**Milan, 11th-17th April 2016**

**For the first time, BlaBlaCar at Fuorisalone: an interactive installation shows the positive impact of sharing car journeys**

***Set up at Superstudio 13, the* BlaBlaBubble *is an infographic installation conceived***

***to make BlaBlaCar's effects on mobility and CO2 emissions tangible.***

*Milan, 23rd March 2016* – BlaBlaCar, the world’s largest city-to-city ridesharing community, takes part for the first time at Fuorisalone in Milan. Thanks to the interactive installation of the *BlaBlaBubble - Discover the Sharing Effect,* set up outside Superstudio 13 (via Forcella, 13), BlaBlaCar shows the positive impacts of ridesharing on cities and on the environment. Conceived by BlaBlaCar and realized by the young Italian collective Fosbury Architecture, the *BlaBlaBubble* is a tangible, interactive infographic, a play and meeting space conceived to generate reflections on wastefulness, mobility and resource optimization made finally possible by tech innovation.

***BlaBlaBubble - Discover the Sharing Effect***

The *BlaBlaBubble - Discover the Sharing Effect* is an infographic installation showing how BlaBlaCar positively impacts on mobility and on the environment, through the tangible representation of **three aspects**, involving the visitors' active participation and interaction.

The inflatable, looking-through structure of the *BlaBlaBubble*, already available from the outside, represents the first aspect: the **CO2 emissions** saved thanks to the BlaBlaCar community every time people choose to share a car to ride on the same itinerary. The *BlaBlaBubble* contains 50 m3 of air, corresponding to the quantity of CO2 saved per minute by BlaBlaCar, thanks to the rides offered by its community in Italy.

The second aspect is represented by the ceiling of the *BlaBlaBubble*, visible from both the outside and the inside of the installation. Every day 60 green balloons place on its transparent vault: each of them corresponds to one of the 60,000,000 m2 of **forest** that BlaBlaCar is contributing to protect thanks to the partnership with PurProject (an organization fighting deforestation and global warming): each ride booked online on BlaBlaCar is equivalent to 1 m2 of forest preserved in Peru.

The third aspect is made visible through the internal outfitting of the *BlaBlaBubble*: the visitor is immersed in a fluctuating space, furnished with a set of modular, colorful, moving, car-shaped pouffes. The visitors can combine them, like parts of a 3D puzzle, to form two bigger cars: they represent the **social side of carpooling**: an average of 2.8 passengers ride on cars shared through BlaBlaCar (compared to the European average of 1.6).

**BlaBlaCar:** **doing our bit for a greener world**

A recent estimate indicates that if all the cars on the road offered a ride, a saving of 3.36 tons of CO2 per year would be possible. Over the last twelve months alone, 500,000 tons of oil equivalent were saved globally, which equals the energy needed to light Los Angeles for a year. Over the same period, 1 million ton of CO2 was averted, equivalent to the emissions of 400,000 airplane roundtrips from Paris to New York. During the last year, 31.813 tons of oil equivalent and 47.656 tons of CO2 have been saved only in Italy.

***BlaBlaBubble - Discover the Sharing Effect***

**11th-17th April 2016**

**Superstudio 13 (via Forcella, 13 - Milan), MM2 Porta Genova**

**Opening hours: Monday 11th April, opening for the press 2.30 pm – 8 pm;**

**from Tuesday 12th to Saturday 16th April, 10 am – 9 pm;**

**Sunday 17th April, 10 am – 6 pm**

**Free entry**

**For further information: BlaBlaCar, +39 02 8718 8766, www.blablacar.it**

**Superstudio 13, www.superstudiogroup.com, www.superdesignshow.com**

**BlaBlaCar**

BlaBlaCar is the world’s leading long-distance ridesharing platform and has created a global, trusted community of drivers and passengers in 22 countries. The site and mobile apps connect people looking to travel long distances with drivers going the same way, so they can travel together and share the cost. Each passenger makes a fair contribution for their seat, and drivers cover their fuel and tolls costs but do not make a profit. The platform is engineered to create a secure, trust-based community with declared identities and full member profiles. Members can even specify how chatty they are from ‘Bla’ to ‘BlaBlaBla’ – hence the name BlaBlaCar.

**Fosbury Architecture**

Fosbury Architecture (www.fosburyarchitecture.com) is a collective of architectural research and design founded on September 2013. Fosbury Architecture is made of young architects of different cultures and ambition working in an open and rhizomatic structure.

Fosbury Architecture received awards in several international competitions: Tallin (2013), Porto (2013), Bologna (2014), Milan (2015) and Rotterdam (2015). Based in Milan and Rotterdam, the collective is currently composed of Giacomo Ardesio, Alessandro Bonizzoni, Antonio Buonsante, Nicola Campri, Veronica Caprino, Federico Casati, Claudia Mainardi and Marco Taccagni.

***For further information and high-resolution images:***

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