“Che terra pesti”
(The earth beneath your feet)
A project for the soil awareness rising

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Who cares soil? Who knows what is the soil?

When we talk about: air pollution, water, biodiversity, EMF

generally people knows what it is and the soil? what about it?
People generally know that if we scratch the soil and we are lucky we might find **gold** and **silver**.
...and OIL
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communication campaign through the creation of short videos (about 1-1½’
With the main intention to stimulate some reflections about the soil
1 Which is the earth beneath your feet?
2 Which is the earth you wish to tread on?
3 Which is the earth do not wish to tread on?

The campaign will be a chance to analyse, through experiences and emotions, the relationship of each of us and the soil beneath our feet.
new technologies
deliberately “low quality” video clip
Video @ http://bit.ly/1qqSEv
Send us a movie
The collected material will be very useful all over the world for project of environmental education
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Info @
http://tiny.cc/beneath_your_feet
Munsell just got Sexy

Fifty Shades of Brown

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