

50 SHADES OF GREEN

PRESS RELEASE

Cannabis Art in Milan, Italy

[Salone Internazionale della Canapa, MegaWatt Court, Milan]

SEPTEMBER 27-29, 2019



An experiential art installation inspired by cannabis culture

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 an olfactory experience based on cannabis terpenes.

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 (February), before hitting Bologna at Indica Sativa Trade (April), and a further cannabis culture event in Rome, Canapa Mundi Lite (June).

The Italian exhibition tour would have concluded in October in Naples at Canapa In Mostra, but unfortunately the Naples cannabis trade show has been canceled, following the turbulences and confusions created by the judiciary events that have hit and negatively impacted the fast growing Italian cannabis light industry right before summer.



SALONE INTERNAZIONALE DELLA CANAPA™

— M I L A N O —

Next weekend (September 27-28-29) 50 Shades of Green will conclude its Italian exhibition tour with the participation to the third edition of [Salone Internazionale della Canapa](#) in Milan, that will take place in the amazing expo venue of MegaWatt Court, in the Navigli neighborhood. After the Salone, 50 Shades of Green will continue its exhibition tour abroad, participating to some of the major cannabis trade shows across Europe. The dates of the international tour will be announced soon.



Experience cannabis through contemporary art

50 Shades of Green is made 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 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 Salone Internazionale della Canapa will feature a different olfactory experience. Here are the **daily terpenes menus**:

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

IBRIDA

Black Dream
Gorilla Glue
Grapefruit OG
Key Lime Pie
Lemon Cookies



Salone della Canapa of Milan: cannabis for all the senses

The olfactory experience provided by 50 Shades of Green perfectly fit the context of the this edition of [Salone Internazionale della Canapa](#) in Milan, which this year will focus on the **sensorial features** that cannabis can offer.

This year's participants to the Salone will be involved in several sensorial activities that will involve all senses at the cannabis trade show: it will be possible to see, touch, smell, taste and even listen to "the plant", thanks to an app that reads the vibrations generated by the plants, and transform them in sounds associated to real life musical instruments, To enjoy the olfactory paths offered by 50 Shades of Green no app will be needed, your sense of smell will be enough! Just make sure not to get a cold before coming to the Salone!

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.

The **official sponsors at Salone della Canapa** of Milan are [CBD Good](#), one of the major legal cannabis and CBD shops in Milan, and Claso with its brand of innovative cannabis buds [Lady Weed](#). The sponsor take care of all logistic, transportation and installation costs, making the participation of 50 Shades of Green to the Salone Internazionale della Canapa possible. **Thank you!**

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



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TECHNICAL PARTNERS OF THE PROJECT



Press releases + contacts

Press releases in English and Italian are available for download at the following link <https://www.burningmax.com/50shadesofgreen/salone-canapa-milano-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.



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

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

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

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