

50 SHADES OF GREEN

PRESS RELEASE

Cannabis Art in Bologna, Italy

[Indica Sativa Trade 2019 - Unipol Arena Bologna]

APRIL 12-13-14, 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 is being presented at the major cannabis trade shows and cultural events across Italy and Europe during its **2019-2020 exhibition tour**, that started last February in Rome, Italy, at the cannabis trade show Canapa Mundi.

Next week 50 Shades of Green hits the second show of the exhibition tour, with a "site-specific" installation for the biggest Italian cannabis trade show, [Indica Sativa Trade](#), in **Bologna (Italy) on April 12-13-14, 2019**. Further exhibition dates will be announced soon.



Experience cannabis through art

50 Shades of Green is made by 50 layers of hemp fabric hung at a distance of 40 cms from each other, developing a **20 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 genetics and strains.

The experience of walking through the art installation tunnel is completed 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 Indica Sativa Trade will feature a different olfactory experience. Here are the **daily terpenes menus** designed for Indica Sativa Trade 2019.

DAY 1 - FRIDAY INDICA	DAY 2 - SATURDAY SATIVA	DAY 3 - SUNDAY HYBRID
Blackberry Kush Kashmir Kush Lavender TNT Kush Wifi OG	Amnesia Gipsy Haze OG Kush Orange Turbo Pink Plant	Black Dream Gorilla Glue Grapefruit OG Key Lime Pie Lemon Cookies

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/indica-sativa-trade-2019-press-releases/

For further information about the art project, get in touch directly with the artist Massimo Burgio by emailing burningmax@gmail.com.

Thank you in advance for your publishing consideration.



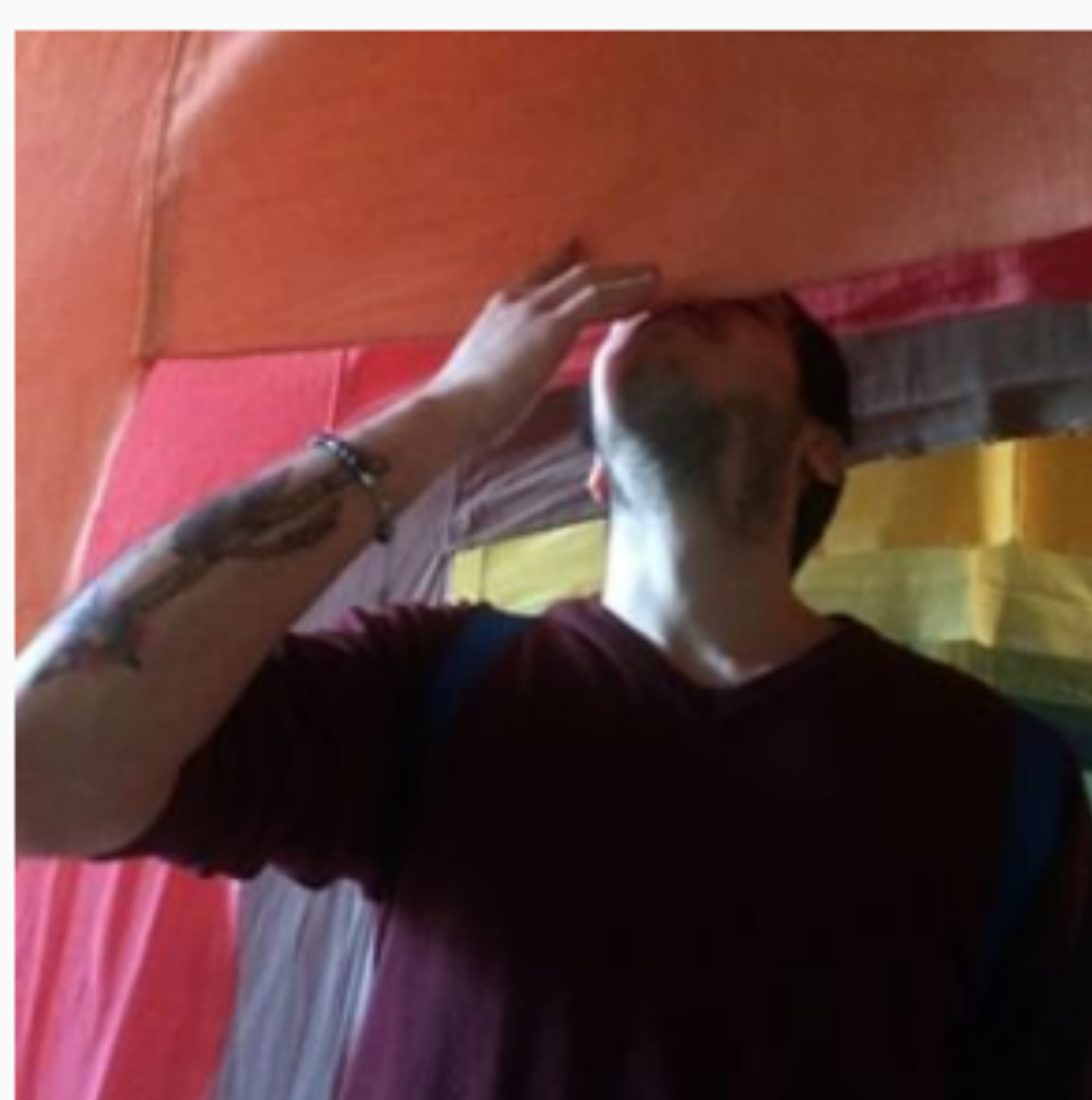
Thank you to project sponsors + partners

50 Shades of Green is an art installation project, not a commercial operation. 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** 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 project's communication needs.

At each show 50 Shades of Green benefits from the support of the hosting event, official sponsor for the specific event. [Indica Sativa Trade](#) is the **official sponsor for the Bologna 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 cannabis trade show.

50 Shades of Green is also supported by [BeLeaf Magazine](#), the Italian cannabis culture magazine, **media partner** of the project.





An art installation project by
Massimo Burgio / Burningmax
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Website: www.50shadesofgreen.it

Instagram: [@50greenshades](https://www.instagram.com/50greenshades)

Artist's website: www.burningmax.com

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