

Really and Kvadrat present
Really: designing materials for circularity



kvadrat

Really.

Really: designing materials for circularity

This Salone del Mobile marks the launch of Really, a new company co-owned by Kvadrat focused on designing materials for circularity. Responding to the urgent global issue of waste Really upcycles end-of-life textiles to make Solid Textile Board: a high-quality engineered material made from end-of-life cotton and wool from the textiles industries, industrial laundries, households and Kvadrat's selvedge waste. Designed for furniture and interior design, the company aspires to challenge the architecture and design sector to rethink their use of resources. Currently 95% of the textiles we use could probably be recycled. Only 25% actually are. The rest is consigned to landfill or burnt. Really's debut collection of Solid Textile Board will be launched this April at gallery Project B in Brera with projects by British designer Max Lamb and Dutch designer Christien Meindertsma, curated by Jane Withers and Njusja de Gier.

Really projects

At the Salone del Mobile, Really showcases the first in a series of designer commissions to mark the launch of its first product Solid Textile Board.

Jane Withers, curator: *"The first Really project is as much about asking questions as presenting material answers. The two commissions – by Christien Meindertsma and Max Lamb – are designed not simply to showcase the properties of a new material made from a familiar old one, but also to start a dialogue about the shift in perception, processes and logistics needed as we grapple with upcycling waste."*

Wickie Meier Engström, Director and Partner of Really: *"At the heart of Really's mission is the desire to transform mindsets. We hope to empower a shift to a no-waste paradigm and challenge designers and manufacturers to take a new approach to materials on an industrial scale."*

A single sample, Really by Christien Meindertsma

Asked to reflect on the making of Really's Solid Textile Board and its moves towards circularity, Christien Meindertsma researched industrial laundries – which provide end-of-life cotton to produce Solid Textile Board – and non-woven technology. Working with photographer Mathijs Labadie and film maker Roel van Tour, Meindertsma has distilled the story of Solid Textile Board into an elegant, technically accurate vignette of how remnants of tea towels, sheets and dish cloths are transformed into a single board, resulting in a beautifully crafted limited edition book and animation.

Christien Meindertsma: *"My mission is to make something beautiful and good. Something is beautiful when it is transparent and it is a good product when it is produced in a sound way."*

Solid Textile Board benches by Max Lamb

Known for his investigative approach to material experimentation, Really approached Max Lamb to demonstrate the possibilities of Solid Textile Board. His series of 12 benches are both a personal exploration and also show designers and manufacturers the potential of Solid Textile Board and how it compares to other sheet materials. Measuring 3 metres in length, the benches

also take advantage of Solid Textile Board's large standard sheet size.

Max Lamb: *"It is an intriguing material: at first you don't quite know what it is made of, but once you know it is made out of textiles it makes sense. There is a warmth that comes from its textiles origins."*

Really panel discussion

To help realise this ambition, Really invites designers, manufacturers and interested parties to participate in our panel discussion on the first Really commissions and the challenges of designing for a circular economy, with designers Max Lamb and Christien Meindertsma and advisor for sustainable innovation and circular economy Clare Brass. The discussion will be moderated by curator Jane Withers and will take place in the exhibition space, Wednesday 5 April, 5 – 6pm at Project B.

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Max Lamb and Christien Meindertsma

Project B

Via P. Maroncelli, 7, 20154 Milan

Wednesday 5 April

- 2 pm – 4 pm Interviews with designers Max Lamb and Christien Meindertsma upon request
- 4 pm – 5 pm Press preview with designers Max Lamb and Christien Meindertsma
- 5 pm – 6 pm Panel discussion with Max Lamb and Christien Meindertsma, advisor for sustainable innovation and circular economy Clare Brass and curator Jane Withers on the challenges of designing for a circular economy.
- 6 pm – 9 pm Drinks

Opening hours

4 – 7 April, 10 am – 8 pm

8 – 9 April, 10 am – 7 pm

#kvadratreally

About Max Lamb

Max Lamb brings deep technical knowledge and poetic restraint to material experimentation, always exploiting the natural tendencies of processes and materials in his designs. Exhibitions include *My Grandfather's Tree* (London, 2015) and *Exercises in Seating* (Milan, 2015). Awards include the HSBC Design Collection Commission (2010) and Design Miami/Basel Designer of the Future (2008). He graduated from the Royal College of Art (London) in 2006.

maxlamb.org

About Christien Meindertsma

Christien Meindertsma explores the life of products and raw materials, aiming to regain an understanding of processes that have become alien through industrialisation, and invisible in an increasingly globalised world. Her work has been exhibited at the Museum of Modern Art and Cooper Hewitt (New York), and the Victoria & Albert Museum and the Design Museum (London).

Her *Flax Chair* won two Dutch Design Awards in 2016, while her book *Pig 05049* won three Dutch Design Awards in 2008 and an Index award in 2009. She graduated from the Eindhoven Design Academy in 2003.

christienmeindertsma.com

About Jane Withers

Jane Withers is a leading design consultant, curator and writer. Her London-based studio works with cultural and commercial clients to shape design-led strategies, programmes and exhibitions that bring innovative design thinking to address social, cultural and commercial challenges. She has curated critically acclaimed exhibitions and events at London's Royal Academy of Arts and the Victoria & Albert Museum among many others. She teaches and speaks internationally, and has served on numerous juries and advisory boards.

janewithers.com

About Really

Really was founded in 2013 by Wickie Meier Engström, Klaus Samsøe and Ole Smedegaard. Responding to the urgent global issue of waste, Really upcycles end-of-life textiles to create materials that challenge the design and architecture industries to rethink their use of resources and to design with a circular economy in mind.

Solid Textile Board by Really is a high-quality engineered board made from end-of-life cotton and wool sourced from fashion and textiles industries and households. The manufacturing does not involve the use of dyes, water or toxic chemicals and generates only recyclable waste. The material used can eventually be re-granulated and formed into new boards.

A champion of circular design, Really encourages innovative concepts that prolong the lifespan of textile resources. Our ambition is a no-waste solution.

reallycph.com

About Kvadrat

As Europe's leading manufacturer of design textiles, Kvadrat creates high quality contemporary textiles and textile-related products for private and public spaces. A responsible approach to production and processes is part of Kvadrat's corporate and design philosophy. Respect for the environment is a guiding principle.

kvadrat.dk

For more information, please contact
press@reallycph.com

Collaborations

Arco launches the first table made of Really

Arco, the family-run Dutch table specialist, presents during Salone del Mobile 2017 Grid, a prototype by Jonathan Prestwich featuring a table top made from Solid Textile Board.

"We were very happy when Really approached us and we're proud to be one of the first to work with this innovative material. Durability and recycling are key values for Arco: our products have nearly always been made from wood – a natural material. We believe that Really's material represents a logical progression of this approach." explains Jorre van Ast, Arco's Managing Director and Creative Director.

Arco

Rho Fiera, hall 16, stand D31

4 – 9 April, 9.30 am – 6.30 pm