

Green buds in Milan

by: Adital Ela

The Green trend has finally reached the Salone Satellite in Milan, but for now only as little green buds. The major fields that stood out this year were: Recycling, re-use of materials and working with the communities in the developing world. This is a first article in a series of articles about concepts and perceptions that lie at the heart of sustainable design, eco-design and anything in between.

The theme of the design exhibition in Milan this year was green or even greenish. The color and concept still haven't fully seeped into Milan consciousness but there is a budding awareness of the environmental crisis which is finally beginning to gnaw at the innocent bubble there and even constitute fertile ground for seeking out productive and challenging solutions in an ever changing design reality.

While walking between hundreds and even thousands of exhibits, I kept thinking about the naiveté that gripped me when I suggested reviewing the Salone from a sustainable design approach. Still, in a sea of green washing drowning in a world of useless brochures (isn't it time that people start handing out business cards with digital links to catalogues? Or even signatures on recycled paper...) we could certainly find a few blessed initiatives that can succeed in enriching the agenda.

And so, equipped with a map produced by the **Best Up** group- an environmental organization that created an alternative map that centers on exhibitions and activities of sustainable design- I went on my way.

The flagship exhibition of the Salone was organized by the **INTERNI** magazine on a huge budget; the theme was called GREEN ENERGY DESIGN. They invited star designers such as **Philip Stark, Martí Guixé, Ross Lovegrove** and others to create experimental installations that examine the dialogue between design and the environment. Many of the installations were made with a conceptual artistic approach and several were more practical objects that challenged the conventional interaction between people and the planet.

The superbrand **Cappellini** presented in the Fiera a new line called "Cappellini Love", in it stood out the unusual recycled paper tables designed by **Stephen Burks** in collaboration with South African artisans.

DROOG DESIGN identified their exhibition this year with "A Touch of Green". It did indeed provide the slightest touch of green among a series of undeveloped projects such as a dividing screen where the user may insert recycled plastic bags- a piece that did have something to do with the main exhibition theme. There was also a table titled- 'one day paper waste table', lamps that were designed to hold energy saving bulbs and seasonable tables called 'Till death do us part', inviting us to happily live with our belongings for the rest of our lives.

The Dutch company **TUTTOBENE** decided to promote environmental design and presented varied projects by Dutch designers and others that deal in recycling, energy conservation and empowering artisan communities in developing countries. Related to these projects but still quite unusual in the exhibition was the work of Israeli designer **Alon Gross** - a series of containers for gathering water from the air, among them "Night Flower"- a home water gathering unit for dew.

In the **REMADE in ITALY** booth a range of products was presented in a project that first began in Italy but is now rapidly spreading to the rest of the world. This initiative supports companies that have decided to comply with the standard determined by the Italian government, which states that 30% of the products purchased by the government and public companies in Italy must contain recycled industrial waste and be designed according to ECODESIGN principles.

It can be said that this Milan exhibition began a careful dialogue with sustainable design. In various exhibitions around the city one could see tentative touches, first initial glimpses into the world of ecology, with the most popular themes being recycling, re-use and working with third world communities.

And after you've seen all the exhibits the impression you're left with is the potential for more in-depth research and bold action that can challenge our perception of sustainable design as it was presented in the Salone this year.

It seemed that some significant seeds were sown, prompting the beginning of a trend that will grow in strength as the year progresses.

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*Additional photographs in the exhibition catalogue

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Links:

[Salone internazionale del mobile](#)

www.internimagazine.it

www.droogdesign.nl

www.tuttobene.nl

<http://www.remadeinitaly.it/>



Ivy by Paola Navone / Green Energy Design



Democratic Ecology by Philippe Starck / Green Energy Design



Sunplant by Toshiyuki Kita / Green Energy Design



Comfort & Light by Mart'i Guix'e / Green Energy Design



Cappellini Love by Stephen Burks



Saving Grace by Adrian Rovero / Droog Design



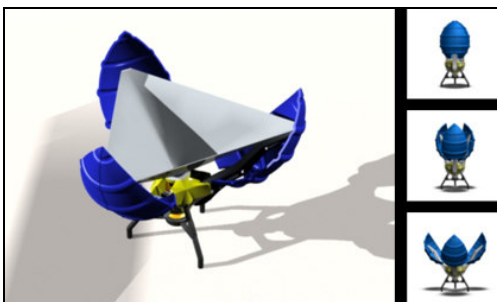
Till death do us part by Martino d'Esposito & Franck Bragigand / Droog Design



One Day Paper Waste by JensPraet / Droog Design



Tavie by Cecile Meeuwsen & African Artisans / Tuttobene



A Night Flower by Alon Alex Gross / Tuttobene



Take Care by What else / Satellite



Water evaporation by Hanneke geurts vanKessel / Design Academy Eindhoven



watts new by Lotte van Laatum



The Bastar Collection by Who Made & Saathi Tribal Crafts