

# *"Che terra pesti"*

*(The earth beneath your feet)*



*A project for the  
soil awareness rising*

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# 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

# ***"Che terra pesti"***

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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

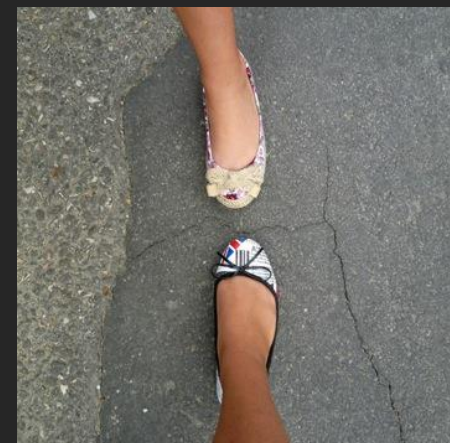


1 Which is the earth beneath your feet?

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







# Send us a movie



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



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***Info @***

***[http://tiny.cc/beneath\\_your\\_feet](http://tiny.cc/beneath_your_feet)***

Munsell  
just got  
Sexy

Fifty Shades  
of Brown



*Info @ [http://tiny.cc/beneath\\_your\\_feet](http://tiny.cc/beneath_your_feet)*