

Londra 18-21 settembre 2014
Stand F75

designjunction

LESSMORE GOES TO LONDON



PICTURED (ABOVE): Caporaso's X2 Chair

- UK's destination retailer for modern eco design teams up with Italian architect to showcase innovative cardboard furniture for the luxury and commercial space -

E-Side (www.e-side.co.uk), the UK's definitive online destination retailer for innovative, modern sustainably designed furniture for the luxury and commercial space is proud to announce its collaboration with Italian architect Giorgio Caporaso at London's upcoming Design Junction event on **18 – 21 September 2014 (stand F75)** at **21-23 New Oxford Street, London, WC1A 1BA**.

The annual exhibition, which brings together some of the most exciting design talent from all over the world, will see E-Side and Caporaso present the outstanding Lessmore range – a collection of sinuous iconic modular pieces that showcase contemporary luxury sustainable design at its best.

The collection is identifiably Caporaso's signature work, which demonstrates his love affair with marrying honeycombed cardboard with natural materials like wood, stone and lichens – materials he combines to create a curious exploration of visual and tactile textures.

While Caporaso's Lessmore designs demonstrate how these unusual blends of natural materials can work in aesthetic harmony with one another, the simple structural makeup of his work allows elements to be easily and deliberately deconstructed and removed – whether for repairing, recycling or to change the 'skin' of the furniture to follow mood or the latest design trend.

Iconic pieces from the collection that will be presented at Design Junction include the **X2 chaise longue chair**. Crafted entirely from 100% cardboard and FSC wood, the design is defined by a continuum of smooth clean lines. With removable external side panels, the chaise longue has interchangeable finishes of teak, oak so its overall look can be changed to various visually striking effects. It also uses just half the material required to make a similar chair from other less sustainable sources. With an uncompromisingly strong structure, the piece can equally be flipped over and used as a high-backed chair, and its large inbuilt holes can be used for storage if desired. The X2 chair that will be exhibited has been done in a trendy wood whitewashed finish (the external panel). Clean lines and tactile surfaces come to play again with Caporaso's **More Bench**. Honeycombed, corrugated cardboard contrasts with hard, sleek, polished wood culminating in a deeply modern yet elegant finish, while the **More Plus Desk** follows the same aesthetic – cardboard flanked by smooth panelling – but is finished off with a clear glass top surface, making this a simple, modern, practical piece for the creative workspace. Both are exclusively launching in the UK with E-Side and will be showcased at Design Junction.



PICTURED (ABOVE): More Bench from the Lessmore range by Caporaso for E-Side



PICTURED (ABOVE): More Plus Desk from the Lessmore range by Caporaso for E-Side

In **Less Chair** the inclined converging lines of the legs firmly support the body of the chair seat made even more comfortable by its rounded shapes that are also functional. The use of a natural material such as wood associated with fully recyclable cardboard creates a play

of textures that give Less Chair lightness and a pleasing look. With or without armrests, easy to move and stack thanks to its light weight. Made thanks to the contamination of materials.. Completely disassembled, once its components are separated, it gets recycled or sent to separate garbage disposal. Less Chair: the maximum from the minimum



PICTURED (ABOVE): Less Chair from the Lessmore range by Caporaso for E-Side

Easy to assemble and disassemble, **More Light** is ideal to satisfy all of our daily needs, thanks to the flexibility of its square modules and its joint system. Infact, you can assemble bookcases of different sizes and depths, shelving, panel walls, display stands, wall units, as well as seats or tables.



PICTURED (ABOVE): More light from the Lessmore range by Caporaso for E-Side

Alessia Civettini, founder and design hunter of luxury eco and sustainable furnishings retailer E-Side comments: ***“Rejuvenating the image of eco and sustainable design from its ‘hippy’ affiliations is an ongoing process, but with designers like Caporaso at the helm of this quiet revolution, humble materials like cardboard are fast becoming an important element in iconic and luxurious modern furniture design. Cardboard in fact is becoming the new cashmere. As well as its very unusual and unique aesthetic,***

such sustainably made and 'low toxic' eco designs are becoming the choice of a lot of forward-thinking companies and brands who want eye-catching, standout pieces that have the look, the green credentials and the versatility."

About Giorgio Caporaso

Italian-born architect and furniture designer Giorgio Caporaso graduated in Architecture specialising in Industrial Design and Furnishing at Politecnico di Milano. From the very start of his illustrious career, he dealt with architecture, interior design, residential design, industrial design and visual communication, assisting with educational programs at several university courses at the Polytechnic.

In 1997 he opened his own studio devoted to architectural design as well as, product, furniture and interior design for businesses and for private commissions. While embarking on this venture, Caporaso also cooperated with other design studios for exhibitions, corporate identity projects and product design.

Showing a great interest in eco-friendly projects, Caporaso began his study and exploration into sustainably designed products and furniture.

His personal aesthetic direction is geared toward experimenting and combining unusual natural and eco-friendly materials – such as cardboard, wood and bioplastic – as well continuing to inexhaustibly explore simple and interchangeable solutions in product and furniture design.

In 2007, his initial foray into this field culminated in the launch of his Ecodesign Collection, showcasing products for contemporary living that are innovatively designed for versatility and longevity.

Caporaso's works have been exhibited in major international trade fairs, exhibitions (*XIII Biennale di Architettura in Venice, Triennale di Milano*, Museum of Fine Arts in Rio de Janeiro), specialised fairs, as well as used for 'eco-friendly environments' and television sets.

In 2011, his iconic More Light and X2Chair cardboard products were displayed at "*Art and Design: live and think in paper and cardboard*" by Paolo Biscottini held at the Diocesan Museum of Milan.

In 2013 and 2014 Giorgio Caporaso held solo exhibitions in his native Italy, achieving industry acclaim for both innovation and design. He has won many prestigious awards, including A'Design Award and Competition 2013-2014 and his projects have been published in several international architectural and design books and magazines.

Ufficio stampa e relazioni esterne:
Ghenos srl - Via Poliziano 4 - 20154 Milano MI
tel. + 39 02 34530468 fax + 39 0234531710
www.ghenos.net info@ghenos.net