

“Che terra pesti”

(The earth beneath your feet)

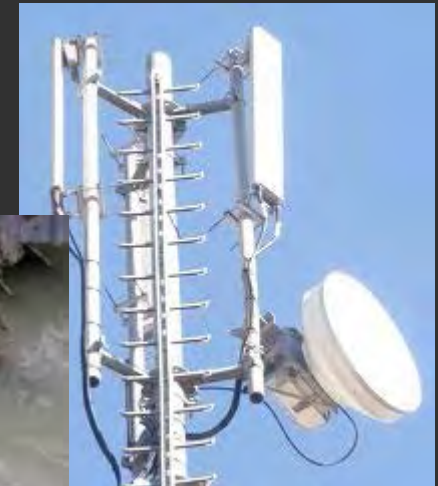


*A project for the
soil awareness rising*

Pier Francesco Campi, Francesca Bampa,
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Francesco Malucelli, Luca Montanarella,
Alberto Orgiazzi, Panos Panagos

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**



photo by goldandsilveronline.com

...and **OIL**



photo by Chris Nelder

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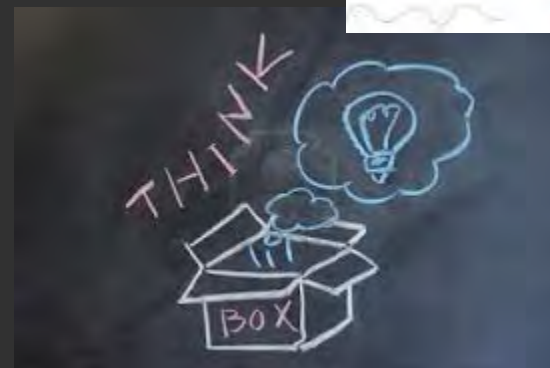
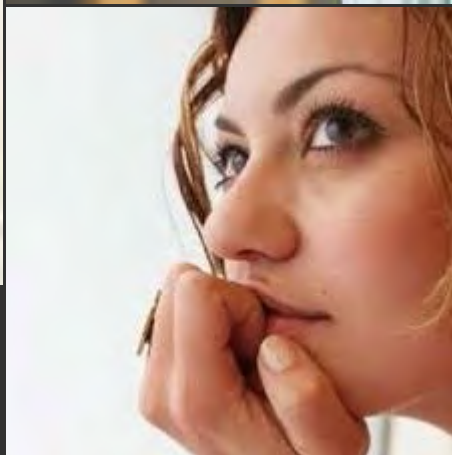
communication campaign through the creation of short videos (about 1-1½')



photo by DIRT! The Movie



With the main intention to stimulate some reflections about the soil

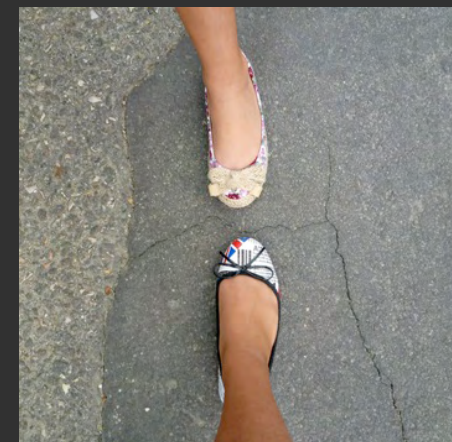


1 Which is the earth beneath your feet?

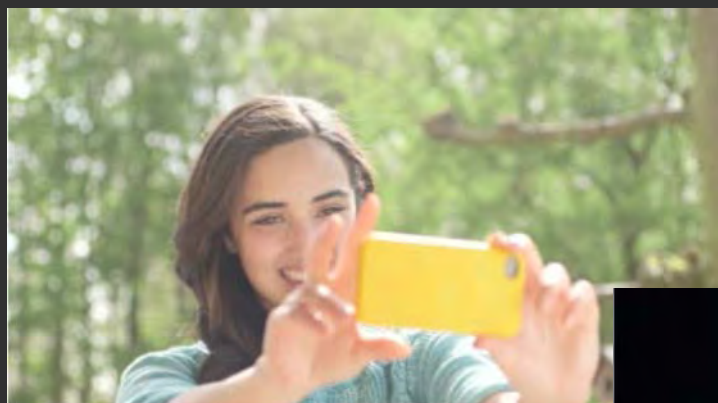
2 Which is the earth you wish to tread on?

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/lqqSEv>





Send us a movie



The collected material will be very useful all over the world for project of environmental education



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EDUCATION



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Info @

http://tiny.cc/beneath_your_feet

Munsell
just got
Sexy

Fifty Shades
of Brown



Info @ http://tiny.cc/beneath_your_feet