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By Patsy Yang

HOME & DESIGN 11

DESIGNER

Enrico Marone Cinzano



Cultivating value in sustainable practices

Who is he?

Enrico Marone Cinzano is a designer and entrepreneur from Turin, Italy. He co-founded the sustainable fashion label Project Alabama, serving as co-creative director until 2007. In 2011, he founded his eponymous progressive furniture collection, Enrico MaroneCinzano, which is committed to uncompromising quality and cultivating intrinsic value in sustainable practices. His work is known for its ethical sensibility, employing locally sourced materials and craftsmen throughout Italy, United Kingdom, United States and China. Marone Cinzano's works are exhibited at renowned galleries including SpazioRossanaOrlandi in Milan and Pearl Lam Gallery in Hong Kong and Shanghai.

Tell us about some of your works, and name the one you are most proud of.

My design process involves piecing together salvaged materials and sourcing new sustainable materials. The final outcome is always new, even to me, because it is born from a fragmented assembly process. I am most proud of a desk set I made from discarded Pinuscebra, a special wood with medical values from the Alpine mountains in the Piemonte region. Each piece from the desk set maintains only one point of contact with the ground, making it an absolutely extraordinary engineering feat.

Are you currently involved with any projects?

I am currently involved with a China-based project called China Clean. With the help of fellow artist and great friend Danful Yang and the support of Pearl Lam Gallery, I've had the opportunity to produce a collection of seven pieces that celebrate China and its traditions, but in a completely modern way.

During the past year I have been to China nine times to study centuries-old Chinese crafts, source recovered material, and work with local craftsmen. By collaborating with Stellar Works, I created a collection of 10 pieces using

reclaimed materials, which will be presented at Art Basel Hong Kong in March.

Describe your design style.

My approach to design and production is integrated. I draw inspiration from natural shapes and forms, utilize technical engineering and employ the highest-quality sustainable materials possible, often locally salvaged. My style blends art and function — each sculptural piece is individually hand crafted to create a visually exceptional and ethical product. No two pieces are identical. My collections transcend trends because my approach is deeply rooted in an understanding of ecological methodologies and modern techniques.

Where are you most creative?

My eye is always scanning the horizon: interestingly enough, my truly creative moments are mostly unexpected and there is no pattern to them.

What does your home mean to you?

My home is what grounds me. It is my destination and my oasis for peace, but especially a place to be with my friends, who are a very important part of my life. That being said, we spend so much of our time indoors. So lately my focus has been to try to make the home as healthy as possible — it is important to ensure our homes are both peaceful and clean from toxicity.

What do you collect?

Just about anything that is unique, made by nature or about nature — especially if it has an interesting shape. I am also fascinated by patterns and mathematical sequences that occur naturally because it shows that, after all, there is an order in everything. I also have an extensive collection of religious icons from the 15th to the 19th century.

Where do you like to go most in Shanghai?

I absolutely love the multitude of museums, whether private or public.



Desk set