatt-hours of geothermal energy, against an annual requirement of just over 300. The exploitation of geothermal energy in Tuscany has historically been the subject of intense debate between the energy industry, experts and local populations regarding the actual sustainability through current exploitation processes, and the social and landscape-related consequences.



**Circular Datacenter - Former Mine #5, Norvegia, 2022**

## Exhibition and Artworks

Design - it's all around us. Our homes are designed. As are offices and cars. But also the infrastructure systems we use to get from our homes to our offices. Our cities and the services that work within them are all designed. Design defines what we choose to wear and for how long. It even shapes the food we eat, how it's produced and where it's displayed in supermarkets. Currently, the vast majority of our designs are linear. We take materials from the earth, use them to make things, and then - usually after a very short time - we throw them away. Our systems operate in silos, so we waste time and resources. And our economy is built on extraction and exploitation.

The circular economy, by contrast, offers a different pathway. It harnesses design to reimagine and recreate the systems, services and goods that flow through our economy to circulate products and materials, eliminate waste, and regenerate nature. In this way, it can help us tackle the interconnected global crises of climate change, biodiversity loss and pollution. Currently, 45% of global greenhouse gas emissions come from how we make and use things. The extraction and processing of natural resources account for 90% of biodiversity loss. And while transitioning to renewable energy is essential, it is not going to be enough. To avoid simply patching up our flawed linear system, we must design something different. We must transition to a circular

economy. This challenge is monumental but fundamental and it requires collaboration, vision and transparency.

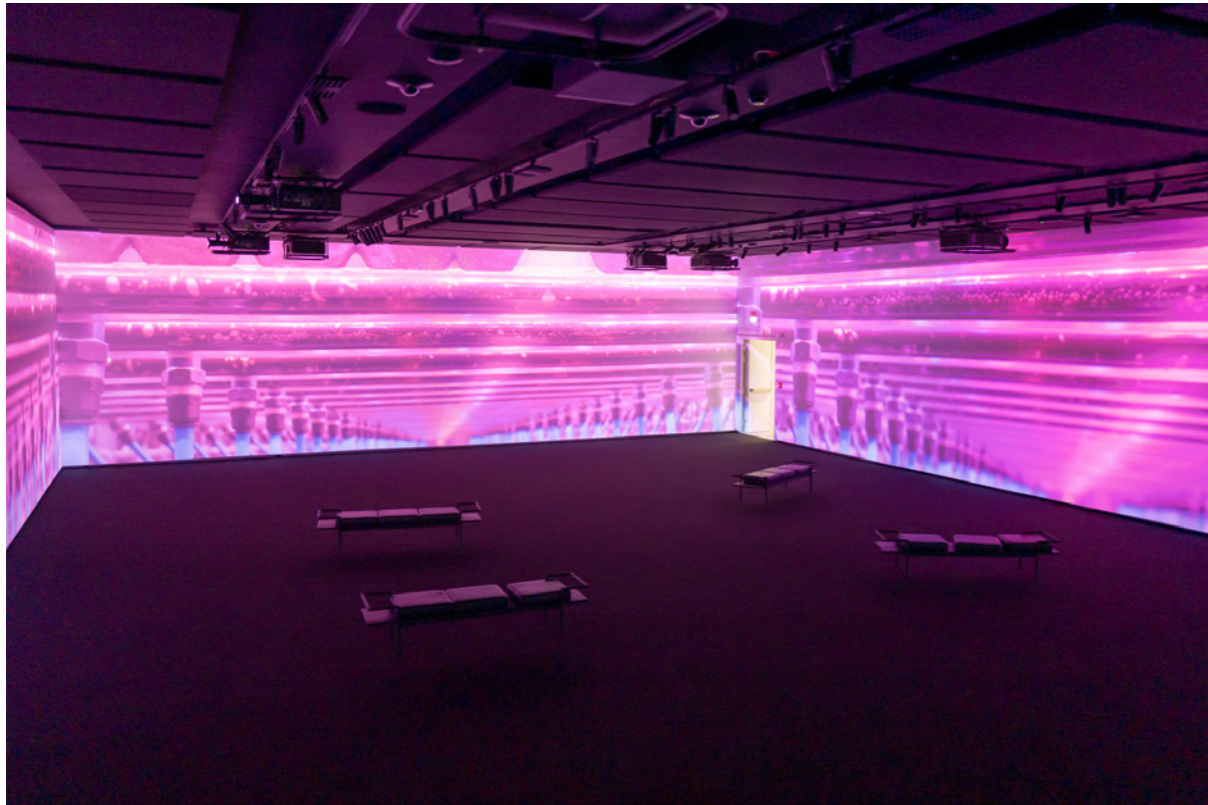
At the Ellen MacArthur Foundation, our mission is to help accelerate this transition. We produce research, resources, and tools to explore, develop and support solutions that can help us realise a circular transformation. We've brought together thousands of key players from business, government, charities and academia to create the world's leading circular economy network. And we've created the Circular Design Leaders, a group of design pioneers working with organisational leadership to implement circular design, empower design and innovation teams through knowledge sharing, and communicate circular design progress to the wider design audience. Intesa Sanpaolo is a Strategic Partner within the Ellen MacArthur Foundation's Network and we are thrilled to be providing knowledge support to Luca Locatelli's exhibition at the Gallerie d'Italia in Turin. There are many ground-breaking solutions already in place that have the potential to scale and accelerate the transition to a circular economy - some of which are included in the CIRCLE. They show us what is possible. Now is the time to bring these circular, regenerative futures to life.

*Joe Iles  
Circular Design Programme Lead  
Ellen MacArthur Foundation*









# Luca Locatelli

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Luca Locatelli Studio  
Via F. Confalonieri 11  
20124 Milan, Italy  
studio@lucalocatelli.com

Luca Locatelli is a visual storyteller who focuses on the relationships between people, science, technology and the environment.

His projects are realised in collaboration with scientists, journalists, environmentalists to contextualise his research further. His research, for more than a decade already, has been focused on exploring plausible solutions to the climate crisis of the 21st century. The aim of his work is to contribute to an open discussion about our future on the planet.

Luca Locatelli has been widely published on international medias such as The New York Times Magazine, Time, National Geographic, The New Yorker, Geo, Stern among others. His work has been exhibited and presented in various venues including the Solomon R. Guggenheim Museum in New York, the Shanghai Center of Photography, Somerset House in London among others.

His work has been recognised and awarded various prizes, including: World Press Photo, 2018 and 2020; World Photography Organization, 2018, 2020, 2021 and 2022; Leica Oskar Barnack Award, 2020 Nannes Prize, 2017; American Photography Winners, 2018 among others.

His latest project called "The Circle" is a long term project and a significant solo exhibition which took place as a worldwide premiere at the Gallerie D'Italia Museum of Turin, Italy in partnership with the Ellen Mac Arthur Foundation.

Since 2004 he is a founding partner of a non-governmental association that contributes to protect 600 thousand hectares of tropical forest in the Amazon forest.





The Circle - Luca Locatelli