

The background features a light gray gradient with several realistic water droplets of various sizes scattered across the frame. In the center, there are faint, concentric ripples, suggesting a stone dropped into water. The overall aesthetic is clean and minimalist.

WATER

YESTERDAY – TODAY – TOMORROW

WATER

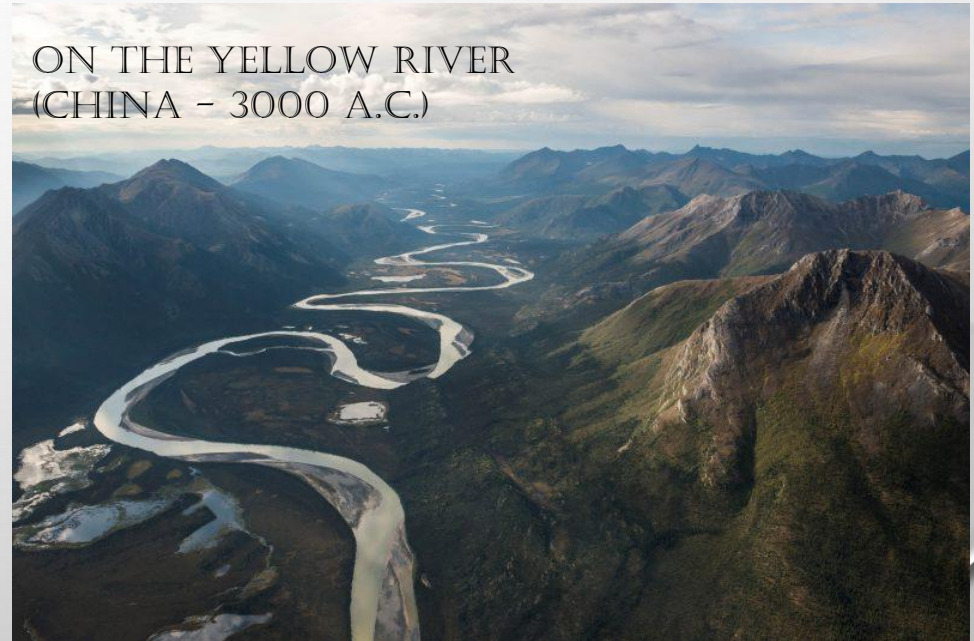
YESTERDAY – TODAY – TOMORROW

WE COULD WRITE THE HISTORY OF MAN'S DEVELOPMENT THROUGH HIS EPIC RELATIONSHIP WITH WATER. GREAT CIVILIZATIONS OF THE PAST HAVE FLOURISHED ALONG THE RIVERS:

ON THE NILE
(EGYPT - 3000A.C.)



ON THE YELLOW RIVER
(CHINA - 3000 A.C.)



WATER

YESTERDAY – TODAY – TOMORROW

WE COULD WRITE THE HISTORY OF MAN'S DEVELOPMENT THROUGH HIS EPIC RELATIONSHIP WITH WATER. GREAT CIVILIZATIONS OF THE PAST HAVE FLOURISHED ALONG THE RIVERS:

ON THE TIGRI-EUFRATE
(MESOPOTAMIA - 2400 A.C.)



ON THE INDO
(NORTHERN INDIA - 2500 A.C.)

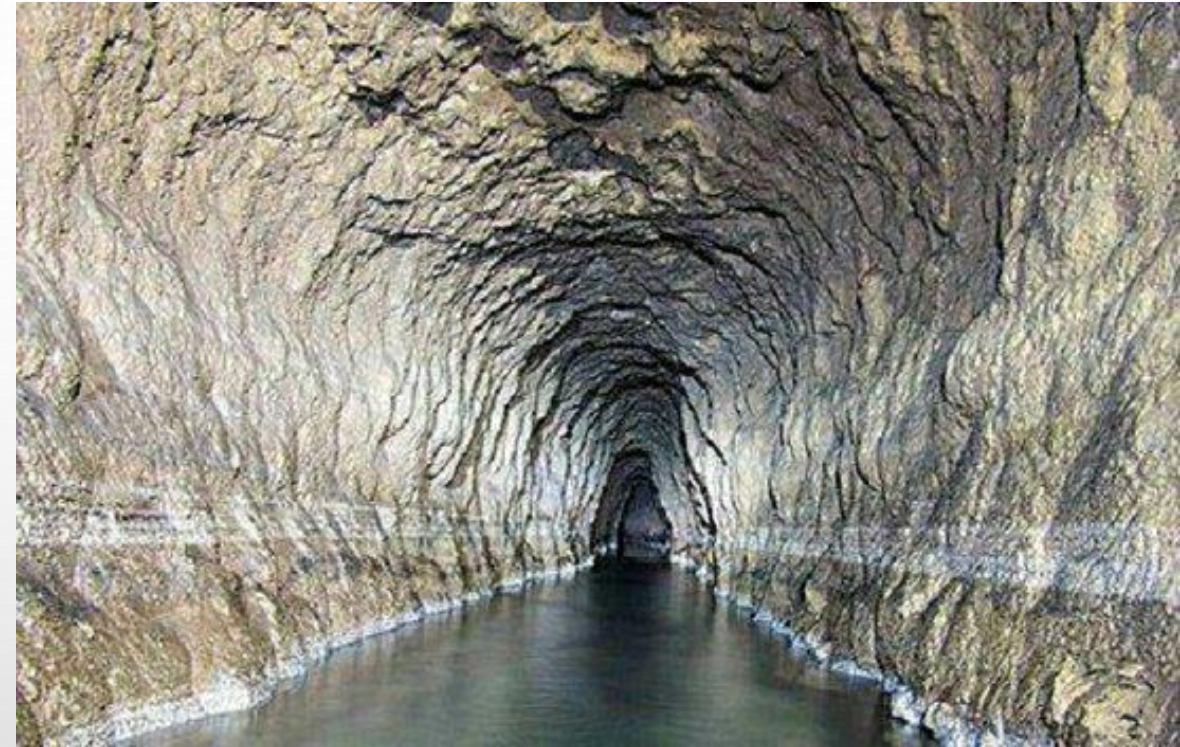


WATER

YESTERDAY – TODAY – TOMORROW

CIVILIZATIONS FELL WHEN WATER RESOURCES RAN OUT OR WERE POORLY ADMINISTERED. IN ANCIENT CIVILIZATIONS MOST OF THE HYDRAULIC WORKS WERE INTENDED TO SATISFY SOME OF THE MOST IMMEDIATE HUMAN NEEDS: THOSE OF QUENCHING ONE'S **THIRST AND WASHING**.

THE **QANAT** (OR KHANAT) OF THE PERSIAN EMPIRE AND THE AQUEDUCTS OF THE ROMAN EMPIRE ARE FAMOUS EXAMPLES OF THIS TYPE OF HYDRAULIC WORKS. QANATS ARE UNDERGROUND TUNNELS THAT BRING UNDERGROUND WATERS FROM THE MOUNTAINS TO THE CITIES. THERE ARE TODAY AROUND 22,000 QANAT IN PERSIA, FOR A TOTAL OF OVER 270,000 KM OF CULVERTS. MANY OF THESE WERE BUILT 3,000 YEARS AGO.



WATER

YESTERDAY – TODAY – TOMORROW

THE TURNING POINT THAT MARKED THE END OF PREHISTORY WAS THE TRANSITION FROM THE **SYSTEM OF HUNTING AND GATHERING**, OR OF DEPENDENCE ON THE NATURAL WORLD, TO THE **PRODUCTIVE ECONOMY**.

THE URBAN WORLD PRESUPPOSED AN ORGANIZATION OF SOCIETY THAT COULD RATIONALLY DESIGN SYSTEMS OF WELLS AND CISTERNS INSIDE THE FORTRESS-CITIES (SUCH AS THAT OF JERICHO AND EBLA) OR EVEN NETWORKS OF AQUEDUCTS THAT WOULD BRING WATER FROM **MOUNTAIN SPRINGS** TO LARGE CITIES SUCH AS IN THE HELLENISTIC AND ROMAN WORLD, WHERE THE SYSTEMS FOR CAPTURING, CONVEYING AND CONSERVING WATER WERE EXTREMELY FUNCTIONAL AND THE AQUEDUCT WERE TRUE HYDRAULIC MASTERPIECES.



WATER

YESTERDAY – **TODAY** – TOMORROW

IN PAST TIMES, WATER HAS PLAYED A PRIMARY ROLE IN THE FORMATION OF CIVILIZATIONS, WHILE TODAY'S CIVILIZATION CREATES NEW PROBLEMS FOR WATER. **TODAY**, GLOBAL WARMING HAS INCREASED THE WATER LEVEL, PUTTING ALL OF US IN **DANGER**.



WATER

YESTERDAY – **TODAY** – TOMORROW

THE GROWTH OF THE WORLD POPULATION, OF INDUSTRIALIZATION, OF THE OVERALL PRODUCTION AND OF THE NEEDS OF THE PEOPLES HAS LED IN THE LAST CENTURY TO AN **UNCONTROLLED INCREASE** IN INDUSTRIAL AND AGRICULTURAL POLLUTION, WHICH HAS HEAVILY AFFECTED THE WATER RESOURCE. THE WORLDWIDE INTEGRATION OF SOCIETIES DIFFERENT IN CULTURE AND POLITICAL-ECONOMIC STRUCTURE, REQUIRES THAT THE PROFILES OF A CAREFUL MANAGEMENT OF THIS RESOURCE BE DEFINED TODAY.

THIS POLICY SHOULD BE BASED ON THE **PROTECTION** OF BOTH FRESH WATER, IN PARTICULAR DRINKING WATER, AND MARINE WATERS, WITH THEIR ENDLESS FOOD RESERVES **THREATENED** BY POLLUTION DUE TO THE ANTHROPIZATION OF THE COASTS, THE DISCHARGES OF OIL TANKERS AND **ECOLOGICAL DISASTERS** (SHIPWRECKS, EVENTS WAR, TOXIC OR RADIOACTIVE WASTE).



WATER

YESTERDAY – **TODAY** – TOMORROW

FRESH WATER IS INDISPENSABLE FOR BOTH AGRICULTURAL AND CIVIL AND INDUSTRIAL USES. THE DIFFERENT EXPLOITATION OF FRESH WATER CAN LEAD TO CONTRADICTORY POLICIES. THE INVENTION OF THE DYNAMO HAS ENABLED THE AVAILABILITY OF LARGE QUANTITIES OF ENERGY BY MEANS OF HYDROELECTRIC PLANTS THAT EXPLOIT THE POTENTIAL ENERGY OF **NATURAL WATERFALLS** BY TRANSFORMING IT INTO **MECHANICAL** AND THEREFORE **ELECTRICAL ENERGY**. FROM THE MINIMUM EFFICIENCY OF TRADITIONAL WATER MILLS, IT HAS BEEN POSSIBLE TO HAVE ENERGY THAT CAN BE OBTAINED WITH GREAT EFFICIENCY AND VERY LITTLE POLLUTION, AND ALTERNATING **ELECTRICITY** THAT IS EASILY TRANSFERABLE OVER LONG DISTANCES.



WATER

YESTERDAY – **TODAY** – TOMORROW

THE LIMITED NUMBER OF NATURAL WATERFALLS, HOWEVER, LED TO THE CONSTRUCTION OF LARGE **RESERVOIRS** BLOCKED BY VERY HIGH DAMS TO CREATE **ARTIFICIAL JUMPS**, AND THIS HAS OFTEN CAUSED ECOLOGICAL DISASTERS, WITH SERIOUS LOSSES ALSO IN TERMS OF HUMAN LIVES. IN OTHER CASES, THE CHANGES MADE TO THE REGIME OF LARGE RIVERS HAVE CAUSED THE ALTERATION OF LOCAL MICROCLIMATES, WITH CONSEQUENT DROUGHT, DECREASED PRODUCTIVITY OF TRADITIONAL CROPS, DISRUPTION IN THE EATING HABITS AND LIVELIHOODS OF ENTIRE POPULATIONS, WHILE THE INTENSIVE USE OF INLAND WATERS FOR IRRIGATION OF ARID BASINS, MUCH LARGER THAN NATURAL ONES, IS LEADING TO THE DISAPPEARANCE OF SOME LARGE LAKES, SUCH AS ARAL AND IN PART CHAD.



WATER

YESTERDAY – **TODAY** – TOMORROW

WATER IS THE MOST IMPORTANT RESOURCE ON THE PLANET, ITS WASTE IS FRIGHTENING, BOTH IN DEVELOPED AND POOR COUNTRIES. MANY COUNTRIES HAVE TAKEN INITIATIVES TO CONTAIN POLLUTION AND EXCESSIVE CONSUMPTION: FOR EXAMPLE, IN MORE DEVELOPED COUNTRIES THERE ARE STRICT CONTROLS ON DISCHARGES, LARGE SEWAGE TREATMENT PLANTS AND THE CONSTRUCTION OF **RESERVOIRS** TO USE THEM IN DRY PERIODS. WORLDWIDE, THE LACK OR INSUFFICIENCY OF WATER IS A SERIOUS POLITICAL PROBLEM: IT'S A BATTLE FOR THE RIGHTS OF ALL, SO IT WAS CREATED «**WORLD WATER DAY**» (22/03) JUST TO LET EVERYBODY TALK ABOUT IT: WATER IS A PRECIOUS BENEFIT THAT BELONGS TO ALL HUMANITY. THE AVAILABILITY OF THIS PRECIOUS RESOURCE IS DECREASING, BUT ACCESS TO GUARANTEED AS A **HUMAN RIGHT**.

WORLD WATER DAY

22ND MARCH



WATER

YESTERDAY – TODAY – **TOMORROW**

WITH TECHNOLOGY ADVANCING MORE AND MORE IN THE NOT TOO DISTANT FUTURE THERE WILL BE A WORLD FULL OF INNOVATION. NEW TECHNOLOGIES MUST HAVE AS AN INSTRUMENT, **WATER**, THAT'S ALREADY USED TODAY TO PRODUCE **ENERGY** IN HYDROELECTRIC PLANTS.

ONE DAY WATER WILL BE USED IN MANY OTHER WAYS AND MAY BE A REMEDY PERHAPS TO THE PROBLEMS THAT SURROUND US, IT CAN BE REPLACED WITH **FUEL** AND DECREASE SMOG PROBLEM AND IT'LL BECOME AN EVEN MORE PRECIOUS ASSET THAN IT'S NOW.



WATER

YESTERDAY – TODAY – **TOMORROW**

HAVING A FUTURE WHERE WATER IS USED AS A FORM OF ENERGY AND PRODUCTION ALSO MEANS THAT WE NEED NEW **GREEN STRUCTURES** WHERE WATER IS THE MAIN SOURCE.

IN THE FUTURE THERE'LL BE HOUSES WITH WATER USED AS A EATING SYSTEM; WATER WILL BE ALSO USED FOR **GROWS ACTIVITIES** IN BUILDINGS AND WE WILL ALSO INVENT A WAY TOO UTILIZE THE CLEAN WATER AS **DRINKABLE** ONE WITHOUT HAVING TOO SPEND A LOT OF MONEY.

THIS SYSTEM WILL ALSO BE USED BY LARGE COMPANIES TO MAKE THEM MORE **GREEN** AND SO **ECO-FRIENDLY** , AND ALSO BY SCHOOLS TO TEACH CHILDREN TO RESPECT TOWARDS WATER AND NATURE.



WATER

YESTERDAY – TODAY – **TOMORROW**

WASTE OF WATER HAS ALWAYS BEEN SOMETHING REALLY BAD AND REALLY SPREAD NOWADAYS.

SOMETIMES, WE USE TO WASTE WATER WITHOUT EVEN REALIZING IT, MAYBE BECAUSE WE THINK IT'S SOMETHING NORMAL TO DO AND WE DON'T REFLECT ENOUGH ON WHAT WE CAN DO IT TO IMPROVE THE SITUATION.

EVEN IF IN SOME COUNTRIES WATER SEEMS TO BE **QUITE PRESENT**, THIS DOESN'T MEAN WE SHOULD WASTE IT. OUR SKILL IN SAVING WATER IS VERY IMPORTANT AND WE CAN START DOING IT STARTING FROM **SMALL DAILY GESTURES** THAT WE CAN DO INSIDE OR OUTSIDE OUR HOME, LIKE...



WATER

YESTERDAY – TODAY – **TOMORROW**

1) **STOP USING YOUR TOILET AS A WASTEBASKET:** EVERY CIGARETTE BUTT YOU FLUSH AWAY ALSO FLUSHES AWAY 7 GALLEONS OF WATER.

2) **TAKE BATHS:** A PARTIALLY FILLED TUB USES LESS WATER THAN ALL BUT THE SHORTEST SHOWERS.

3) **TURN OFF WATER WHILE BRUSHING YOUR THEET:** BEFORE BRUSHING, WET YOUR BRUSH AND FILL A GLASS FOR RISING YOUR MOUTH.

4) **KEEP A BOTTLE OF DRINKING WATER IN THE REFRIGERATOR:** THIS PUTS A STOP TO THE WASTEFUL PRACTICE OF RUNNING TAP WATER TO COOL IT FOR DRINKING.

