

MATERIA® CORK BY AMORIM

PRESS KIT

SALONE DEL MOBILE DI MILANO 2011

INTRODUCTION

IN 2009, THE WORLD'S LARGEST CORK PRODUCER, CORTICEIRA AMORIM, CHALLENGED EXPERIMENTADESIGN TO STRATEGICALLY THINK ABOUT CORK AS A CHOICE RAW MATERIAL, AS WELL AS WAYS TO CHANGE THE GENERAL PUBLIC'S AND THE CREATIVE COMMUNITY'S PERCEPTION OF THIS ANCIENT MATERIAL. THIS WAS THE STARTING POINT OF MATERIA*, A BRAND-NEW COLLECTION OF CORK PRODUCTS CURATED BY EXPERIMENTADESIGN WITH FILIPE ALARCÃO AS JOINT ARTISTIC DIRECTOR AND DESIGNED BY 6 PORTUGUESE AND 4 INTERNATIONAL INVITED DESIGNERS.

PORTUGUESE DESIGNERS FERNANDO BRÍZIO, MIGUEL VIEIRA BAPTISTA, FILIPE ALARCÃO, MARCO SOUSA SANTOS, DANIEL CAMELO AND THE PEDRITA STUDIO (TOGETHER WITH FILIPE ALARCÃO HIMSELF) AND INTERNATIONAL DESIGNERS BIG-GAME (CH/ BE), INGA SEMPÉ (FR), NENDO (JP) AND RAW EDGES (GB) ACCEPTED THE CHALLENGE AND IN MARCH 2010, THE PROJECT KICKED-OFF WITH A FIELD TRIP TO THE CORK OAK FORESTS AND THE AMORIM TRANSFORMATION AND PRODUCTION FACTORY UNITS.

NEXT CAME 12 MONTHS OF INTENSE DEVELOPMENT WORK, MUCH DISCUSSION AND EXPERIMENTING ON THE DESIGNERS' PART, IN CLOSE COLLABORATION WITH THE ARTISTIC DIRECTION AND AMORIM'S TECHNICAL DEPARTMENT. THE RESULT IS MATERIA*, A NEW CONCEPT AND BRAND WITHIN AMORIM'S PORTFOLIO THAT PROPOSES A FRESH TAKE ON CORK AND ITS RANGE OF APPLICATIONS IN CONTEMPORARY LIFESTYLES AND CONTEXTS.

WITH THE BRANDING, PACKAGING AND OVERALL COMMUNICATION STRATEGY DESIGNED BY EXPERIMENTADESIGN, THE WORLDWIDE LAUNCH OF MATERIA* IS TAKING PLACE IN THE SALONE DEL MOBILE DI MILANO.

IT WAS A PRIVILEGE FOR EXPERIMENTA DESIGN TO CREATE AND DEVELOP THIS NEW BRAND FOR AMORIM.

WE BELIEVE DESIGN CAN SHED NEW LIGHT ON CORK, WHICH IS ONE OF THE MOST INTERESTING NATURAL MATERIALS FOR THE 21ST CENTURY, GIVEN ITS UNIQUE COMBINATION OF CHARACTERISTICS.

THE 10 INVITED DESIGNERS AND STUDIOS ANSWERED THE BRIEF'S CHALLENGE WITH VERY DISTINCT PROPOSALS THAT CONVEY AN EXPRESSIVE DIVERSITY OF OUTLOOKS AND APPLICATIONS, WHICH FURTHER ENRICHES MATERIA'S DÉBUT COLLECTION. THIS NEW BRAND IS DEFINED BY THE FUSION OF DESIGN AND INDUSTRIAL PRODUCTIVE CAPABILITY, AS WELL AS A FOCUS ON TODAY'S USERS AND THEIR NEEDS. WE BELIEVE MATERIA* WILL INCREASE CORK'S MUCH DESERVED VISIBILITY AND PRESENCE IN OUR DAILY LIVES.

GUTA MOURA GUEDES
PRESIDENT OF EXPERIMENTA DESIGN

TODAY, WE ARE WITNESSING A SIGNIFICANT STRENGTHENING OF CORK'S POSITION ACROSS ITS MAIN MARKETS. NATURAL CORK IS THE PERFECT SOLUTION TO ADDRESS THE TECHNICAL AND ENVIRONMENTAL CHALLENGES CURRENTLY FACED BY DIFFERENT INDUSTRIES.

MATERIA* CORK BY AMORIM WAS BORN FROM THE INCESSANT DRIVE OF CORTICEIRA AMORIM TO DEVELOP NEW AND UNEXPECTED, HIGH-VALUE ADDED CORK APPLICATIONS, CAPITALIZING ON THE COMPANY'S KNOW-HOW AND R&D INVESTMENT. TAKING ADVANTAGE OF CORK'S ABSOLUTELY CHARACTERISTICS, MATERIA* IS A LINE OF CONTEMPORARY, EVERYDAY OBJECTS IMBUED WITH A STRONG DESIGN CHARACTER.

AS WORLD LEADERS IN THE CORK INDUSTRY, WE HAVE NEVER STOP BELIEVING IN THIS NATURAL RAW MATERIAL, WHICH BRINGS AN ADDED VALUE THAT CULMINATES IN AN UNMATCHED TECHNICAL, ENVIRONMENTAL AND SOCIAL PERFORMANCE OF OUR PRODUCTS. CORTICEIRA AMORIM IS CONVINCED THAT THIS INNOVATIVE COLLECTION DESIGNED, BY PRESTIGIOUS INTERNATIONAL DESIGNERS, WILL MAKE A DECISIVE CONTRIBUTION TO A TRUE, GLOBAL REBIRTH OF CORK AS A RAW MATERIAL ORIENTED TOWARDS THE FUTURE, WITH ENDLESS POTENTIAL THAT EXTENDS INTO THE FIELD OF AESTHETICS.

DR. ANTÓNIO AMORIM
PRESIDENT OF AMORIM



EXPERIMENTA DESIGN CORTICEIRA AMORIM PARTNERSHIP

AT THE INVITATION OF AMORIM, THE WORLD LEADER IN THE CORK INDUSTRY, EXPERIMENTA DESIGN HAS DEVISED MATERIA*, AIMED AT RAISING THE PROFILE OF CORK AND LOOKING AHEAD TO NEW AND BOLDER PRODUCTS AND USES BASED ON THE MATERIAL'S TRANSVERSAL ADDED VALUE AND EXTREMELY VERSATILE, USER-FRIENDLY AND SUSTAINABLE NATURE.

ASSUMING DESIGN AS AN OPERATIVE AND DIFFERENTIATING TOOL, AND UNDER THE STEWARDSHIP OF EXPERIMENTA DESIGN, RESPONSIBLE FOR THE FORMULATION OF ORIGINAL CONCEPTS AND OVERALL CURATORIAL DIRECTION, THESE PROJECTS INVOLVE THE COMMUNITY OF BOTH ESTABLISHED AND EMERGING DESIGNERS AND CREATIVE TALENTS.

MATERIA* CONSISTS OF A COMMERCIAL COLLECTION OF SUSTAINABLE CORK OBJECTS THAT PUT THIS MATERIAL INTO THE MOST DIVERSIFIED USES AS A PART OF OUR EVERYDAY LIFE, ENHANCING THE IMAGE OF CORK. THROUGH THIS WIDER ACKNOWLEDGEMENT OF CORK'S VERSATILITY AND ENSUING RECEPTIVENESS BY THE CONSUMER, NEW TERRITORIES WORLDWIDE CAN BE TAPPED INTO, EXPLORING THE MATERIAL'S ADDED VALUE WHILST CAPITALIZING ON THE WIDE-RANGING TECHNICAL EXPERTISE OF AMORIM, THE LEADER IN THE HIGHLY-SPECIALIZED NATURAL CORK KNOWHOW.

THIS PARTNERSHIP BETWEEN ONE OF THE FOREMOST PORTUGUESE BUSINESS GROUPS AND A KEY PLAYER IN THE SPHERE OF CREATIVE INDUSTRIES IS A LANDMARK IN THE PORTUGUESE PANORAMA, ESPECIALLY CONSIDERING THE VISIBILITY OF BOTH PARTIES AS WELL AS THE SCOPE OF THE PROJECT.

MATERIA* IS EXPECTED TO CAPITALIZE ON THE PIONEERING WORK OF AMORIM IN THIS SECTOR, UNDERLINING ITS COMMITMENT TO MANUFACTURING, PROMOTING AND CREATING ADDED VALUE FOR NATURAL CORK.

CHANNELLING 5 MILLION EUROS A YEAR INTO R&D ACTIVITIES, AMORIM HAS BEEN APPLYING ITS SPECIALIST AND EVER INCREASING KNOW-HOW INTO THIS CENTURY-OLD CULTURE, RESULTING IN A VAST PORTFOLIO OF SUSTAINABLE PRODUCTS AND SOLUTIONS BOASTING AN IMPECCABLE TECHNICAL PERFORMANCE.

IT IS OUR AMBITION THAT MATERIA* LEADS TO THE DEVELOPMENT OF A VERY POSITIVE FRAMEWORK FOR INCORPORATING CORK INTO NEW USES, DESIGNED FOR TARGETED GLOBAL ORGANIZATIONS AND CORPORATIONS, EXTENDING THE NATURAL, ECOLOGICAL AND SUSTAINABLE BROADENING OF THEIR OFFER.

EXPERIMENTADESIGN

EXPERIMENTADESIGN IS THE PORTUGAL-BASED BUT WORLDWIDE RECOGNIZED KNOWLEDGE PRODUCTION UNIT AND ACTIVE COMMUNICATION PLATFORM FOR DESIGN, ARCHITECTURE AND DESIGN CULTURE.

EXPERIMENTADESIGN'S FIELD OF ACTION IS CONTEMPORARY CULTURAL PRODUCTION, OBSERVED FROM AN INCLUSIVE, MULTIDISCIPLINARY AND TRANSVERSAL PERSPECTIVE. EXPERIMENTADESIGN'S ACTIVITY COMBINES CRITICAL THINKING, CONCEPT DEVELOPMENT AND CREATIVE UP-TO-DATEDNESS, RESULTING IN A CONSISTENT AND INCISIVE INTERVENTION IN THE SOCIAL, CULTURAL AND ECONOMIC CONTEXTS IT ENGAGES.

BETTER KNOWN FOR ITS FLAGSHIP PROJECT - THE EXD BIENNALE - WHICH CELEBRATED ITS 10TH ANNIVERSARY IN 2009, EXPERIMENTADESIGN HAS BUILT AN IMPORTANT NETWORK OF NATIONAL AND INTERNATIONAL RENOWNED CREATIVE PRACTITIONERS AND AN INDISPUTABLE KNOW-HOW IN STRATEGIC DESIGN.

STRONGLY COMMITTED TO INNOVATION AND OPEN TO NEW CHALLENGES AND CONTRIBUTIONS, IT IS AN ENTERPRISING WORK AND DISCUSSION PLATFORM WHICH VIEWS CULTURE AS A KEY ELEMENT FOR SUSTAINED DEVELOPMENT IN CONTEMPORARY SOCIETY.

CORTICEIRA AMORIM

CORTICEIRA AMORIM, S.G.P.S., S.A. IS THE LARGEST PRODUCER OF CORK PRODUCTS IN THE WORLD AND ONE OF THE MOST INTERNATIONAL OF ALL PORTUGUESE COMPANIES, WITH OPERATIONS IN DOZENS OF COUNTRIES ON ALL CONTINENTS.

ORGANISED INTO FIVE BUSINESS UNITS - RAW MATERIALS, CORK STOPPERS, FLOOR AND WALL COVERINGS, COMPOSITE CORK AND INSULATION CORK - CORTICEIRA AMORIM OFFERS A HUGE PORTFOLIO OF HIGH-QUALITY PRODUCTS INCORPORATED BY INDUSTRIES AS DIVERSE AND DEMANDING AS AERONAUTICS, AUTOMOTIVE, CONSTRUCTION AND WINEGROWING, BOOSTED BY ITS SIGNIFICANT INVESTMENT IN RESEARCH & DEVELOPMENT.

CORTICEIRA AMORIM'S ACTIVITY PRESENTS UNIQUE CHARACTERISTICS IN TERMS OF SUSTAINABILITY, CONSTITUTING A REMARKABLE, YET QUITE UNUSUAL, EXAMPLE OF INTERDEPENDENCE BETWEEN INDUSTRY AND AN ECOSYSTEM, GENERATING WEALTH AND PRESERVING THE ENVIRONMENT.

BY PROMOTING THE EXTRACTION OF CORK, CORTICEIRA AMORIM ENSURES THE VIABILITY OF THE CORK OAK FOREST IN PORTUGAL AND ABROAD, A NATIVE SPECIES FROM THE WESTERN MEDITERRANEAN BASIN WITH A FUNDAMENTAL ROLE IN FIXING CO₂, PRESERVING BIODIVERSITY AND FIGHTING DESERTIFICATION.

CORTICEIRA AMORIM IN NUMBERS:

141 YEARS OF LEADING IN THE SECTOR
3250 EMPLOYEES
35% OF WORLD CORK MANUFACTURING
455 M€ ANNUAL TURNOVER
3200 000 000 CORK STOPPERS PRODUCED ANNUALLY
5 M€ INVESTED ANNUALLY IN INNOVATION AND R&D
18 PATENTS SUBMITTED FOR REGISTRATION IN THE PAST
FOUR YEARS
28 INDUSTRIAL UNITS
77 COMPANIES
200 AGENTS

CORTICEIRA AMORIM'S RECENT PROJECTS:

12,000 SQUARE METRES OF WICANDERS® CORK FLOORING PRODUCED BY AMORIM REVESTIMENTOS WERE SELECTED FOR THE GUGGENHEIM MUSEUM IN ABU DHABI IN THE UNITED ARAB EMIRATES, A BUILDING DESIGNED BY FRANK GEHRY;

THE PORTUGAL PAVILION AT THE WORLD EXPO 2010 SHANGHAI WAS AWARDED THE "DESIGN AWARD" BY THE INTERNATIONAL EXHIBITION BUREAU. ENTIRELY COVERED WITH CORK, COURTESY OF CORTICEIRA AMORIM, THE PORTUGAL PAVILION WON AN AWARD IN THE CATEGORY OF PAVILIONS COVERING LESS THAN 2,000 SQUARE METERS;

CORTICEIRA AMORIM LAUNCHED A RANGE OF ABSORBENTS FOR OIL AND HYDROCARBON SPILLS, WHICH IS MARKETED AS CORKSORB AND PRODUCED FROM CORK. DESIGNED TO DEAL WITH EVERY TYPE OF SPILLAGE THAT MAY OCCUR IN INDUSTRIAL, ROAD TRANSPORT OR MARINE ENVIRONMENTS, CORKSORB ABSORBENTS PROVIDE EXCELLENT TECHNICAL PERFORMANCE;

AMORIM CORK COMPOSITES JOINED THE CONSORTIUM THAT IS TO DEVELOP A PROJECT KNOWN AS LIFE FOR CREATING AND DEVELOPING NEW SOLUTIONS FOR AIRCRAFT INTERIORS BASED ON SUSTAINABLE TECHNOLOGIES THAT ARE MORE ECO-EFFICIENT, LIGHTER AND MORE COMFORTABLE THAN EXISTING PLANE INTERIORS AND WHICH USE INNOVATIVE DESIGNS;

WICANDERS® CORK FLOORING, OF AMORIM REVESTIMENTOS, WAS SELECTED FOR THE GAUDÍ'S FAMOUS HOLY FAMILY CATHEDRAL IN BARCELONA, WHERE A TOTAL OF ABOUT 2,000 SQUARE METRES WERE USED IN THE CRYPT;

AMORIM & IRMÃOS' TOP SERIES® COLLECTION OF PREMIUM CAPSULATED CORKS WAS SELECTED FOR DALMORE TRINITAS 64, A LIMITED EDITION OF THREE BOTTLES OF THE WORLD'S MOST EXPENSIVE WHISKY, PRICED AT AROUND £100,000;

A TOTAL OF 168 BOTTLES OF 200-YEAR-OLD CHAMPAGNE DISCOVERED IN THE BALTIC SEA WERE RECOVERED WITH THE HELP OF AMORIM & IRMÃOS, WHICH REPLACED THE ORIGINAL CORK STOPPERS WITH NEW NATURAL CORK STOPPERS. THE CONDITION OF THE CHAMPAGNE, DESCRIBED BY SPECIALISTS AS HAVING BEEN KEPT IN "AN EXCELLENT STATE OF PRESERVATION", TESTIFIES TO THE UNIQUE CAPACITY OF CORK STOPPERS TO PRESERVE WINES AND CHAMPAGNES FROM ALL OVER THE WORLD.

www.amorim.com

THE CORK INDUSTRY

PORTUGAL IS THE UNCHALLENGED LEADER IN THE CORK SECTOR: IN PRODUCTION, TRANSFORMATION, IN RESEARCH AND DEVELOPMENT AND IN INNOVATION. CURRENTLY, THIS SECTOR REPRESENTS AROUND 3% OF PORTUGUESE EXPORTS. THE CORK STOPPER IS THE FOREMOST PRODUCT IN THIS INDUSTRY, RESPONSIBLE FOR 70% OF CORK'S OVERALL EXPORTS.

CORK APPLICATIONS MEET THE NEEDS OF SUCH DEMANDING SECTORS AS THE AEROSPACE AND AUTOMOTIVE INDUSTRIES, CIVIL CONSTRUCTION AND MANUFACTURING INDUSTRY. NASA, BOEING, FORD, MOËT & CHANDON AND ROLLS ROYCE ARE JUST A FEW EXAMPLES OF ORGANISATIONS THAT USE PRODUCTS MADE OF/OR WITH CORK. REMARKABLY STABLE AND RESILIENT, CORK HAS ALREADY BEEN COMPARED BY THE ECONOMIST WITH THE OIL FIELDS IN THE MIDDLE EAST, WITH THE ADDED ADVANTAGE, THAT THEIR RESOURCES ARE TRULY RENEWABLE AND NON-POLLUTING.

AT THE PRESENT TIME, CORK APPLICATIONS INCLUDE NOT ONLY TRADITIONAL HIGH VALUE-ADDED PRODUCTS SUCH AS THE NATURAL CORK STOPPER, BUT ALSO PRODUCTS THAT INCORPORATE ADVANCED MANUFACTURING TECHNOLOGY AND STATE OF THE ART R&D STANDARDS. CONSEQUENTLY, AMORIM MAKES AVAILABLE IN MORE THAN 100 COUNTRIES A VAST PORTFOLIO OF HIGH QUALITY PRODUCTS.

CORK'S PERSONALITY AND UNIQUE CHARACTERISTICS

CORK IS NATURE'S OWN HIGH-TECH ACHIEVEMENT. DOWN TO THE CELL STRUCTURE, ITS UNIQUE COMPOSITION AND CHARACTERISTICS CANNOT BE REPLICATED BY ANYTHING MAN-MADE. EXTRACTED FROM THE BARK OF THE CORK OAK - A NATIVE SPECIMEN OF THE WESTERN MEDITERRANEAN BASIN - CORK IS A STATE-OF-THE-ART RAW MATERIAL, REQUIRING MINIMUM TRANSFORMATION OR PROCESSING BEFORE USE.

IN THE OCCASION OF THE FORTHCOMING SALONE DEL MOBILE/FUORISALONE, A SHOWCASE HAS BEEN DEVELOPED FOR THIS NEW COLLECTION, MATERIA*, TO PRESENT THE VAST RANGE OF POTENTIALITIES IN THE USE OF CORK THROUGH ORIGINAL WORKS CREATED BY A NUMBER OF INVITED DESIGNERS.

THE EXHIBITION ITSELF AIMS AT HIGHLIGHTING CORK'S INNOVATION AND SUSTAINABILITY AND ITS VERSATILE APPLICATIONS IN THE DESIGN FIELD THANKS TO ITS SURPRISING PROPERTIES.

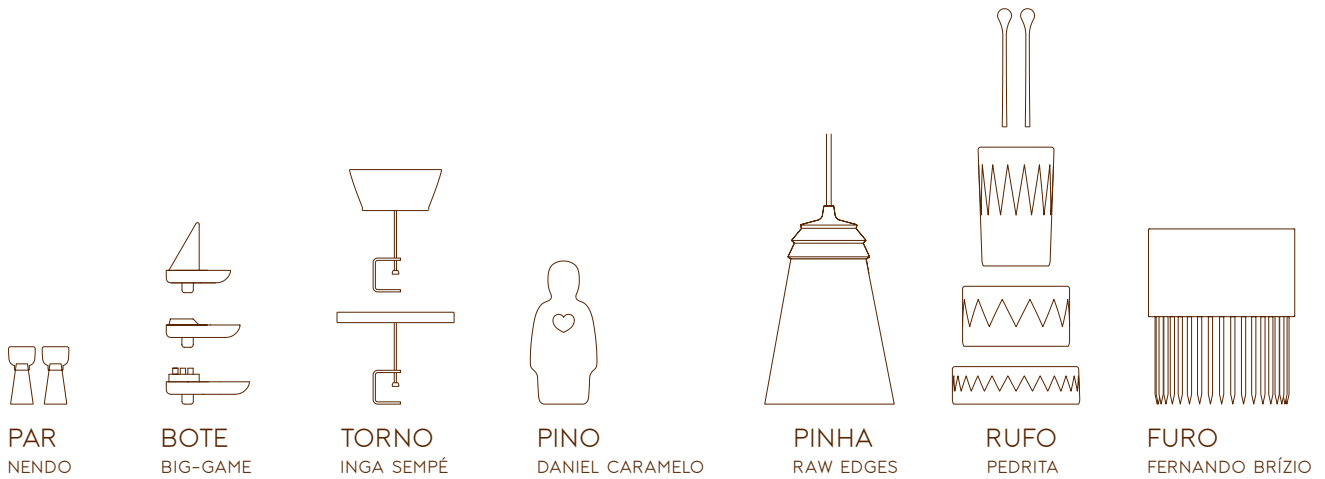
IN FACT, THE STRUCTURE AND CHEMICAL COMPOSITION OF CORK GIVES IT A SET OF UNIQUE QUALITIES:

- RENEWABLE RAW MATERIAL;
- 100% NATURAL AND BIODEGRADABLE PRODUCT;
- IMPERMEABLE TO LIQUIDS AND GASES;
- LIGHTNESS/BUOYANCY - ITS DENSITY IS AROUND 0.2;
- RESISTANT TO PENETRATION OF HUMIDITY - IMPERMEABLE TO BOTH LIQUIDS AND GASES;
- ELASTICITY/COMPRESSIBILITY - POWER TO REACQUIRE ITS ORIGINAL FORM AFTER UNDERGOING PRESSURE - THE ONLY SOLID THAT DOES NOT SUFFER LATERAL DILATATION;
- EXCELLENT THERMAL, ACOUSTIC AND ANTI-VIBRATIC INSULATION;

- RESISTANCE TO WEAR AND TEAR -RESISTANCE TO ABRASION AND ITS HIGH FRICTION COEFFICIENT;
- DOES NOT ABSORB DUST - PREVENTS ALLERGIES;
- FIRE RESISTANT - FIRE RETARDANT.

SUCH PROPERTIES ARE ALSO IN LINE WITH AMORIM'S CHALLENGES FOR THE FUTURE IN PURSUIT, AT ONE AND THE SAME TIME, OF ECONOMIC PROSPERITY, SOCIAL JUSTICE AND ENVIRONMENTAL QUALITY. THIS IS WHY, FROM A SIMPLE FAMILY BUSINESS PRODUCING CORK STOPPERS FOR WINES, AMORIM HAS BECOME LEADER IN THE WHOLE CORK SECTOR, DEVELOPING NEW PRODUCTS AND APPLICATIONS FOR CORK, CARRYING OUT RESEARCH AND PRODUCING INNOVATIONS TO REINFORCE THE QUALITY AND DIVERSITY OF THE OFFER.

BY TRANSFORMING A NATURAL RAW MATERIAL, EXTRACTED CYCLICALLY FROM THE TREES WITHOUT CUTTING THEM DOWN OR INFLECTING ANY SORT OF DAMAGE, PROMOTING THE ECONOMIC AND SOCIAL SUSTAINABILITY OF ZONES AT RISK OF DESERTIFICATION, MAKING AVAILABLE HIGH ADDED VALUE PRODUCTS THAT RETAIN THE UNIQUE, INTRINSIC CHARACTERISTICS OF CORK, IN AN INTEGRATED TRANSFORMATION PROCESS THAT PRODUCES VIRTUALLY NO WASTE - AMORIM HAS CONDUCTED ITS ACTIVITY BY ADOPTING, STRENGTHENING AND SPREADING PRACTICES OF SUSTAINABLE DEVELOPMENT.



THE CHALLENGE AND STRATEGIC GUIDELINES

CORK ENJOYS AN EXCELLENT REPUTATION IN SPECIFIC, HIGH-PERFORMANCE FIELDS SUCH AS CONSTRUCTION, THE WINE INDUSTRY AND AERONAUTICS, AMONG OTHERS.

THE CHALLENGE FOR THE CURRENT PROJECT WAS TO BRIDGE THE GAP BETWEEN THE MATERIAL AND THE END USER, BY CREATING OBJECTS TO BE USED EVERY DAY, IN THE FAMILIAR CONTEXTS OF THE HOME AND IN THE OFFICE. BY MAKING CORK A REGULAR PRESENCE IN OBJECTS THAT FULFIL SIMPLE YET PRESSING NEEDS IN OUR LIVES, IT IS POSSIBLE TO EMPHASIZE NOT ONLY ITS VERSATILITY AND OTHER PROPERTIES, BUT ALSO TO CHANGE THE AUDIENCE'S PERCEPTION OF THIS NATURAL RAW MATERIAL.

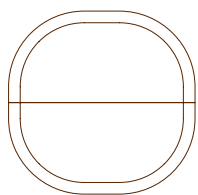
CORK MUST CONTINUE TO OPERATE IN A MARKET CHARACTERISED BY EXCELLENCE, AND MUST SURPRISE ITS TARGET AUDIENCE WITH ITS NATURAL QUALITIES AS WELL AS THE VARIETY OF THE PRODUCTS IN WHICH IT CAN BE USED.

THE STRATEGY BEHIND MATERIA* WAS THEREFORE GEARED TO THE END USER OR CONSUMER, ITS HUMAN-CENTRIC CHARACTER IS A VITAL PART OF ITS DNA.

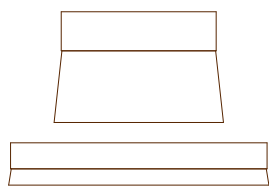
STRATEGICALLY, EXPERIMENTADESIGN INVITED DESIGNERS WHOSE CREATIVE PROCESS PAYS CLOSE ATTENTION TO BOTH FUNCTIONALITY AND RELEVANCE (A FOREMOST CONCERN FOR CONTEMPORARY USERS), COUPLED WITH A KEEN UNDERSTANDING OF USER DYNAMICS.

CONSIDERING THE DESIGN ADDED-VALUE, LEVERAGING CORK'S UNIQUE AESTHETIC AND TECHNICAL STRENGTHS, MATERIA* WAS CONCEIVED WITH AN URBAN USER IN MIND, ONE THAT APPRECIATES COMFORT AND PRACTICALITY IN OBJECTS THAT RETAIN A STRONG PERSONAL TRAITS AND SENSE OF IDENTITY.

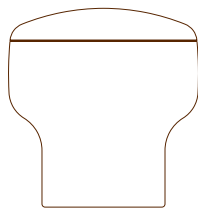
AS SUCH MATERIA* WAS STRATEGICALLY SHAPED, BY TWO PRIMARY CONCERNS: FUNCTIONALITY AND PERSONALITY, GEARED TOWARDS GIVING THE USER A SATISFYING, THOROUGHLY ENJOYABLE EXPERIENCE.



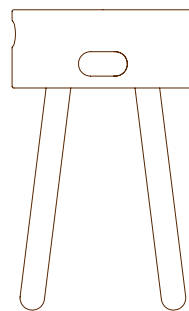
PARTE
NENDO



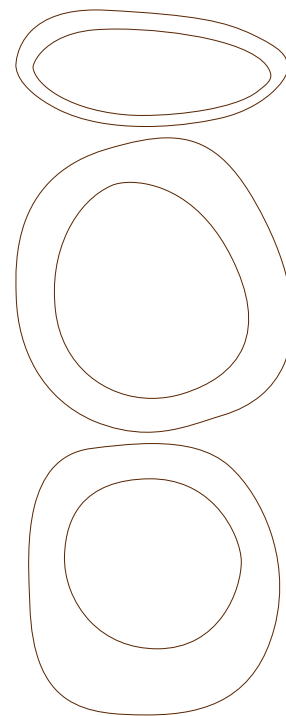
ARO
MIGUEL VIEIRA BAPTISTA



GELO
FILIPE ALARCÃO



SENTA
FERNANDO BRÍZIO



LASCA
MARCO SOUSA SANTOS

THE COLLECTION

FUSING THE MATERIAL'S UNIQUE SENSORY QUALITIES AND PERSONALITY WITH A DESIGNER'S FLAIR, MATERIA* IS A COLLECTION OF OBJECTS THAT WORK WELL AND FEEL GOOD IN TODAY'S HOMES AND LIFESTYLES. LIGHT-HEARTED AND LIGHTWEIGHT, RELEVANT YET UNASSUMING, EASY GOING AND TACTILE, THESE OBJECTS WILL INTEGRATE SEAMLESSLY INTO YOUR DAILY LIFE AND HABITAT, AS NATURAL, REFRESHINGLY UNCOMPLICATED AND WITTY ANSWERS TO SIMPLE, UNIVERSAL NEEDS.

THEY FIT NEATLY INTO A LITTLE VACANT SPOT IN YOUR LIFE, LEFT THERE BY AN ACTION WAITING TO HAPPEN, A PURPOSE ABOUT TO BE FULFILLED. USER AND FUNCTION-WISE INTUITIVE, THEY WILL FIND THEIR WAY INTO YOUR HOME AND OFFICE, THE PREDICTABLE AND THE UNEXPECTED OF EVERYDAY.

MATERIA* DEBUTS 12 PROJECTS IN TOTAL OF 22 OBJECTS BY 10 DESIGNERS.

THE CONCEPT

IN ORDER TO ACHIEVE A STRONG SENSE OF IDENTITY IN THIS COLLECTION, A NUMBER OF ASPECTS WERE ESTABLISHED AS THE GROUNDWORK FROM WHENCE DESIGNERS COULD PURSUE THEIR OWN CONCEPTS:

- THE CORE MATERIAL OF THE PRODUCTS IS CORK, SOMETIMES COMBINED WITH OTHER MATERIALS;
- THE PRODUCTS ARE MID-RANGE, NOT LUXURY, TO ENSURE THEY ARE ACCESSIBLE TO A WIDER AUDIENCE;
- THEY ARE ATTUNED TO CONTEMPORARY URBAN LIFESTYLES, HABITS AND FUNCTIONAL NEEDS WHILE FULFILLING BASIC, EVERY DAY NEEDS;
- VALUES SUCH AS EMPATHY, DISCOVERY, WIT, WARMTH, SURPRISE ARE KEY;
- THEY SEEK TO APPEAL TO THE DIFFERENT SENSES, INCLUDING TOUCH, AND BY THE SAME TOKEN PROVIDE A SENSORY-RICH EXPERIENCE.

MATERIA* IS ALSO A BRAND THAT WILL GROW AND ADAPT TO CHANGING PATTERNS, LIVING AND WORKING ENVIRONMENTS AS WELL AS SOCIAL AND CULTURAL INTERACTIONS. THE BRAND WILL INTEGRATE NEW PRODUCTS IN A NEAR FUTURE.



ARO

CENTERPIECE (BLACK, GREY & WHITE)
AGGLOMERATED CORK, LACQUERED STEEL
FROM LEFT TO RIGHT: Ø260mm h170mm, Ø400mm h65mm

SIMPLICITY BELIES ITS ELOQUENCE. ARO IS A CENTERPIECE AS WELL AS A STATEMENT, A BOLD ASSUMPTION OF CORK'S PERSONALITY.

IN THE SAME WAY AS CORK STOPPERS ARE COMPRESSED INTO PLACE BECOMING AN AIRTIGHT SEAL, ARO TAKES A SUBSTANTIAL HUNK OF CORK AND BINDS IT WITH A GRACEFUL METAL RING.

HIGHLIGHTING ITS TEXTURE AND DENSITY, THE COMBINATION WITH ANOTHER MATERIAL DENIES NOTHING OF CORK'S PHYSICALITY AND AESTHETIC WEIGHT. ARO SHOWS OFF AND CELEBRATES THESE CHARACTERISTICS, PUTTING CORK CENTRE-STAGE IN YOUR LIVING ENVIRONMENT.



MIGUEL VIEIRA BAPTISTA

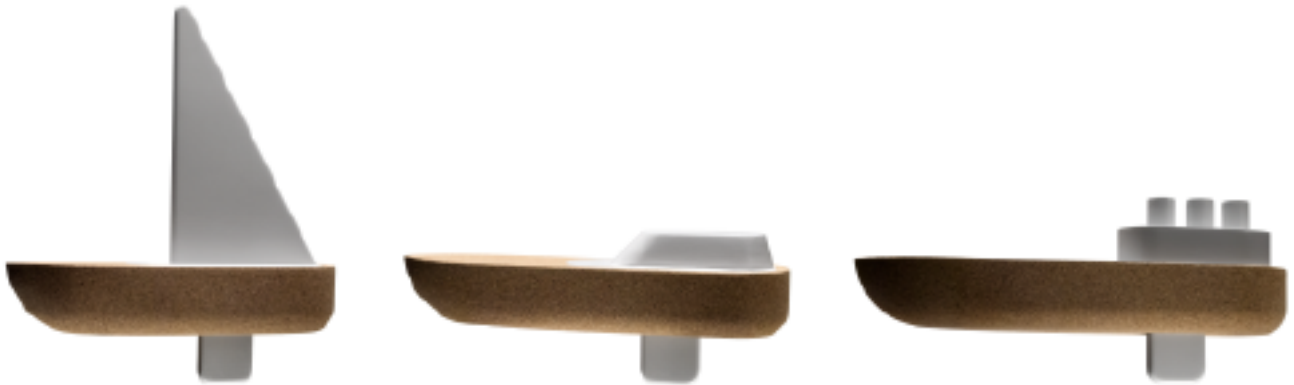
TRAINED IN IADE LISBON AND THE GLASGOW SCHOOL OF ART, MIGUEL VIEIRA BAPTISTA COMBINES SINCE 2000 HIS MAIN ACTIVITY AS A PRODUCT DESIGNER WITH A HOST OF PROJECTS IN EXHIBITION AND INTERIOR DESIGN COMMISSIONED BY CLIENTS LIKE EXPERIMENTADESIGN AND THE LISBON FASHION WEEK.

HE HAS ALSO CURATED SEVERAL DESIGN EXHIBITIONS LIKE "DIETER RAMS HAUS" PRESENTED AT THE CENTRO CULTURAL DE BELÉM, LISBON IN 2001. HE JUGGLES HIS DESIGN PRACTISE WITH LECTURING THE COURSE OF INDUSTRIAL DESIGN AT ESAD.CR IN CALDAS DA RAINHA SINCE 2000, OR AS A GUEST PROFESSOR IN 2010 AT ÉCAL, ÉCOLE CANTONALE D'ART DE LAUSANNE.

ATTENTION TO DETAIL AND THE JUXTAPOSITION BETWEEN CULTURED AND POPULAR REFERENCES LENDS CHARISMA AND DEPTH TO HIS DESIGNS, THAT RANGE FROM LIMITED EDITIONS FOR GALLERIES SUCH AS LOJA DA ATALAIA, CRISTINA GUERRA, MARZ AND APPLETON SQUARE, TO OBJECTS RELEASED BY BRANDS LIKE ASPLUND, AUTHENTICS AND VISTA ALEGRE.

MVB'S DESIGNS HAVE BEEN EXHIBITED AROUND THE WORLD AND ARE FEATURED IN THE PERMANENT COLLECTION OF MUDE, LISBON'S MUSEUM OF DESIGN AND FASHION.

www.mvbfactory.com



BOTE

WATER FLOATER

AGGLOMERATED CORK, POLYURETHANE

FROM LEFT TO RIGHT: 220x50x35mm, 195x50x35mm,
171x50x35mm

BATHTUB FUN AND OTHER AQUATIC ADVENTURES ARE
GUARANTEED WITH BOTE.

COMPOSED BY A CORK HULL AND A PLASTIC ADD-ON PIECE
(A SAIL, A ROW OF ENGINE CHIMNEYS OR A CABIN) BOTE
IS YOUR TICKET TO PLENTY OF IMAGINATIVE SEAFARING.

THIS INDOMITABLE WILL BRAVE TROUBLED WATERS, HEAVY
DOWNPOURS AND PIRATE RAIDS: CORK'S BUOYANCY
ENSURES THAT, NO MATTER HOW PERILOUS THE JOURNEY,
BOTE WILL ALWAYS RESURFACE FOR NEW BATHTUB PLAY.



BIG-GAME

BIG-GAME IS A DESIGN STUDIO FOUNDED IN 2004 BY GRÉGOIRE JEANMONOD (CH), ELRIC PETIT (BE) AND AUGUSTIN SCOTT DE MARTINVILLE (FR).

CURRENTLY BASED IN LAUSANNE, BIG-GAME DEVELOPS FURNITURE, LIGHTING AND OBJECTS FOR COMPANIES SUCH AS KARIMOKU, MOUSTACHE OR GALERIE KREO. THE TRIO, WHO LIKES THE TERMS "DESCRIPTIVE GEOMETRY" AND "ECONOMY OF MEANS" WHEN TALKING ABOUT THEIR WORK, HAS BEEN AWARDED THE SWISS FEDERAL DESIGN AWARD IN 2006 AND 2010.

THEIR WORK HAS BEEN ACQUIRED BY THE MUSEUM FÜR GESTALTUNG (CH), THE MUSÉE DU GRAND-HORNU (BE), OR CENTRE GEORGES POMPIDOU (FR), TO NAME A FEW. THEIR FIRST SOLO MUSEUM EXHIBITION IN 2008 AT THE MUSÉE DU GRAND-HORNU IN BELGIUM WAS ACCOMPANIED BY A MONOGRAPH PUBLISHED BY STICHTING KUNSTBOEK.

IN ADDITION TO THEIR STUDIO WORK, THE MEMBERS OF BIG-GAME ALSO TEACH DESIGN AT ECAL/UNIVERSITY OF ARTS AND DESIGN LAUSANNE.

www.big-game.ch



FURO

BOWL CENTERPIECE
 AGGLOMERATED CORK, COLOUR AND RED PENCILS
 Ø255mm h286mm

FURO IS NOT HAPPY BEING JUST A BOWL OR CONTAINER FOR THE LIVING ROOM OR OFFICE. THAT JOB IS JUST NOT FULFILLING ENOUGH. FURO NEEDS AN OUTLET FOR ITS CREATIVE DRIVE SO IT STANDS UP ON ITS TALL LEGS AND DEMANDS YOUR ATTENTION.

EACH LEG IS A COLOURED PENCIL SO WHEN THE SHARPENED TIPS ARE TURNED OUTWARD, FURO BECOMES A DRAWING DEVICE. SLIDE IT AROUND OVER A SHEET OF PAPER AND WATCH AS THE SURFACE BENEATH COMES ALIVE WITH PERFECTLY SYMMETRICAL LINES.

A TEXTURED CORK BODY MOUNTED ON 36 OR 4 PENCIL-LEGS, WHICH MAKES FOR TWO DIFFERENT CONFIGURATIONS AND DRAWING PATTERNS, FURO CAN BE DISMANTLED FOR EASY STORAGE OR TO, LITERALLY, CUT DOWN ON ITS ARTISTIC OUTBURSTS.

VISUALLY STRIKING AND MISCHIEVOUSLY INVITING TRANSGRESSION, FURO IS A SEDUCTIVE PIECE THAT MAKES YOU WONDER WHO EXACTLY IS DRAWING THE LINE.



SENTA

STOOL
 AGGLOMERATED CORK, WOOD
 Ø255MM H443MM L Ø37MM H410MM

SENTA IS A CONTRADICTION ON 4 LEGS: THE POSSIBILITY TO SIT DOWN WHILE ON THE MOVE, TO HARMONIZE YOUR NOMADIC AND CONTEMPLATIVE INSTINCTS.

A FOOL-PROOF, PACK & CARRY STOOL YOU CAN ASSEMBLE AND USE ANYWHERE, SENTA FITS 4 WOODEN LEGS INTO A CORK SEAT THAT IS BOTH STURDY AND FLEXIBLE, MAKING FOR A COMFORTABLE SITTING SPOT.

CUT INTO THE CORK BODY, TWO OVAL-SHAPED OPENINGS ATTEST TO ITS ON-THE-GO POTENTIAL: WITH NO ASSIGNED SPOT IN THE HOUSE, IT CAN SMOOTHLY FIT AN EXTRA PERSON AT THE DINNER TABLE OR GIVE YOU THOSE EXTRA INCHES TO REACH A TALL KITCHEN CABINET.

THE LEGS FIT NEATLY INTO THE SIDE OPENINGS FOR EASY STORAGE AND TRANSPORTATION. OUTDOORS, SENTA CAN BE PACKED AND UNPACKED OUT OF THE TRUNK OF A CAR FOR A FAMILY PICNIC, FISHING EXPEDITION OR COUNTRY OUTING, WHEN A SUNSET OR LANDSCAPE ARE SIMPLY BEGGING FOR A COUPLE OF MINUTES OF YOUR UNDIVIDED ATTENTION.



FERNANDO BRÍZIO

FERNANDO BRÍZIO GRADUATED IN PRODUCT DESIGN (1996) FROM THE FACULTY OF FINE ARTS IN LISBON, WHERE HE LIVES AND WORKS.

HE HAS DEVELOPED PRODUCTS FOR INDUSTRY AND SMALL-SCALE HANDMADE PRODUCTION, ALONG WITH EXHIBITIONS, SETS, INTERIOR AND PUBLIC SPACES FOR COMPANIES AND ORGANIZATIONS SUCH AS DROOG, SCHRÉDER, TORINO WORLD DESIGN CAPITAL, EXPERIMENTADESIGN, LISBON CITY COUNCIL, IL COCCIO, COR UNUM, FÁBRICA RAFAEL BORDALO PINHEIRO, GALERIE KREO AND CHOREOGRAPHER RUI HORTA.

FERNANDO IS PROFESSOR AND HEAD OF THE DESIGN PRODUCT MASTER'S DEGREE AT ESAD CALDAS DA RAINHA. HE HAS TAUGHT AT ECAL IN LAUSANNE, AT HFG IN KARLSRUHE, AND HAS BEEN A FREQUENT LECTURER AND MEMBER OF JURIES IN PORTUGAL AS WELL AS ABROAD.

EXHIBITED AND PUBLISHED INTERNATIONALLY, HIS DESIGNS ARE INCLUDED IN THE PERMANENT COLLECTION OF MUDE - LISBON'S MUSEUM OF DESIGN AND FASHION, AND SEVERAL PRIVATE COLLECTIONS. FERNANDO BRÍZIO'S CONSISTENT AND FINELY CRAFTED BODY OF WORK HINGES ON A CHALLENGING RELATIONSHIP BETWEEN OBJECT AND USER AND THE CREATION OF OBJECTS THAT INVITE DIFFERENT READINGS AND APPROPRIATIONS.

www.fernandobrizio.com



GELO

ICE BUCKET
AGGLOMERATED CORK, RECYCLABLE PLASTIC
Ø300mm h315mm

AT AN INFORMAL GET-TOGETHER, SWANKY DINNER OR FAMILY GATHERING, GELO IS SURE TO BE A CROWD PLEASER. KEEPING THE CHAMPAGNE CHILLED OR THE ICE AT THE READY FOR DRINKS, YOU CAN COUNT ON GELO TO ADD TO THE PARTY MOOD AND LOOK COOL DOING IT.

THIS LIDDED ICE BUCKET LINED WITH A PLASTIC INNER CASING CAPITALIZES ON CORK'S THERMAL INSULATION PROPERTIES COUPLED WITH ITS UNIQUE TEXTURE. IT MAINTAINS THE LOW TEMPERATURE INSIDE, WHILE THE OUTER SURFACE RETAINS ITS NATURAL WARMTH AND PLEASING, SOOTHING FEEL.

SO LET THE TIPPLE FLOW AND THE GOOD TIMES ROLL.



FILIFE ALARCÃO

INDUSTRIAL DESIGNER FILIFE ALARCÃO TRAINED AT THE LISBON FACULTY OF FINE ARTS AND DOMUS ACADEMY IN MILAN. HE IS CURRENTLY PREPARING A PHD DISSERTATION AT POLITECNICO DI MILANO AND UNIVERSIDADE DE AVEIRO.

AFTER COMPLETING HIS MASTER'S DEGREE AT DOMUS ACADEMY, HE STAYED ON IN THE ITALIAN CITY WORKING WITH MICHELE DE LUCCHI AS A CONSULTANT FOR OLIVETTI COMPUTERS (95-97).

ACTIVE FROM HIS LISBON-BASED STUDIO, HE DEVELOPS HIS OWN PROJECTS IN ADDITION TO COMMISSIONS IN FURNITURE, URBAN EQUIPMENT, LIGHTING, CERAMICS AND GLASS FOR VISTA ALEGRE/ATLANTIS, ASPLUND, TEMAHOME, SCHRÉDER, MOLDE, CERÂMICAS S. BERNARDO, LARUS AND LOJA DA ATALAIA, AMONG OTHERS.

FILIFE HAS ALSO UNDERTAKEN THE ARTISTIC DIRECTION OF PRODUCT LINES FOR SOME OF THESE COMPANIES, OWNING TO HIS STRATEGIC APPROACH TO DESIGN THAT BALANCES QUALITY AND A FOCUS ON FUNCTIONALITY WITH A SCRUPULOUS REGARD FOR END USERS, THEIR NEEDS AND EXPECTATIONS.

THE RECIPIENT OF THE 1994 NATIONAL DESIGN AWARD, PROMOTED BY THE PORTUGUESE DESIGN CENTER, HE HAS ALSO CO-DESIGNED THE WINNING PROJECT FOR THE POLIS COMPETITION FOR URBAN FURNITURE AND SIGNAGE SYSTEMS AS WELL AS THE ARCHITECTURE COMPETITION FOR THE NEW ELVAS CONTEMPORARY ART MUSEUM. SOME OF HIS PROJECTS ARE INCLUDED IN THE PERMANENT COLLECTION OF MUDE - LISBON'S MUSEUM OF DESIGN AND FASHION.

www.filipealcaodesignstudio.com



LASCA

TABLE

AGGLOMERATED CORK, LAQUERED MDF
FROM LEFT TO RIGHT: 580x247x200mm, 598x646x200mm,
535x586x200mm

LIKE A POLISHED PEBBLE FROM A RIVERBED, LASCA'S SOFTLY ROUNDED FORM AND RICH TEXTURE REINTRODUCE THE LOOK AND FEEL OF NATURE INTO YOUR OWN ENVIRONMENT.

FEATURED IN DIFFERENT SIZES AND SHAPES, LASCA FUNCTIONS AS A SUPPORT OR WORK SURFACE. STEADIER THAN A TRAY, MORE PRACTICAL AND UNRESTRICTING THAN A TABLE, YOU CAN USE IT TO REST A TV-REMOTE OR GLASS, PROP UP A COMPUTER OR SET YOUR NOTEBOOK OR READING MATERIAL DOWN.

WITH ITS RESISTANT, NON-SLIPPERY CORK BODY AND EARTHY, ELEMENTAL APPEAL, LASCA'S UNOBTRUSIVE, GROUNDING PRESENCE IS EQUALLY AT HOME BY THE POOL, IN A SUNNY PATIO OR INDOORS.



BY CARLOS RAMOS

MARCO SOUSA SANTOS

WITH A CAREER THAT SPANS THREE DECADES, MARCO SOUSA SANTOS IS A PRODUCT DESIGN GRADUATE FROM THE LISBON FACULTY OF FINE ARTS.

A FOUNDING MEMBER OF BREAKTHROUGH PORTUGUESE STUDIO PROTODESIGN (99/01) AND CULTURAL PLATFORM EXPERIMENTADESIGN (98), HE FOUNDED HIS OWN STUDIO IN 2002, COLLABORATING WITH THE LIKES OF TRONCONI (IT), MOROSO (IT), KVETNA (CZ), ATLANTIS (PT), RENAULT (FR), TEMAHOME (PT) AND SIXINCH (BE).

MARCO'S DESIGNS HAVE BEEN FEATURED IN SHOWS AT PRESTIGIOUS CULTURAL VENUES SUCH AS V&A MUSEUM (UK), TRIENALE DE MILANO (IT) AND INTERIEUR COURTRAIT (BE). IN ADDITION TO HIS WORK FOR MAJOR INTERNATIONAL LABELS, MARCO SOUSA SANTOS HAS BEEN EQUALLY COMMITTED TO EXPLORATORY AUTHORIAL PROJECTS CENTRED ON A GIVEN MATERIAL OR TYPOLOGY, WHICH HE THEN PROBES METICULOUSLY, DEFYING PRECONCEIVED NOTIONS AND BOUNDARIES.

www.marcosousasantos.com



PAR

SALT & PEPPER SHAKERS
AGGLOMERATED CORK, GLASS
Ø41mm h88mm

A DASH, A PINCH, A SHAKE IS ALL IT TAKES FOR MAGIC TO HAPPEN: AN INGREDIENT IS REVIVED, A MIXTURE IS SET TO RIGHTS, A CONCOCTION BECOMES A DELICACY. UPSTAGED BY OTHER MORE FLAMBOYANT PLAYERS, IT IS NEVERTHELESS THE QUIET ALCHEMY OF SALT AND PEPPER THAT SPELLS DELIGHT OR DISASTER IN THE KITCHEN.

USED WISELY THEY RALLY THE SENSES, TITILLATE THE TASTE BUDS AND BRING A DISH TO COMPLETION. HOWEVER JUST AS EASILY, THEY CAN CRUSH A DELICATE FLAVOUR, OVERWHELM THE PALATE AND CONSIGN A MEAL TO THE DUSTBIN.

WITH PAR YOU CAN KEEP THESE POTENT ELEMENTS IN CHECK: SEALED IN BY THE CORK STOPPER-LIKE BASIS, THE TRANSPARENT GLASS BODY LEAVES THEM VISIBLE AT ALL TIMES. FITTING COMFORTABLY INTO YOUR HAND, THESE SHAKERS RELY ON THE CORK COMPONENT FOR UPRIGHT SUPPORT, A GOOD HOLD AND AN AIRTIGHT CONTROL OF THE CONTENT.



PARTE

BOWL
AGGLOMERATED CORK, CHROMED NEODYMIUM MAGNETS
300X300X100MM

WHETHER YOU ARE A GLASS-HALF-FULL OR HALF-EMPTY SORT OF PERSON, PARTE WILL WORK FOR YOU. WATER-REPELLENT, LIGHT YET DURABLE, STREAMLINED FOR OPTIMUM CAPACITY AND UNFUSSY ELEGANCE, THIS BOWL WILL FIT NICELY IN YOUR KITCHEN COUNTER, BATHROOM VANITY OR OFFICE DESK.

A WICKED DESIGN TWIST APPLIED TO A CLEAN-CUT FORM MEANS PARTE CAN BE CONFIGURED TO BETTER SUIT ITS CONTENTS.

IT ONLY TAKES A SIMPLE ROTATION OF THE HALVES, WHICH STAY FASTENED TOGETHER BY STRATEGICALLY PLACED MAGNETS. INSPIRED BY THE NEAT SLICING OF AN APPLE IN HALF TO REVEAL ITS BEAUTIFUL SYMMETRY, PARTE IS EQUAL PARTS SIMPLICITY AND FUNCTIONALITY.



NENDO

GIVING PEOPLE A SMALL " ! " MOMENT, CAPTURING THE HIDDEN POTENTIAL FOR "!" IN THE EVERYDAY. THIS IS THE "WOW" FACTOR, THE ELEMENT OF SURPRISE, HUMOUR AND NOVELTY THAT, ACCORDING TO NENDO, MAKES OUR LIVES MORE INTERESTING.

THE MISSION OF THIS DESIGN COLLECTIVE IS TO REINTRODUCE IT INTO OUR LIVES IN THE SHAPE OF OBJECTS AND DEVICES THAT ARE USEFUL AND EASY TO UNDERSTAND. NENDO PROPOSE DIFFERENT SOLUTIONS TO SOLVE ORDINARY PROBLEMS, PERFORM TASKS AND ORGANIZE THE SPACE AROUND US, IN SUCH A WAY AS TO AFFORD A UNIQUE, ENJOYABLE EXPERIENCE.

THEIR WORK IS AS DIVERSIFIED AS IT IS PROLIFIC, ENCOMPASSING FURNITURE, LIGHTING, SMALL OBJECTS, EXHIBITION DESIGN, PACKAGING AND INTERIOR DESIGN, SPECIAL COMMISSIONS AND INTERVENTIONS.

WITH OFFICES IN TOKYO AND MILAN, NENDO IS HEADED BY OKI SATO (B. 1977), WHO FOUNDED THE OFFICE IN 2002 UPON COMPLETING HIS MASTER'S IN ARCHITECTURE FROM THE WASEDA UNIVERSITY.

www.nendo.jp



PINHA

PINHA PROPOSES A PLAYFUL APPROACH TO LIGHTING THROUGH PERSONALIZATION.

THIS HANGING LAMP CONSISTS OF A CORK OUTER SHELL TO WHICH ONE OR MORE ULTRA RESISTANT TYVEK® PAPER SHADES ARE FASTENED. YOU HAVE THE LAST WORD ON HOW PINHA LOOKS, BY CHOOSING THE SHADE(S) FROM AMONG DIFFERENT SHAPES AND DRAWINGS AVAILABLE.

FUNCTION-WISE, YOU CAN ALSO DECIDE ON THE DIRECTION AND RANGE OF THE LIGHT, ACCORDING TO WHERE THE SHADE IS PINNED. CORK'S LOW THERMAL AND ELECTRICAL CONDUCTIVITY ENSURES THAT YOU CAN HANDLE THE LAMP'S SHELL IN PERFECT SAFETY.

MAKING THINGS EVEN MORE INTERESTING IS THE FACT THAT THE SHADE AND ITS PLACEMENT CAN BE CHANGED AT WILL, ACCORDING TO YOUR MOOD, THE TASK YOU ARE PERFORMING OR THE AMBIANCE YOU WANT TO SET.



RAW EDGES

UNDER THE NAME RAW EDGES, Yael MER & SHAY ALKALAY WORK TOWARDS A COMMON GOAL: TO CREATE OBJECTS THAT HAVE NEVER BEEN SEEN BEFORE.

Yael's main focus lies in turning two-dimensional sheet materials into curvaceous functional forms, whereas Shay is fascinated by how things move, function and react.

SINCE THEIR GRADUATION SHOW AT THE ROYAL COLLEGE OF ART IN 2006, THEY HAVE BEEN DISTINGUISHED WITH THE BRITISH COUNCIL TALENTED AWARD, IF GOLD AWARD, DUTCH DESIGN AWARD, WALLPAPER* DESIGN AWARD 2009, ELLE DECORATION INTERNATIONAL DESIGN AWARD FOR BEST FURNITURE 2008/09 AND THE DESIGNER OF THE FUTURE AWARD 2009 FROM DESIGN MIAMI/BASEL.

THEIR WORK HAS BEEN EXHIBITED AT JOHNSON TRADING GALLERY, FAT GALERIE, SCOPE ART FAIR AND ROSSANA ORLANDI AND FEATURED IN MAJOR DESIGN PUBLICATIONS AND NEWSPAPERS WORLDWIDE. THEIR DESIGNS CAN BE FOUND IN THE COLLECTIONS OF MOMA AND THE DESIGN MUSEUM LONDON, AS WELL AS IN PRODUCTION WITH CAPPELLINI, ESTABLISHED & SONS AND ARCO. Yael & SHAY ALSO PRODUCE ONE-OFFS AND LIMITED EDITIONS IN THEIR LONDON STUDIO.

www.raw-edges.com



PINO

VOODOO DOLL MEMO BOARD
AGGLOMERATED CORK, PUSHPINS
Ø102mm h220mm

PINO IS A FREESTANDING, DUAL-PURPOSE MEMOBOARD:
A PLACE TO KEEP YOUR TO-DO LIST AS WELL AS STRIKE
BACK AT THOSE ON YOUR HIT LIST. REMEMBER IMPORTANT
TASKS, APPOINTMENTS AND DEADLINES OR EXORCISE
YOUR OFFICE AND DOMESTIC GRIEVANCES WITH SOME
VOODOO-STYLE PAYBACK.

PINO'S SIZE AND SHAPE ALLOW YOU TO MOVE IT AROUND
EASILY, KEEPING YOUR NOTES RIGHT WERE YOU CAN
SEE THEM.

DOUBLING AS AN ANGER MANAGEMENT AID, ITS HUMAN
SHAPE, COMPLETE WITH A CARVED HEART, CAN EASILY
BE MORPHED INTO THE SUBJECT OF YOUR WICKED
INTENTIONS. TAKE A STAB AT RETRIBUTION, POKE FUN
AT YOUR PET PEEVES OR LEAVE NOTES TO YOURSELF...
TO LAUGHED IT OFF AND MOVE ON.



DANIEL CAMELO

INDUSTRIAL DESIGNER DANIEL CAMELO GRADUATED FROM THE LISBON FACULTY OF FINE ARTS IN 2002, AFTER WHICH HE SPENT 3 YEARS IN BARCELONA, COLLABORATING WITH, AMONG OTHERS, AZUAMOLINÉ.

UPON HIS RETURN, HE STARTED HIS STUDIO WITH BÁRBARA FACHADA UNDER THE BRANDNAME LINHABRANCA. A FOUNDING MEMBER OF DIVERGE DESIGN, WHERE HE HEADS THE DESIGN DEPARTMENT, HE CONTINUES TO DEVELOP HIS OWN PROJECTS, WHICH HAVE BEEN PRODUCED, PUBLISHED AND EXHIBITED NATIONALLY AND INTERNATIONALLY.

AN ANALYTIC EYE AND AN ABILITY TO STREAMLINE SHAPES WHILE STRENGTHENING FUNCTION DRIVE DANIEL'S DESIGN APPROACH. DEVELOPED FOR PORTUGUESE COFFEE BRAND DELTA, HIS ESPRESSO MACHINE QOSMO IS A GOOD EXAMPLE OF HIS ABILITY TO CONSTRUCT HIGH PERFORMING DESIGNS WITH BOLDLY SPARSE LINES.

www.danielcarmelo.com



RUFO

DRUM

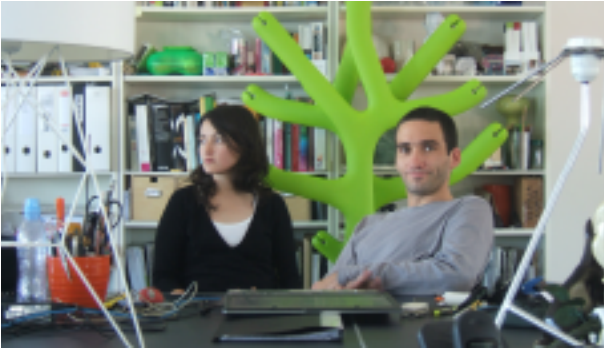
AGGLOMERATED CORK, TRANSLUCENT GLAZE,
WOODEN DRUMSTICK

FROM LEFT TO RIGHT: Ø162mm h92mm, Ø116mm h182mm,
Ø190mm h58mm DS Ø24mm h204mm

RUFO IS ALL BAM AND NO NOISE.
THIS YOUNG PERCUSSIONIST'S DREAM IS GUARANTEED
TO ENTERTAIN WHILE KEEPING THE PEACE WITH PARENTS
AND NEIGHBOURS ALIKE.

AN ALTERNATIVE TAKE ON THE ACOUSTIC PROPERTIES OF
CORK (KNOWN FOR ITS EXCELLENT INSULATION CAPACITY),
RUFO INTRODUCES A SOFTER SOUNDSCAPE IN THE SHAPE
OF A NEAR WEIGHTLESS, SMOOTH-SURFACED DRUM.

THREE DRUMS PRODUCE DIFFERENT SOUNDS IN A
SURPRISING RANGE, BUT NEVER LOUD ENOUGH TO PLAY
ON ANYBODY'S NERVES. DO I HEAR A SOFT JAZZY RAPPING?
D&B BEATS? HEAVY METAL BASHING? DRUM ROLL PLEASE:
WITH RUFO, THE PLAYGROUND, LIVING ROOM, CAR SEAT
OR RESTAURANT TABLE ARE YOUR CHILD'S STAGE.



PEDRITA

PEDRITA IS RITA JOÃO AND PEDRO FERREIRA. BOTH ARE DESIGN GRADUATES FROM THE ARCHITECTURE FACULTY OF LISBON'S TECHNICAL UNIVERSITY, HAVING ALSO STUDIED AT TU DELFT (IN RITA'S CASE) AND POLITECNICO DI MILANO (PEDRO).

THEY JOINED FABRICA IN SEPTEMBER 2002, WHERE THEY WOULD HEAD THE 3D DESIGN DEPARTMENT IN 2004.

RETURNING TO LISBON THE FOLLOWING YEAR, THEY FOUNDED PEDRITA STUDIO AND HAVE SINCE BEEN DEVELOPING A MYRIAD OF PROJECTS IN COLLABORATION WITH CREATIVE STRUCTURES, INDIVIDUALS AND CLIENTS FROM ALL OVER THE WORLD, INCLUDING TAP PORTUGAL, ORDEM DOS ARQUITECTOS, CAMPER, EXD, MOVÉLPARTES/SONAE INDÚSTRIA, CENTRAL DE CERVEJAS/ÁGUA DE LUSO AND GRUPO AMOP.

INSPIRED BY PORTUGUESE TRADITIONAL FORMS AND TECHNIQUES, PEDRITA'S WORK CASTS AN INQUISITIVE LOOK ON MATERIAL CULTURE - PAST AND PRESENT - IN PROJECTS THAT ARE CANDID AND QUIETLY ELOQUENT.

www.pedrita.net



TORNO

INSTANT SHELF / BOWL

AGGLOMERATED CORK, METAL FIXTURES

FROM LEFT TO RIGHT: Ø141mm hmax103mm, Ø180mm
hmax111mm

WITH A FIXATION SYSTEM THAT IS BOTH STRAIGHTFORWARD AND FLEXIBLE, TORNO IS A DETACHABLE SHELF / STORAGE UNIT THAT CAN BE SET UP WHEREVER YOU NEED IT THE MOST.

SHAPED LIKE A SMALL TRAY OR BOWL, IT BECOMES A HANDY PICK-UP AND DROP-OFF SPOT FOR THE RANDOM OBJECTS THAT POPULATE OUR DAILY LIFE. IDEAL TO EMPTY YOUR POCKETS: HOUSE KEYS, LOOSE CHANGE, CHAPSTICK; OR RETRIEVE STAPLE ITEMS YOU USE ON A REGULAR BASIS (PAPER CLIPS IN THE OFFICE, COTTON WOOL IN THE BATHROOM, EYEGLASSES BY THE BED).

IT CAN ALSO SERVE AS A MINIATURE PEDESTAL OR VIEWING PLATFORM TO SHOW OFF A PRIZED POSSESSION.

INSPIRED BY THE WAY CORK ABSORBS BOTH SOUND AND VIBRATION ON IMPACT, TORNO'S GRACEFUL SIZE AND CONTOURS MAKE FOR A SOFT PLACE TO LAND.



BY ANDERS HVIID

INGA SEMPÉ

PARISIAN-BORN INGA SEMPÉ GRADUATE FROM ENSCI-LES ATELIERS (ÉCOLE NATIONALE SUPÉRIEURE DE CRÉATION INDUSTRIELLE, PARIS) IN 1993. SINCE THEN, SHE HAS BUILT UP AN IMPRESSIVE AND DIVERSIFIED PORTFOLIO OF PROJECTS RANGING FROM FURNITURE AND LIGHTING TO SMALL OBJECTS AND FABRICS.

A SCHOLARSHIP HOLDER AT THE VILLA MEDICI, ACADEMIE DE FRANCE IN ROME FROM 2000 TO 2001, SHE OPENED HER OWN STUDIO IN PARIS IN 2000, COLLABORATING WITH CAPPELLINI AND EDRA.

CURRENTLY INGA WORKS WITH LEADING INTERNATIONAL BRANDS SUCH AS LIGNE ROSET, MOUSTACHE, LUCEPLAN, WÄSTBERG, GÄRSNÄS, HJELLE AND ALMEDAHL'S.

AWARDED THE GRAND PRIX DE LA CRÉATION EN DESIGN DE LA VILLE DE PARIS IN 2003, IN THAT SAME YEAR THE MUSÉE DES ARTS DÉCORATIFS OF PARIS HELD A SOLO EXHIBITION DEDICATED TO HER WORK. SHE WON THE BEST DESIGNER AWARD IN 2011 BY ELLE DÉCOR INTERNATIONAL.

INGA SEMPÉ'S DESIGNS PLAY ON FUNCTIONS AND VOLUME WITH ELEGANTLY UNDERSTATED LINES HIGHLIGHTED BY A CAREFUL CHOICE AND TREATMENT OF MATERIALS.

www.ingasempe.fr



MILAN EXHIBITION DESIGN

THE MATERIA* EXHIBITION WILL SHINE A LIGHT ON CORK'S CHARACTERISTICS THROUGH ITS OBJECTS WHILE ADOPTING A CONCEPTUALIZING, EXPLORATORY APPROACH.

THE COLLECTION'S OBJECTS ARE PRESENTED ALONGSIDE GEOMETRIC SOLIDS, WHICH EMPHASIZE A KEY PROPERTY OF CORK. THAT VERY PROPERTY IS CLEARLY INDICATED NEXT TO EACH OBJECT/SOLID PAIRING, IN A PERFECT TRIANGULATION.

ARO, A CENTERPIECE THAT SITS MIGHTILY LIKE A NATURE TOTEM, IS IN TURN WEIGHED DOWN BY A FACETED PYRAMID PAINTED STEEL GRAY. THE ICE BUCKET GELO HOLDS A TOWERING BLUE CYLINDER, LIKE A BLOCK OF ICE. THE TWO TORNOS OF INGA SEMPÉ'S ARE POISED AT BOTH ENDS OF A LONG WHITE PLANK THAT SEEMS AS WEIGHTLESS AS THE OBJECTS THEMSELVES.

VISITORS ARE INVITED TO LOOK BEYOND THE OBJECT AND DISCOVER BOTH ITS CORE CONSTRUCTIVE LOGIC AND FUNCTIONAL PRINCIPLE, WHICH DERIVES DIRECTLY FROM CORK.

DESIGNED BY MIGUEL VIEIRA BAPTISTA, THE EXHIBITION IS COMPOSED OF A SET OF SIMPLE, ALMOST SURGICAL-LOOKING, METAL TABLES, ON TOP OF WHICH MATERIA* OBJECTS AND THEIR GEOMETRIC COUNTERPARTS ARE SHOWN.

IN VARYING HEIGHTS AND SIZES AND PAINTED A VERY LIGHT GREY, THE TABLES PROVIDE A SELF-EFFACING, NEUTRAL BACKDROP FOR THE CURATORIAL NARRATIVE TO UNFOLD AND INTRODUCE A VISUAL RHYTHM THAT WILL ECHO THE VISITORS' READING AND INTERPRETATION OF THE COLLECTION.

LIKEWISE, THIS PERMANENT YET SLIGHT MODULATION OF THE EXHIBITION'S SET-UP PLAYS UP THE SINGULARITY OF EACH OBJECT AND ITS CORRESPONDING GEOMETRIC SOLID. THESE PAIRS ARE ENGAGED IN A STRONG DIALOGUE, WHICH HINGES ON CONTRAST AND COMPLEMENTARINESS. THE IMPACTING COLOURS OF THE SOLIDS SHARPEN THE VISUAL PERCEPTION AND READING OF THE OBJECTS WHILE MAKING A SUBTLE ALLUSION TO THEIR RESPECTIVE DESIGN CONCEPT.

WITH THE MATERIA* SHOWCASE, MIGUEL VIEIRA BAPTISTA ADDS YET ANOTHER METICULOUSLY CONSTRUCTED EXHIBITION DESIGN TO HIS ALREADY IMPRESSIVE PORTFOLIO. HIS TRADEMARK ATTENTION TO DETAIL AND PURSUIT OF FORMAL BALANCE THROUGH THE EXPLORATION OF CURVED LINES AND ANGLED STRUCTURES IS ONCE AGAIN EVIDENT IN THIS SHOWCASE.

SELF-CONTAINED AND SOBERLY ARTICULATE, MIGUEL VIEIRA BAPTISTA'S DESIGN INTEGRATES THE VENUE SPACE BY ESTABLISHING A QUIET POWER DÉTENTE.

THE SPACE IS ALLOWED TO DISPLAY ITS OWN CHARACTERISTICS - FROM THE NATURAL LIGHT TO THE COLOURS AND MATERIALS OF THE WALLS AND FLOORING. LIKEWISE, THE EXHIBITION STRUCTURE AND SET-UP DOES NOT SHY AWAY FROM MAKING ITS OWN STATEMENT, AS ASSERTIVE AS IT IS DECEIVINGLY LOW-KEY.

TEAM

(e)

CONCEPT / PRODUCTION / COMMUNICATION
EXPERIMENTADESIGN

COORDINATION & ART DIRECTION
EXPERIMENTADESIGN / FILIPE ALARCÃO

BRANDING
EXPERIMENTADESIGN

PHOTOGRAPHY
LUÍS SILVA CAMPOS

TYPEFACE
MATERIA* BY NUNO LUZ

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