

# 50 SHADES OF GREEN

## PRESS RELEASE

### Cannabis Art in Rome, Italy

[Canapa Mundi Lite - Città dell'Altra Economia, Rome]

**MAY 31 - JUNE 1-2, 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. followed by the exhibition at Indica Sativa Trade in Bologna.

**This weekend (May 31 / June 1-2)** 50 Shades of Green hits Rome for the second time with an exhibition at [Canapa Mundi Lite](#), organized at the Città dell'Altra Ecomomia, in the complex of ex-Mattatoio in Testaccio. 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 30 cms from each other, developing a **15 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 canapa Mundi Lite will feature a different olfactory experience. Here are the **daily terpenes menus** designed for Canapa Mundi Lite 2019.

### DAY 1 - FRIDAY **INDICA**

Blackberry Kush  
Kashmir Kush  
Lavender  
TNT Kush  
Wifi OG

### DAY 2 - SATURDAY **SATIVA**

Amnesia  
Gipsy Haze  
OG Kush  
Orange Turbo  
Pink Plant

### DAY 3 - SUNDAY **HYBRID**

Black Dream  
Gorilla Glue  
Grapefruit OG  
Key Lime Pie  
Lemon Cookies

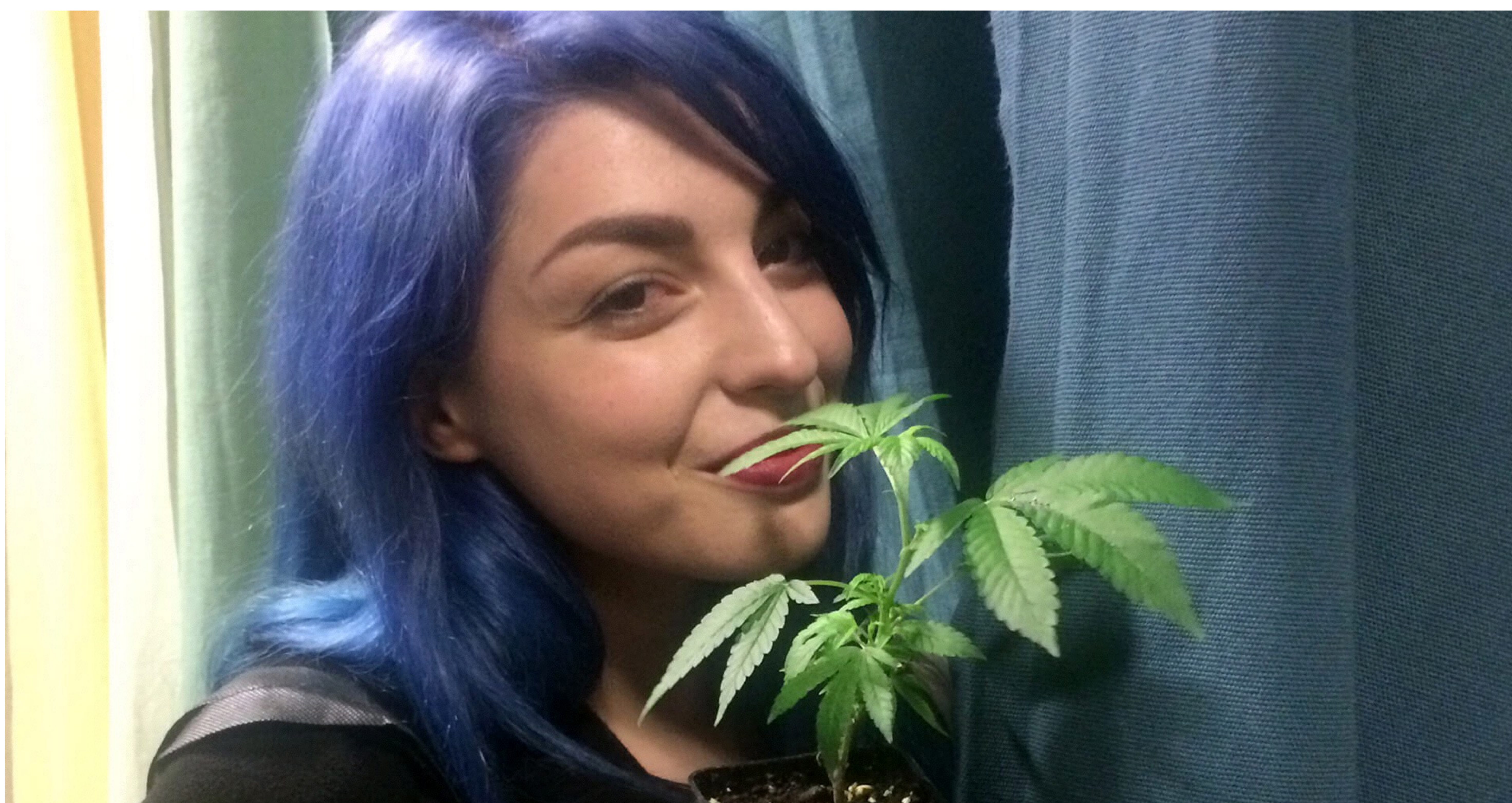


## **Press releases + contacts**

50 Shades of Green press releases are available for download in English and Italian language at the following link <http://www.burningmax.com/50shadesofgreen/canapa-mundi-lite-roma-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.**



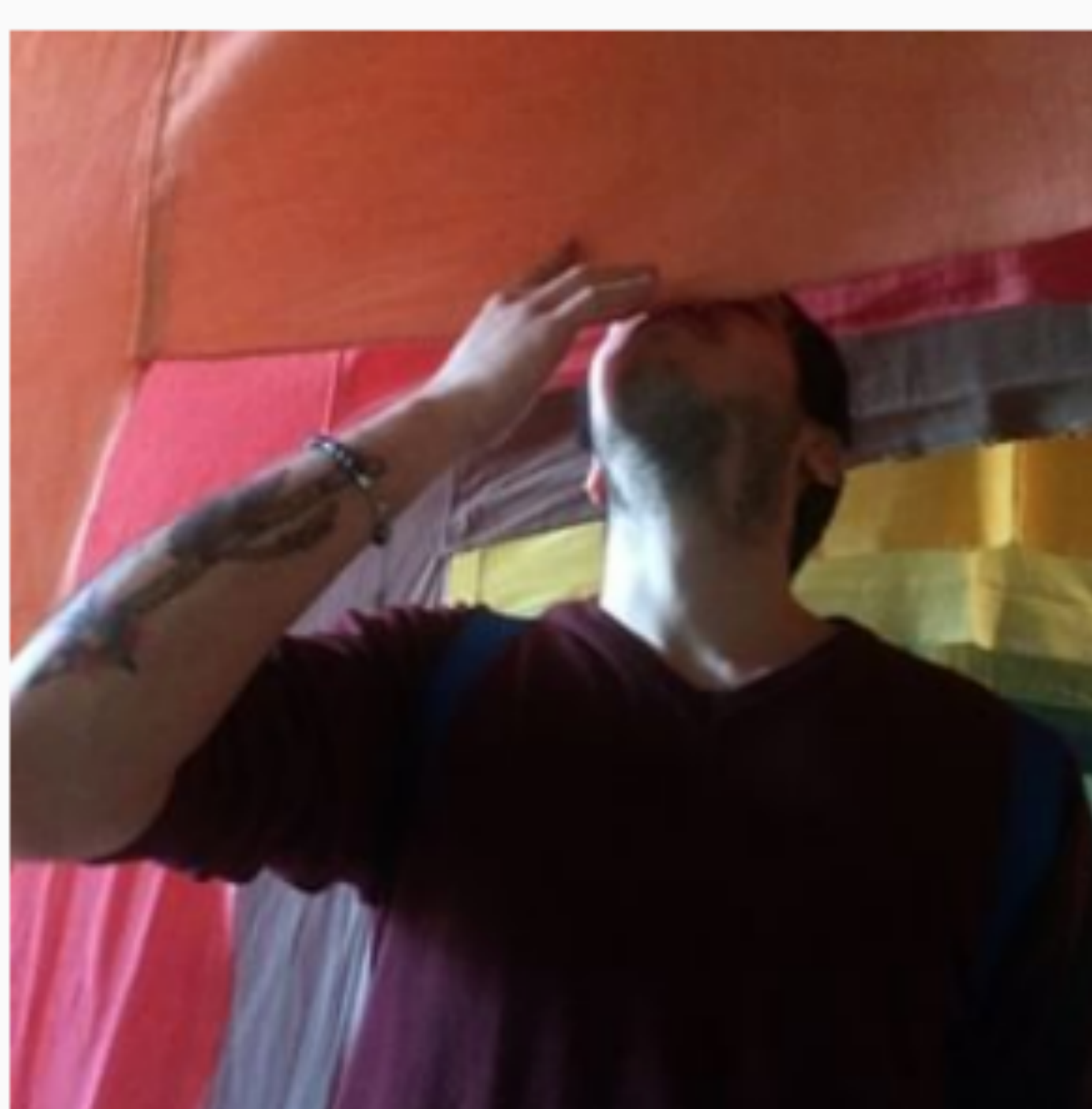
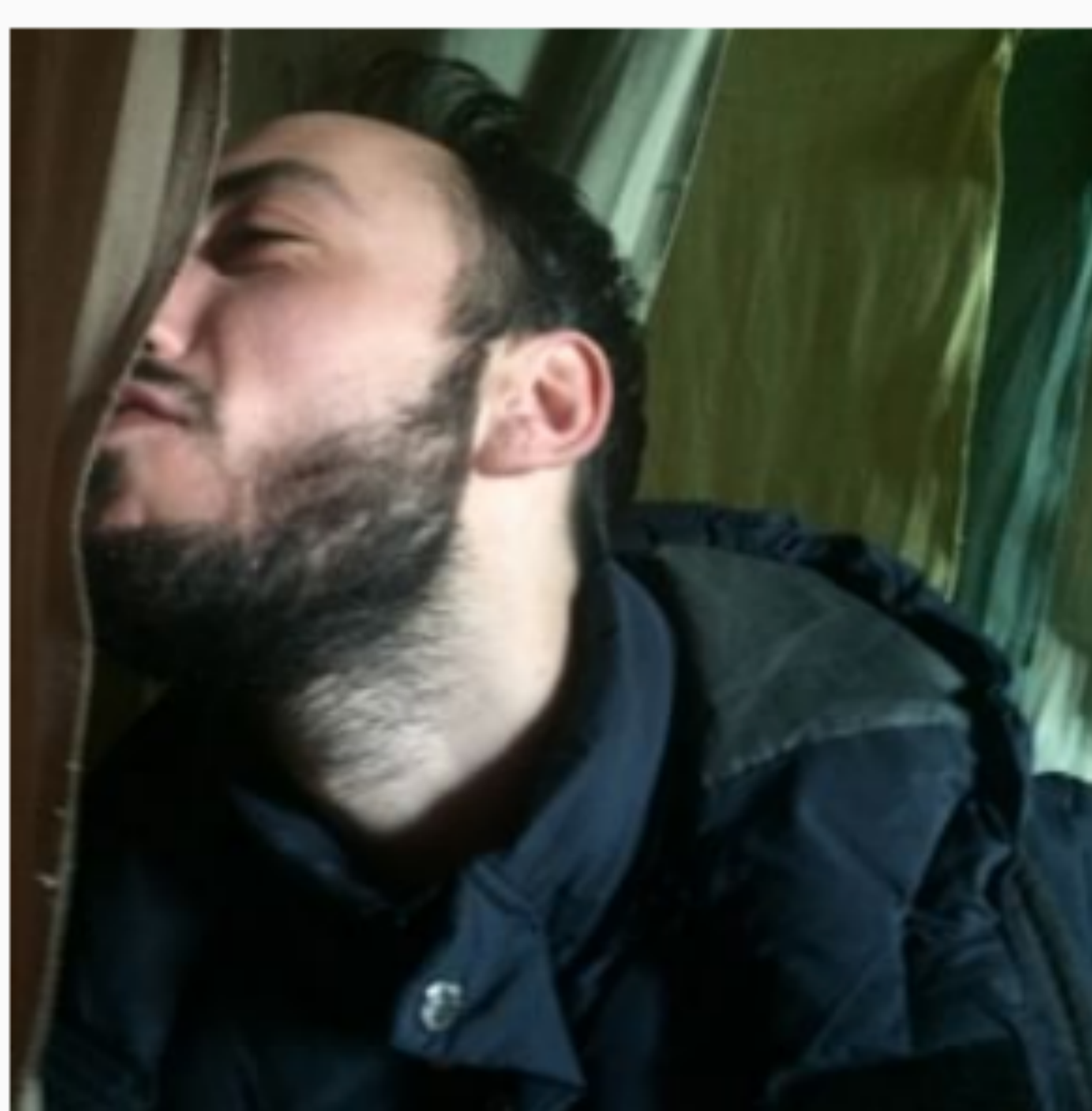
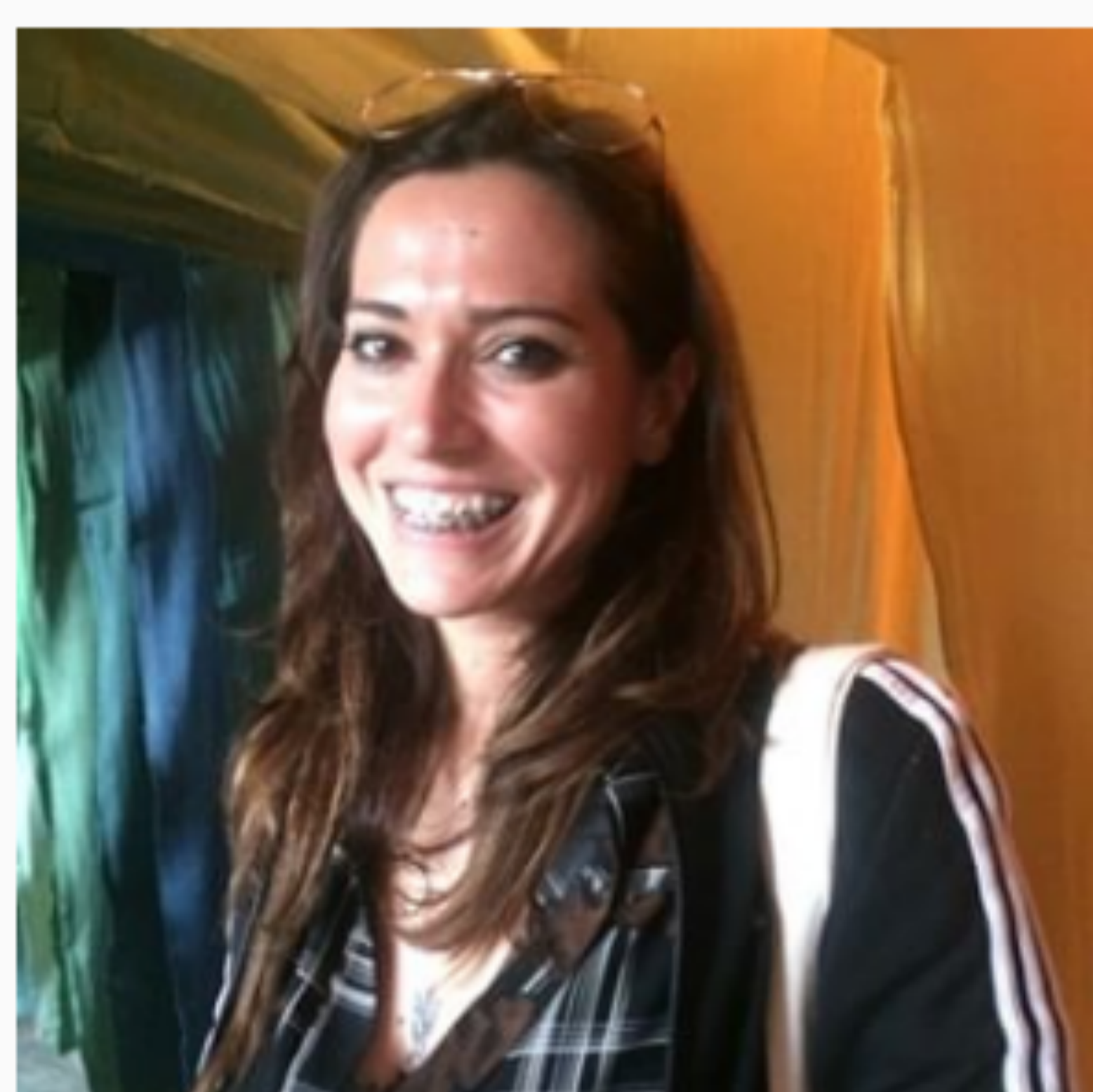
## Thank you to project sponsors + partners

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. [Canapa Mundi Lite](#) 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 cannabis 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](http://www.50shadesofgreen.it)

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

Facebook: [@burningmaxcreative](https://www.facebook.com/burningmaxcreative)

Artist's website: [www.burningmax.com](http://www.burningmax.com)

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