

For additional information, contact:

Carlos de Jesus

tel: + 351 968 690 309

carlos.dejesus.ai@amorim.com

Joana Martins

tel: + 351 961 786 405

joana.martins@amorim.com

Isabel Correia

tel: + 351 937 612 329

ic@cunhavaz.com

corticeira.amorim@amorim.com

www.corticeiraamorim.com

Corticeira Amorim, SGPS, S.A.

Public company

Edifício Amorim I

Rua de Meladas, n.º 380

4536-902 Mozelos VFR

Portugal

Share capital: € 133 000 000,00

A company incorporated in

Santa Maria da Feira - Portugal

Registration number and corporation

tax ID number: PT 500 077 797

About Corticeira Amorim SGPS, S.A.:

While tracing its roots to the XIX

Century, Corticeira Amorim SGPS has

become the world's largest cork and

cork-derived company in the world,

generating more than Euro half billion

in sales throughout 103 countries.

Corticeira Amorim SGPS and its

subsidiaries are an integral part of a

conservationist effort to guarantee the

survival of hundreds of thousands of

cork trees throughout the

Mediterranean Basin. We are proud of

our contribution to the correct

utilisation of these important forests

that are home to several endangered

species throughout the region. We

encourage you to learn more by visiting

informative websites such as

www.amorim.com and

www.wicanders.com

Corticeira Amorim, a partner in many initiatives in the Milan Design Week

For the 5th consecutive time, Corticeira Amorim ensures visibility for Portuguese cork in the world's largest design contest:

- **Lunch Box:** a project in partnership with the New Academy of Fine Arts of Milan "NABA", one of the world's most iconic design universities;
- **Exit:** a modular wall or floor coating system designed by Studio Irvine for Matteo Brioni, combining natural materials such as cork, terra cotta and marble with raw earth;
- **James Irvine Memorial Exhibition:** includes two projects designed by the prestigious designer for Corticeira Amorim.

Corticeira Amorim once again will be present at the **Milan Design Week**, widely recognized as the greatest trend-setting international design stage. By the hand of an increasingly wider community of established and emerging designers, innovative cork projects exploring the natural, technical and aesthetic characteristics of this raw material will be showcased from the 14th to the 19th of April 2015.

The **Lunch Box** is a project of the **TRANSIT design for the city** that, taking advantage of the international phenomenon of "takeaway" lunches, presents new models of cork lunch boxes. This project, curated by **T12 Lab**, was created by design students at **NABA (Nueva Academia Belle Arti di Milano)**. The project explores a concept broader than the mere production of a Lunch Box, raising awareness

of the need to reduce the amount of household waste, one of the greatest challenges facing contemporary Western societies.

According to curator Dominique Kuroyanagi, the use of cork in the Lunch Box was inspired by the concept that gave rise to the project, and the need to use "a natural material with exceptional insulation properties and 100% recyclable." In her turn, tutor Lucia Cavalieri points out that "once you get in contact with cork, you can easily realize the quality that this natural material has to offer."

Exit is a project designed by **Studio Irvine for Matteo Brioni**, a designer known for his connection to natural materials. The project features a new modular system suitable for both floorings and walls. Designed with materials such as cork (still in the prototyping stage), marble and terra cotta combined with raw earth, Exit is based on the earth colour palette of the clay and has a natural texture. The use of earthy colours, the different possible configurations, the range of the high quality materials are the ingredients that make Exit a highly customizable system.

And, in a week where Milan becomes the city of design, the Museo del Novecento presents the project "**James Irvine. An English Man in Milan**", a tribute to the famous British industrial designer. The exhibition, sponsored by Corticeira Amorim and curated by Maria Cristina Didero and Marco Sammiceli, focuses on the famous "treasure boxes" by James Irvine and shows the designer's most important works, as well as prototypes, sketches and different materials he would use for his projects. Among the projects on display, there are two pieces designed by James Irvine for Corticeira Amorim, shortly before his untimely death. These pieces occupy a prominent position on the exhibition: **SIX**, a portable mini wine cellar of the Amorim's **MATERIA** collection that was launched in 2014 and **STOW IT**, a wall-shelf, which was part of the **Metamorphosis** project (2013). These two pieces evidence the connection of the designer to this natural material.

Carlos de Jesus, head of Marketing and Communication at Corticeira Amorim, said: "The fact that we at Corticeira Amorim are challenged to take part in various initiatives at the world's leading design venue is a clear sign not only of the prestige that the cork enjoys today, but also a validation of the company's strategy, which has long identified this area as one of great potential."

It should be noted that since 2011 - the year Corticeira Amorim first presented its **MATERIA** collection at the Milan Design Week - Amorim has always been present at the event. In 2013, Corticeira

Amorim was a partner to BMWi and the French designers Ronan & Erwan Bouroullec, who designed together a cork installation featuring a visionary concept of sustainable mobility. Last year, Amorim joined forces with Wallpaper and US designer Todd Bracher to bring us a cork jacket.

MORE ABOUT THE PROJECTS:

Schiscetta (Lunch Box)

The “schiscetta” in Milanese dialect, lunch box in English is displayed, photographed, shared and is no longer something to be ashamed of. Take-away lunch is an international phenomenon that involves all generations at various social levels. Preparing your own lunch is not only healthier, but also cheaper. The workshop led by tutors Lucia Cavalieri and Matteo L. Bruschi from the NABA, was inspired by traditional food from around the world and was intended to create a reflection on the lunch box’s container, its transport and on food leftovers, one of the biggest waste of contemporary society. The ecological value of the “schiscetta” (lunch box) was enhanced by a collaboration with Corticeira Amorim, giving birth to new models of cork lunch boxes.

T 12 LAB PROJECT // NABA, Milan Design University

Venue: VIA DEI TRANSITI 12-20127 MILANO

James Irvine. An English Man in Milan

The project designed in collaboration with the Studio Irvine, Corticeira Amorim and Danese Milano, will be on display at the Museo del Novecento, in the heart of Milan - Piazza Duomo from the 9th to the 19th of April 2015. It is meant to be a small-scale tribute to the designer James Irvine, focusing mainly on his strong bond and undeniable passion for his adoptive city of Milan.

Together with several pieces designed by James Irvine, the Museo del Novecento will also display a selection of some of the most unique and amazing paintings from great painters of the Italian modern period (such as Depero, Mantovani and others), which are part of the Museum’s permanent collection – thus stressing James Irvine’s relationship with the city.

"James Irvine touched us all at Amorim. His attention towards natural cork and his immediate understanding of what it represented may have been a professional privilege, but we knew that talking to him, listening to him was also a personal privilege. We can only wish our work together had started much earlier, but that only makes us cherish even more what he gave to cork and to Amorim. Good thing we have so much around here that makes us often think of James and his work." said Carlos de Jesus.

A PROJECT curated by Maria Cristina Didero and Marco Sammiceli
// Museo del Novecento

Sala Focus – 9th to 19th April, 2015

Matteo Brioni Exit Exhibition, Crudo Cotto e altre Storie

Matteo Brioni has always worked with earth. He creates special compounds by following a traditional process. Raw earth is a mixture of clays and natural aggregates which doesn't need to be cooked: it simply air dried. The result is a contemporary finishing, obtained with traditional techniques: surfaces that highlight the warm colours of the clay, vertical and horizontal coatings that can adapt themselves to any shape.

For 2015, Matteo Brioni develops the theme of dichotomies: cooked and raw, full and empty, finished and unfinished, antique and contemporary, shaped and unshaped. The idea of combining rigid elements, defined by a precise shape, with the adaptable dough made of raw earth, was the starting point that led Studio Irvine to invite Corticeira Amorim and resulted in a cork prototype.

Exit is a modular system which, in addition to cork, combines materials such as terra cotta and marble with the tones of the clay. Thanks to its peculiar shape, Exit can be laid in various settings. In the project, the gaps are filled with the clay to create a continuous surface.

For the first time the filling material is protagonist as much as the rigid element. Exit is an innovative finishing, a project with a modular design and a natural texture, suitable for both floorings and walls.

DESIGN Maddalena Casadei, Maria Laura Rossiello // Design Studio Irvine

On display at Palazzo Litta, Salone del Mobile 2015