

(experimentadesign)



**CORTICEIRA AMORIM and experimentadesign in partnership
Development of strategic projects in the cork industry**

Responding to the challenge of CORTICEIRA AMORIM, the world leader in the cork industry, experimentadesign has devised a set of initiatives to be implemented throughout 2010 and 2011. These steps are aimed at raising the profile of cork, looking ahead to new and bolder products and uses based on the material's transverse added value and extremely versatile, user-friendly and sustainable nature.

Assuming design as an operative and differentiating tool, experimentadesign is joining CORTICEIRA AMORIM with a view to conquering new territory in the panorama of contemporary creativity. Under the stewardship of experimentadesign, responsible for the formulation of original concepts, the art and strategic direction as well as the selection of invited participants, two projects involving the community of both established and emerging designers and creative talents have been defined, geared to exploring a new market dynamics for cork.

The first project aims to leverage the good reputation enjoyed by cork and CORTICEIRA AMORIM in the global market. The presentation of both the invited designers and the concept is scheduled for mid-2010; the concept is to be developed and its results presented throughout 2011.

The second project aims to create an innovative collection of sustainable design pieces, putting cork into the most diversified uses as a part of our everyday life. Under the co-artistic direction of Filipe Alarcão, ten designers – six Portuguese and four foreign designers – have been invited: Fernando Brízio, Miguel Vieira Baptista, Filipe Alarcão, Marco Sousa Santos, Daniel Caramelo and the Pedrita studio, in addition to Big Game (Switzerland / Belgium), Inga Sempé (France), Nendo (Japan) and Raw Edges (Israel / UK). Presentation of the results / items will take place in Portugal in the last quarter of 2010.

In general terms, these initiatives are intended to catalyze the perception of the image of cork and lead to conquering new territories worldwide, with Portugal reaffirming its leading role in this industry. The main goal is to manufacture and distribute products that contribute to a repositioning of cork by exploring the added value of this unrivalled raw material in the 21st century, whilst capitalizing on the wide-ranging technical expertise of CORTICEIRA AMORIM, a leader in the specialized know-how related to the cork industry.

experimentadesign, known for its flagship project - the EXD Biennale - celebrated its 10th anniversary in 2009. The Biennale has built an important network of national and international renowned creative practitioners and an indisputable know-how in strategic design. This partnership between one of the foremost Portuguese business groups and a key player in the sphere of creative industries is a landmark in strengthening the dialogue between companies and creative practitioners, with a view to incorporating creative and design added value into the industrial fabric, revitalizing it with the introduction of new methodologies and technologies.

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This is expected to be a fruitful partnership and an excellent opportunity for a direct involvement of experimentadesign in the Portuguese industrial reality. It will certainly contribute to capitalize on the pioneering work of CORTICEIRA AMORIM in the cork industry, underlining its commitment to manufacturing, promoting and creating value added for natural cork. CORTICEIRA AMORIM has been applying its specialist know-how, R & D and creativity to this century-old culture resulting in a vast portfolio of sustainable products and solutions boasting an impeccable technical performance.

CORTICEIRA AMORIM believes that the development of these two projects will contribute to the renewal of the image of cork and an increased awareness of the unique characteristics and potential of this unrivalled raw material. These initiatives will lead to the development of a very positive framework for incorporating cork into new solutions designed for targeted global organizations / companies as well as to a natural, ecological and sustainable broadening of its offer.

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