

001

1_REDUCE

GIUSEPPE AREZZI

Carrube

Memento

2020

It's Great Design

The project originates in the Hyblaean territory in Sicily, near Ragusa. It is handmade and sold only in the same area where it is produced, a 'zero miles' ideology. The material used to reproduce the shape of the carob is pure aluminium, it can be 100% reused to infinity and it represents a small memento of Mediterranean culture and rural charm.

Under patronage of Comune di Ragusa

Photo credits: Melissa Carnemolla

002

2_RECYCLE

Joe Velluto

TO RE OR NOT TO RE?

Vases

2019

Teraplast

Most of what we call 'recycled plastic' is actually a mix of the production waste of objects made from plastic polymers with 'pure' plastic granules. The result is a new product that cannot be considered truly recycled. *To re or not to re?* on the contrary, uses a RE-POT Vase, made entirely from post-consumer plastic (the one commonly found in recycling bins) previously selected and sorted by colour range. An exhortation to recycling.

003

2_RECYCLE

Konstantin Grcic

Bell Chair

Chair

2020

Magis

All the recycled polypropylene was generated from the waste coming from Magis' furniture production and the local automotive industry. This patented material excludes nearly any new material and it is 100% recyclable after use. This is how *Bell Chair* represents a successful example of circular economy.

004

1_REDUCE

Alessandra Baldereschi

Wild Flowers

Lamp

2020

Autoproduzione

Hand painted corn resin wall lamp. Electrical system with led bulbs. “During the months of quarantine, I started drawing flowers, species I invented, inspired by the memory of botanical illustrations and herbaria. I imagined transforming one of my drawings into a wall lamp, a small luminous sculpture that recalls the custom of our grandmothers of placing dried flowers between the pages of books, to later create decorative compositions.”

005

2_RECYCLE

Issey Miyake

IN-EI - Mendori

Lamp

2010

2012

Artemide

IN-EI is a collection of suspension, table, and floor lamps. The unique folds, which determine the plastic shapes and the solidity of the lamps, are made with an original technology. Thanks to the recycled material they are made from, obtained from the recovery of plastic bottles, these lamps keep their shape without the need of an internal structure: the folding process creates sufficiently solid statuary volumes which can be remodeled.

006

2_RECYCLE

Marta Laudani

My_Landscape

Little landscape

2020

Keep Life

A small landscape built with few brass elements is planted on a clod of Keep Life, a natural material registered with industrial patent in 2017 by the designer from Campania Pietro Petrillo, obtained from the shells of hazelnuts, chestnuts, walnuts, almonds, pistachios and peanuts with the addition of a binding agent free of harmful substances, solvents and formaldehyde. The shell of the fruit preserves a part of lignin, the same substance contained in the trunks.

007

2_RECYCLE

Piero Lissoni - Collezioni Sumi-e Delta e Lambda

Rodolfo Dordoni - Collezione Perle

Jpeglab - Collezione Micro Multiplem

MICRO 6-Mosaicomicro

Vitreous mosaic

2014 - 2015

Nerosicilia Group

Mosaicomicro is an eco sustainable project that promotes new languages and focuses on the relationship between man and the environment. The glass powder, obtained from disused TVs and PC monitors, is modeled to obtain 'micro' mosaic tiles. Its size and low weight guarantee very low CO2 emissions. The nature of the recycled glass and the manufacturing process make each micro-tile different from the other and each tile a different shade of the same tone.

008

3_REUSE

Enzo Mari

Ecolo

Vases

1995

Alessi

Limited production of 80 beech boxes, each containing four vases personally made by Enzo Mari, with numbered labels signed by the author. "In 1992, Alessi agreed to publish a booklet of mine entitled *Ecolo*, which contained detailed instructions on how to make flower pots from plastic bottles of detergents and water, and on which a label can be applied stating the name of the brand and the creator."

009

3_REUSE

Martí Guixé

Seed-safe

Seed piggy bank

2010

Alessi

Organizations that care for the fate of tens of thousands of fruit and vegetable varieties at risk of extinction are flourishing, all over the world. *Seed-safe* is shaped like a piggy bank, to emphasize the idea of the preciousness of the action. There are 4 holes for placing the seeds, and they represent the different varieties that can be preserved. Saving the seeds is an urgent planetary need, facing what FAO calls "the erosion of genetic diversity for present and future generations".

010

3_REUSE

Guglielmo Brambilla

Caps

Vase

2016

Artigiano: Bjørn Friborg

'Cap' is a term used to indicate the glass that exceeds the mold during the blowing process, forming a sort of bubble that is normally cut and thrown away. Hence the inspiration for the *Caps* series, made from leftovers found by the designer at Pukenberg, a glass company in Sweden. The shape of the body is standard, determined by the mold, while the lip is obtained by cutting the cap in the middle, making the outcome always unique and slightly asymmetrical or inclined.

011

1_REDUCE

Lorenzo Palmeri

Acqua Chiarella

Bottle

2020

Chiarella

A bottle can 'get back into the world' up to twenty times in a few years before it needs recycling. Glass transforms, leaving no environmental waste. The bottle contains and the water takes the shape of its container. The narrowest area of the bottle, the grip, has a peculiar structural function, and allows naturalness in the gesture of holding it. At the base, in relief, you can recognize the mountains and the Bellagio area of Lake Como, where the source is located.

012

3_REUSE

Lorenzo Palmeri

Moai

Wind chimes vases

2011

Citco

Moai is a space representation dedicated to the threshold between silence and sound. They are wind chimes, therefore played by the wind or, at will, with a striker. The *Moai* are all different, because they are made from the cylinder shaped cores obtained during the manufacturing of marble, abandoned on the margins during the process and picked up again to express their voice; each different, each unique in color, size and sound.

013

1_REDUCE

Piero Gatti, Cesare Paolini e Franco Teodoro

Sacco goes green

Seat

1968

riedizione 2019

Zanotta

In the green edition, the high resistance expanded polystyrene balls of the original project are replaced with Synbra's BioFoam® microspheres: a biodegradable and compostable bioplastic, obtained from sugar cane. The internal and external upholstery are made of ECONYL®, a regenerated nylon thread obtained entirely from fishing nets from the oceans, fabric, and industrial plastic scraps, transformed into a new thread that can be regenerated, recreated and forever remodeled.

014

2_RECYCLE

Tipstudio

Secondo Fuoco

Small table

2020

Fonderia Artistica Versiliese

Secondo Fuoco is a study on slag, the impure foamy mass that emerges on liquid metal during the melting process. Tipstudio works on the waste of past castings, creating a reflection on the multiple souls of material. In collaboration with Fonderia Artistica Versiliese, Tipstudio samples the slags, catalogs them, reduces them to fragments, and finally puts them close to each other, blocks them in wax and subjects them to a new fusion to give life to a collection of unseen objects.

015

2_RECYCLE

Valentina Carretta

Egg of Columbus

Lamp

2013

Seletti

Table lamp made from pressed cardboard. The material is obtained from a process that makes the recycled paper compound strong and resistant to moisture. *Egg of Columbus* is the name of a collection consisting of suspension and table lamps whose shapes draw inspiration from the waves and pleats of the chandeliers that were used in houses in the past. The material in itself is raw, rough, and uncommon, because it is the pressed paper fiber typically used in the world of packaging.

016

2_RECYCLE

Toiletpaper

Rossetti

Carpet

2016

Toiletpaper loves Seletti

A collection of home furnishings, born from the collaboration between Maurizio Cattelan and Pierpaolo Ferrari (creators of Toiletpaper magazine), in which the surreal images from the magazine blend with the design of the Seletti world. Between black humor and instinct for experimentation, this collaboration gives life to a series of unique products. The oversized images from Toiletpaper magazine invade rugs made entirely from recycled material.

017

3_REUSE

Lorenzo Damiani

Benna Half One+Two

Stool

2016

Da a

Benna metal seats are made by reusing the mold for the construction of buckets for agricultural use. The result is a very different object from the original one. The *Benna* collection includes different elements such as the two *Half* stools, designed for outdoor environments and made using a half folded structure to which a leg was added, where you can insert a dog bowl or a tool for cleaning the sole of your shoes.

018

1_REDUCE

Lorenzo Damiani

Ollare

Kitchen objects

2016

Fondazione Cologni dei Mestieri d'Arte, Maestro d'Arte: Roberto Lucchinetti

Made for the 2016 edition of "Doppia Firma. Dialoghi tra pensiero progettuale e alto artigianato", a project by the Fondazione Cologni dei Mestieri d'Arte and Living Corriere della Sera, presented by the Michelangelo Foundation for Creativity and Craftsmanship.

A single block of soapstone generates a collection of kitchen items that can be used as pots or cloches. The process allows you to extract the internal part of the block to work it again, reusing the material until its complete depletion.

019

3_REUSE

Lorenzo Damiani

Tuttitubi

Seat

2003

Autoproduzione

The idea comes from the desire to use an existing element as a compositional module for the creation of furnishing: it is a study on the possibility of importing components

from other commodity sectors by transforming them into new products. Only their use and field of reference changes. The result is a structure made up of common plastic hydraulic pipes, which becomes a chair or a low and large armchair, even suitable for children.

020

2_RECYCLE

Luca Alessandrini

Tomatoset

Kitchen set

2019

Kanesis, Mrk Lab, Bilocotech

Set of kitchen items made of bioplastic obtained from tomato waste. This typical element of Italian cuisine returns to the table thanks to the design by Luca Alessandrini in collaboration with the collective PensieroMateria. In order to counterbalance the impact of manufacturing, the latest rapid prototyping techniques such as 3D printing were mixed with one of the oldest practices of production: manual molding and natural drying.

021

1_REDUCE

Luca Alessandrini

Violino di seta e seta di ragno

Violin

2016

SILK hi-tech classical instruments

The musical instruments made of silk and spider silk are the result of a long research of the Imperial College and Royal College of Art in London. These instruments exploit the acoustic properties of natural materials as an alternative to carbon-based composites. Moreover, thanks to the collaboration with the University of Oxford, it was possible to use the silk from the golden orb weaver, (an Australian spider), the strongest material in the world (5 times more than steel).

022

2_RECYCLE

Doriana e Massimiliano Fuksas

Charlotte Floor

Lamp

2017

Slamp

Slamp is a sustainable company that for over 25 years has been using resistant and durable technopolymers, with excellent thermal, electrical, chemical and - above all - recyclable properties. Since 2019, the scraps from lamp manufacturing are recycled

and transformed into hives for bumblebees, a special family of hymenoptera used for the natural pollination of fruit plants and vegetables.

023

1_REDUCE

Martina Taranto

Serie Nuovomondo

Bowl

2020

Autoproduzione

Nuovomondo was born as a research on the woody material obtained from the prickly pear. The prickly pear is a cactus imported to Europe by Columbus, an infesting species which has a natural water storage capacity and propagates by cutting. When the plant dies, it dehydrates, and a woody fiber can be achieved by exfoliation. This fiber behaves differently from ordinary wood and opens the way to new aesthetic and modeling processes.

024

1_REDUCE

Pablo Dorigo

From Venice with Algae

Stamps

2018

ECAL e Favini per progetto “Aesthetic of Sustainability”

Alga Paper® was founded in 1992, when the Italian government asked the Venetian paper producer Favini to find a way to use the accumulation of infesting algae that damage the ecosystem of the Venetian Lagoon. Favini thus patented the papermaking process and product using grounded dried algae. *From Venice with Algae* is a collection of stamps created for the city of Venice, which tells the story of this paper by revealing the nature of its ingredients.

025

1_REDUCE

Pablo Dorigo

Algae Masks

Masks

2018

ECAL e Favini per progetto “Aesthetic of Sustainability”

The project is part of “Aesthetics of Sustainability”, an ECAL research project on sustainable materials. Algae Masks is a series of easy-to-fold masks, created from Shiro Algae Paper, a special paper made by Favini with seaweed from the Venetian Lagoon. These masks show the beauty of algae paper through the centuries-old imagery of the Carnival of Venice.

026

1_REDUCE

Life Materials

Raw materials

Grado Zero Group

Hemp Paper 2020

Completely recyclable, made 100% from hemp fibers of the highest environmental values, it is rigorously handmade according to the ancient artisan tradition of the Fabriano valley, known in Italy and in the world for the production of the finest papers.

Denim Paper 2020

Entirely obtained from the production waste of denim of the highest environmental values, it is rigorously handmade according to the ancient artisan tradition of the Fabriano valley.

MuSkin 2020

A layer of plant material 100% alternative to animal skin is obtained from *Phellinus ellipsoideus*, a species of wild, large parasitic fungus that attacks trees in subtropical forests.

Banana Skin 2020

Handmade paper sheet obtained from the eco-friendly and recyclable fibers of banana plants.

Banana Paper 2019

It is a special vegetal layer, very similar to paper but also to leather, obtained from the processing of the fibers of banana plants. Banana trees regenerate continuously throughout the year.

Wood Wool 2018

It is composed solely of Lyocell, a kind of rayon made of cellulose fiber obtained by extrusion from crushed pulp of wood (bleached wood pulp).

BioGreen 2018

Unique and highly efficient polymer made 100% from natural and recycled resources, partly obtained from recycled plant materials and from organic renewable sources.

Nettle Denim 2019

The cotton used in the denim is based on ECotec®, a fully traceable cotton production cycle made in Italy from pre-dyed scraps 100% from the textile industries, transformed into yarns that are suitable for production.

Cypress Denim 2019

It comes from a type of oriental cypress whose fiber has special properties that make it particularly suitable for applications in contact with skin, including antibacterial and antiseptic qualities.

Cypress Yarn 2018

Its composition is 15% cypress and 85% organic cotton. It has extraordinary antibacterial, anti-mold, relaxing and deodorant properties (UNI EN ISO 20645).

027

1_REDUCE

Laura Carraro e Mohamed Chabarik

Filide

Centrepiece

2020

Carraro Chabarik Mosaico Contemporaneo

The *Filide* centrepieces are light to the sight and thin to the touch, thanks to the creation of a mosaic that does not require any support structure. They appear as large leaves with their own organic, essential, and imperfect textures and shapes. The realisation is in name of sustainability: the materials used are fragments excluded from other processes, patiently worked and leveled, such as the precious Green Forest marble.

028

3_REUSE

Studio Sovrappensiero

Office + Retrofit

Bench

2011

2020

Manerba

The project stems from a recovery plan developed with the company Manerba, to reuse the stock of office furniture in their warehouses. Born in environments with large availability of disused products, this project allows to recycle the obsolescent object, and also to trigger an upcycling operation that gives new meanings to objects by reinserting them in a renewed evolutionary process.

029

3_REUSE

Studio Sovrappensiero

Office + Retrofit

Dresser

2011

Manerba

The project stems from a recovery plan developed with the company Manerba, to reuse the stock of office furniture in their warehouses. The term 'Retrofit' refers to the installation of newly manufactured devices or components into systems that were not originally designed to receive them. This allows to trigger an upcycling operation that gives new meanings to objects by reinserting them in a renewed evolutionary process.

030

2_RECYCLE

Marco Zito

Vaporetto - Tronchetto 33

Accessories

2017

Pieces of Venice

Pieces of Venice is a project for the recovery of disused materials from the city and their transformation into design objects. Made of actual Venetian briccola wood (the poles we see immersed in the Venetian Lagoon), this small sculpture is a miniature reproduction of the most democratic means of transportation used by the citizens of Venice and the many tourists who come from all over the world.

031

2_RECYCLE

Matteo Ragni

Macchinina - Lido senza pila

Accessories

2017

Pieces of Venice

A special edition of Matteo Ragni's famous toy cars, made from the recovery larch of Venetian piers. It is a toy, a paperweight, a memento. An object that facilitates interaction between grandparents, parents, and children. If you go to the place that gave the name to this object, you arrive at the Lido, the only part of Venice where car access is allowed.

032

2_RECYCLE

Mariapia Bellis

Oggetti da compagnia - 3 Visioni & 4 Suoni

Objects

2017

2018

Pieces of Venice

Dedicated to the 7 districts in which the city of Venice is divided, these 7 small objects are made of actual Venetian briccola wood (the poles immersed in the

Venetian Lagoon) and will keep you company. They can be hidden in your pocket or held in your hand, as amulets to caress or as binoculars to multiply or distort the views of the city. They are a memento to carry to other cities and to walk other roads.

033

2_RECYCLE

Luciano Marson

Elica - Dorsoduro 2

Accessories

2017

2018

Pieces of Venice

Also made from the wood of the poles immersed in the Venetian Lagoon, this small propeller is inspired by the work of the master cabinetmaker Ghianda, and it showcases once again the toy that the designer built as a child, in the early 60s, using an ice cream stick. The name, *Dorsoduro 2* indicates one of the windiest places in Venice, the far end of Punta Dogana.

034

2_RECYCLE

Giulio Iacchetti

Walking stick – Castello

2017

Pieces of Venice

The challenge was to revisit the walking stick and to ennoble it, thanks to design, as a support to wear with pride and elegance, a companion of walks. Lagoon poplar wood was used for the stick, and briccola oak for the handle. The name invites you to stroll along one of the most famous districts of Venice: Castello.

035

2_RECYCLE

Giulio Iacchetti

Shoehorn – Castello

2017

Pieces of Venice

This long-handled shoehorn transforms briccola wood into a 'courteous object', a little help to avoid having to bend down to wear shoes. An artifact of the tradition revisited from a modern and aesthetic perspective: if placed on its base, it can be displayed in our homes as a small sculpture.

036

2_RECYCLE

Allard, Assenza, Ferretti, Paniccià e Marin

BREATHE YOU

Face mask

2020

Errepi Technology e Pepo

All the components of the face mask are recycled or recyclable (mask, elastic, nylon buttons, front net, filter). The production plant, also, has almost zero emissions and produces its own energy from renewable sources. The drastic reduction of economic costs and the impact on the environment is the strong point of the project. Its reusing and recycling make it innovative and capable of strongly containing environmental impact in terms of waste disposal.

037

3_REUSE

Paolo Ulian con Caterina di Michele

Arianna

Lamp

2013

Zava Illuminazione

A lamp with a reel on which you can roll or unroll the electric cable to make it reach any part of the room. It is made from an industrial spool for welding wire.

038

3_REUSE

Paolo Ulian

Palombella

Lamp

2000

2017

Zava Illuminazione

The diffuser is made by applying a common silicone rubber swim cap to the metal structure.

039

3_REUSE

Paolo Ulian

Cardboard vase

Vases

2009

Prototipi

Vases made by modeling embossed cardboard wrappers commonly used to pack and protect glass bottles and vases. Once modeled, the tubular cardboard can be slipped on a plastic bottle cut in half to obtain a vase. Thanks to the elasticity and deformability of the material, infinite types of possible shapes can be obtained.

040

1_REDUCE

Antonio Aricò

A Signurina – Palermo

Chair

2020

Myop

‘A Signurina’ in Sicilian indicates a woman who ‘has not married’. This chair made of European ash and with a seat in woven corn fiber unites north and south, the world of industrial design and the most traditional craftsmanship.

041/41A

1_REDUCE

Paola Navone

Cork 42/ Cork 44

Small table/cork pouf

2016

Gervasoni

Made entirely from cork, a natural, resistant, and water-repellent material, *Cork* is part of the InOut collection, designed by Paola Navone for Gervasoni. Armchairs, coffee tables, shaped and rounded seats in different sizes recall the warm Mediterranean settings. Suitable for both exteriors and interiors.

042

1_REDUCE

Philippe Starck

A.I.

Seat

2019

Kartell

Born from the union between artificial and human intelligence, the *A.I.* seat by Philippe Starck is made from fully recycled thermoplastic technopolymers, with mineral filler and soft touch treatment. Aesthetic quality and structural requirements are guaranteed and combined with a generative design.

043

2_RECYCLE

Anna Castelli Ferrieri

Componibili Bio

Containers

1967

Kartell

Current re-edition of a historical icon of Italian design from the 1960s, Anna Castelli Ferrieri’s containers are brought back to life in a new production made from a

sustainable material: a biopolymer produced with renewable raw materials sourced from agriculture, non-GMO, and not intended for the food chain.

044

3_REUSE

Luca Gnizio

Forstreet

Seat

2009

Luca Gnizio Ecosocial designer

Recycling of asphalt from road resurfacing, iron rods from construction sites and recycled metal sheets: a warning against excessive CO2 production. According to the designer, a chair is part of our daily life and intimacy, and for this reason he has chosen it as the bearer of profound messages and environmental awareness.

045

3_REUSE

Luca Gnizio

Forcrystalsoul

Artistic element

2019

Luca Gnizio Ecosocial designer

From industrial waste of carbon fiber and glass, Gnizio creates an eco-patent: Forsoul, the first glass / crystal made including real fabric. For its decorative innovation, it is permanently present at Murano's Glass Museum. The uniqueness of the technique, due to the introduction of carbon fiber scraps inside the glass thickness, enhances its decorative and original peculiarity.

045A

3_REUSE

Luca Gnizio

Forsoulmoon

Artistic element 2016

Luca Gnizio Ecosocial designer

From industrial waste of carbon fiber and glass, Gnizio creates an eco-patent: Forsoul, the first glass / crystal made including real fabric. For its decorative innovation, it is permanently present at Murano's Glass Museum. The uniqueness of the technique, due to the introduction of carbon fiber scraps inside the glass thickness, enhances its decorative and original peculiarity.

046

1_REDUCE

Sapiens Design

Intrecci

Magazine rack

2019

Sapiens Design Collection 2019

This magazine rack was created to celebrate traditional fabrics such as the 'pezzara' (Calabria) and the 'pezzotto' (Valtellina), traditionally made in old weaving looms with recycled materials such as rags from discarded clothes and old blankets, today produced with modern waste from manufacturing. The innovative component consists in the insertion of new elements in the warp such as wooden strips and metal wire.

047

3_REUSE

Sapiens Design

Labo

Small table-magazine rack

2020

NestArt s.r.l.

Inlaid metal surfaces inspired by the ancient tradition of Sorrento's 'tarsia' are the peculiarity of NestArt s.r.l, a company that recovers waste from laser cutting mechanical processing. Thanks to Sapiens Design *Labo* is brought to life, a piece of furniture in which the inlaid tops become light and suspended circular elements that can be positioned on a simple structure to compose a table-magazine rack.

048

3_REUSE

Massimiliano Adami

Fossili domestici

Polyurethane foam sculpture and plastic objects

2004

2010

Autoproduzione

Fossili domestici displays a system to produce furnishing accessories using various types of plastic objects immersed in polyurethane foam. Old television cases are filled with small objects that thus become almost like contemporary fossils, in a creative gesture that also expresses an open criticism of certain forms of alienation, typical of our daily life.

049

3_REUSE

Massimiliano Adami

Allinfini

Baskets from recycled steel

2015

Autoproduzione

Steel wire springs recovered from common clothes pegs and combined together to acquire a new function and become container baskets. You can attach the broken clothes pegs you always find in your hands while hanging clothes to the edge of the basket. An exercise to keep the mind active for recycling, creating an object that can continue to grow in shape and size, indefinitely.

050

3_REUSE

Massimilano Adami

Cheap Murano

Recycled plastic glasses

2004

2006

Autoproduzione

All of these goblets and glasses are made from recycled plastics.

Characteristics of industrial plastic like transparency and shape are used to ironically imitate the valuable glass of Murano. Delicate like glass but unbreakable, handmade like any goblet of precious glass, they can be used several times or be disposed of after use. Each piece is unique and can be collected.

051

3_REUSE

Antonio Marras

Kimono

2019

Antonio Marras

“I reinterpreted and reinvented prints, fabrics, colors, thoroughly exploring the traditions from the East and mixing, merging them with those from the West. I compared the Sardinian dress to the Kimono, its geometries, proportions and discordances to then transcend, accumulate, modify, and cross over into new scenarios between different cultures, to create harmonies, balances between past and present, old and new, reconciling heterogeneous elements that were apparently opposites.”

052

1_REDUCE

Salvatore Ferragamo

Rainbow Future

2018

Salvatore Ferragamo

Museo Salvatore Ferragamo Firenze

Handmade sandal in organic crocheted cotton, layered heel and platform in wood covered in the same material. Modeled after the legendary ‘Rainbow’ sandal -

Salvatore Ferragamo's icon creation, made of suede in 1938 for the actress Judy Garland - it celebrates the commitment to Made in Italy and sustainable development.