



# Lorenza Cossutta, Giulia Gabrielli, Isabella Sannipoli

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## 100% Pubblica

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**Arte Útil archive nr:**  
248

**Initiator:**  
Lorenza Cossutta, Giulia Gabrielli,  
Isabella Sannipoli

**Location:**  
Italy

**Category:**  
economy, environment, social

**Users:**  
The artists, citizens and tourists.

**Maintained by:**  
Lorenza Cossutta, Giulia Gabrielli,  
Isabella Sannipoli.

**Duration:**  
2006 - 2008

### Description:

Italians were the first consumers of bottled mineral water in the world, and this produces high costs and levels of pollution from plastic bottles. The project 100% Pubblica puts attention on the issue of water privatisation. Through this initiative, bottles of 0.5 lt. of water and a map of the public fountains were given to people. This project also allows users to explore areas of the city outside the canonical tourist paths.

### Goals:

The aim is to promote the use of water as public goods, a human inheritance, a cooperation and solidarity source, respecting the further generations' rights. To make people aware that water is a primary and vital resource and should be free for everyone. To stop plastic consumption.

### Beneficial Outcomes:

Citizens and tourists got free bottles of water and a map of the town displaying public fountains.

### Images:



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