

SCRITTE POPOLARI

Scritte Popolari is a project that transforms materials destined for disposal into signs featuring motivational messages, creating a bridge between sustainability and inspiration.

Cardboard boxes from supermarkets are transformed into messages about strength, change and resilience. Each sign is unique, with carefully chosen words designed to leave a mark and encourage reflection.

Respect for the environment and health lies at the heart of the initiative. To reduce its environmental impact and ensure safety, no spray cans or chemical paints are used. This means fewer harmful emissions, greater protection for those creating the signs and those who view them, and a conscious choice for a cleaner future.

Through recycled materials and alternative techniques, each message takes shape with simplicity and authenticity. Less polished in appearance, but more genuine in its values.

Scritte Popolari is not simply an artistic expression: it is an invitation to look at the world with new eyes and to pause and appreciate the value of small things. Because even a simple piece of cardboard, in the right hands, can be transformed into something that leaves a lasting impression.

An initiative with **zero environmental impact**, created to spread positive energy and raise awareness of the power of everyday actions.

A cultural project that brings together creativity and awareness, bringing beauty and meaning into urban spaces.

Discover the project and the messages:

[YouTube – Alex Premoli](#)