

“...not even with a flower”

25 November 2025

Source : Lega B

Translated from original publication: [“...NEMMENO CON UN FIORE”](#)

Floral installation in La Spezia against violence against women for matchday 14 of Serie BKT. Bedin: a universal call for respect and awareness

“...not even with a flower.” This is the project created by Kappa® for matchday 14 of Serie BKT, continuing the activations already carried out last weekend by Lega Serie B. The goal is to raise awareness of the tragic crime of violence against women, whose international day is celebrated today. The campaign, launched on matchday 13 with the iconic Red Ball, the B4LOVE payoff, and various video actions, speaker messages, and pitch and sideline installations, now continues for the Spezia–Sampdoria match scheduled on Sunday, 30 November. For the occasion, the “Alberto Picco” stadium will host an extraordinary floral installation.

The initiative aims to unite art, sport and solidarity, once again transforming football into a space for communication and awareness.

“With the ‘...not even with a flower’ campaign, we want to reiterate how important it is for football to continue acting as a spokesperson for profound values — not only sporting, but human,” explained Lega Serie B President Paolo Bedin. “Ballondflor is a tribute to women and a universal call for respect and awareness.”

“With the campaign and the ‘...not even with a flower’ floral installation, we renew our commitment to using sport as a vehicle for social responsibility,” underlined BasicNet CEO Alessandro Boglione. “We believe that art, placed in a context like football, has the power to amplify such an important message. Football is not only competition and entertainment: it can also be a powerful space for education and awareness. We are proud to participate in initiatives that unite art and sport, transforming the stadium into a place where an important civic message takes shape.”

The installation was created by Ballondflor, a women-driven company from Los Angeles specialising in football-themed floral works. The Californian artists recreated the special Red Ball using a composition made entirely of natural flowers, giving life to a powerful symbolic image celebrating feminine beauty, delicacy and resilience.

The message of the campaign will also be amplified on the official digital channels of Kappa® and Lega Serie B through dedicated social content highlighting the floral installation and its meaning.

With “...not even with a flower”, Lega Serie B and Kappa® reaffirm their intention to continue the shared journey of collective responsibility between the sports world and its

partners, using football's visibility to promote messages of inclusion, hope and civic engagement.