

# 50 SHADES OF GREEN

## **PRESS RELEASE**

Weed Art Exhibition in Rome, Italy

**FEBRUARY 15-16-17, 2019**





## A Cannabis-inspired Art Installation

50 Shades of Green is a cannabis-inspired art project by Rome-based artist Massimo Burgio ([Burningmax](#)), who created an **immersive art installation** that includes a cannabis-based olfactory experience for the visitors.

The art installation will be presented at the major cannabis trade shows and cultural events in Italy and Europe during its **2019-2020 exhibition tour**, starting this weekend in Rome, Italy, at the industry trade show [Canapa Mundi](#) (February 15-16-17).

After Canapa Mundi, the next step in the 2019 exhibition tour will be another prime Italian cannabis trade show, the Bologna-based Indica Sativa Trade, next April 2019. Further exhibition dates will be announced soon.

## Experience cannabis through art

50 Shades of Green is composed by 50 layers of hemp fabric hung at a distance of 50 cms from each other, developing a **25 meters long colorful tunnel**. The fabrics have been dyed in 50 different color tones inspired by the many colors the cannabis plant brings to life, in all its variety of strains.

The experience of walking through the art installation tunnel is complemented by an **olfactory experience**, as the installation will present different olfactory itineraries created by adding cannabis terpenes to the layers of fabric.

Each one of the 3 days of exhibition at Canapa Mundi will feature a different olfactory experience. Here are the **daily terpenes menus** designed for Canapa Mundi, with associated terpenes' properties.

### DAY 1: FRUITY

AK 47 — sativa  
Blackberry Kush — indica  
Lavander — indica  
OG Kush — sativa  
Pink Plant — sativa

### DAY 2: SPICY

Black Dream — hybrid 50%  
Girl Scout Cookies — hybrid indica  
Jamaican Dream — sativa  
Sour Diesel — hybrid sativa  
Tangie — sativa

### DAY 3: CITRIC

Amnesia — sativa  
Cheese — hybrid 50%  
Critical — hybrid 50%  
Grapefruit OG — hybrid indica  
Orange Turbo — sativa



## Press releases + contacts

50 Shades of Green press releases, complete with hi-res images, are available for download in English, Spanish and Italian language at the following link [www.burningmax.com/50shadesofgreen/canapa-mundi-2019-press-releases/](http://www.burningmax.com/50shadesofgreen/canapa-mundi-2019-press-releases/)

**For further information** about the art project, get in touch directly with the artist Massimo Burgio by emailing [burningmax@gmail.com](mailto:burningmax@gmail.com).

**Thank you in advance for your publishing consideration.**



[Download a zip file with hi-res images here](#). Sorry, mock-ups only. No spoilers until the first official opening of the installation next Friday February 15, 2019 at Canapa Mundi in Rome.



## Thank you to project sponsors + partners

50 Shades of Green is an art installation project, not a commercial operation, and the artwork is not for sale. At the end of the 2019-2020 exhibition tour **the art installation will be donated** to the [Hash, Marihuana & Hemp Museum](#), technical partner of the art project. The Amsterdam-based museum will include 50 Shades of Green in its permanent collection, and will showcase the art installation at its museum locations in Amsterdam and Barcelona.

Other **technical partners** of the project include the Barcelona-based company [Cali Terpenes](#), which supports the project by providing the cannabis terpenes needed for the olfactory experience, and the Rome-based online marketing agency [Canna Marketing](#), which supports the communication needs of the project.

At each exhibition at cannabis trade shows and events, 50 Shades of Green will benefit of the support of the hosting event, official sponsor for the specific event. [Canapa Mundi](#) is the **official sponsor for the Rome exhibition**, taking care of all logistic, transportation and installation costs, as well as communicating the inclusion of 50 Shades of Green in the official program of the Rome cannabis trade show.

50 Shades of Green is also supported by BeLeaf, the Italian cannabis culture magazine, **media partner** of the project.

[\*\*SEE PROJECT WEBSITE FOR MORE INFO\*\*](#)



## Smoked beats for a stoners' afternoon (DJ set)

Massimo Burgio, or better say in this case Burningmax, his official DJ moniker, will contribute to the Canapa Mundi trade show not only with the 50 Shades of Green art installation project, but also as a DJ, playing in the official lineup of Canapa Mundi's Dancehall Area.

Burningmax will play a dub/hip-hop/bass music/reggae **2 hours DJ set** infused with techno beats, titled "*Smoked beats for a stoners' afternoon*", that will be closing the official Canapa Mundi's Dancehall Area music stage on **Sunday February 17, from 6PM to 8PM.**

To get to know more about Burningmax music, visit the official DJ/producer website at [www.burningmax.com/music](http://www.burningmax.com/music) and listen and download hundreds of studio and live DJ sets, remixes, and Burningmax's music productions.



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An art installation project by  
Massimo Burgio / Burningmax  
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