

LIFESTYLE

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TIMELESS GLIMPSSES OF
WHAT IS TRENDY

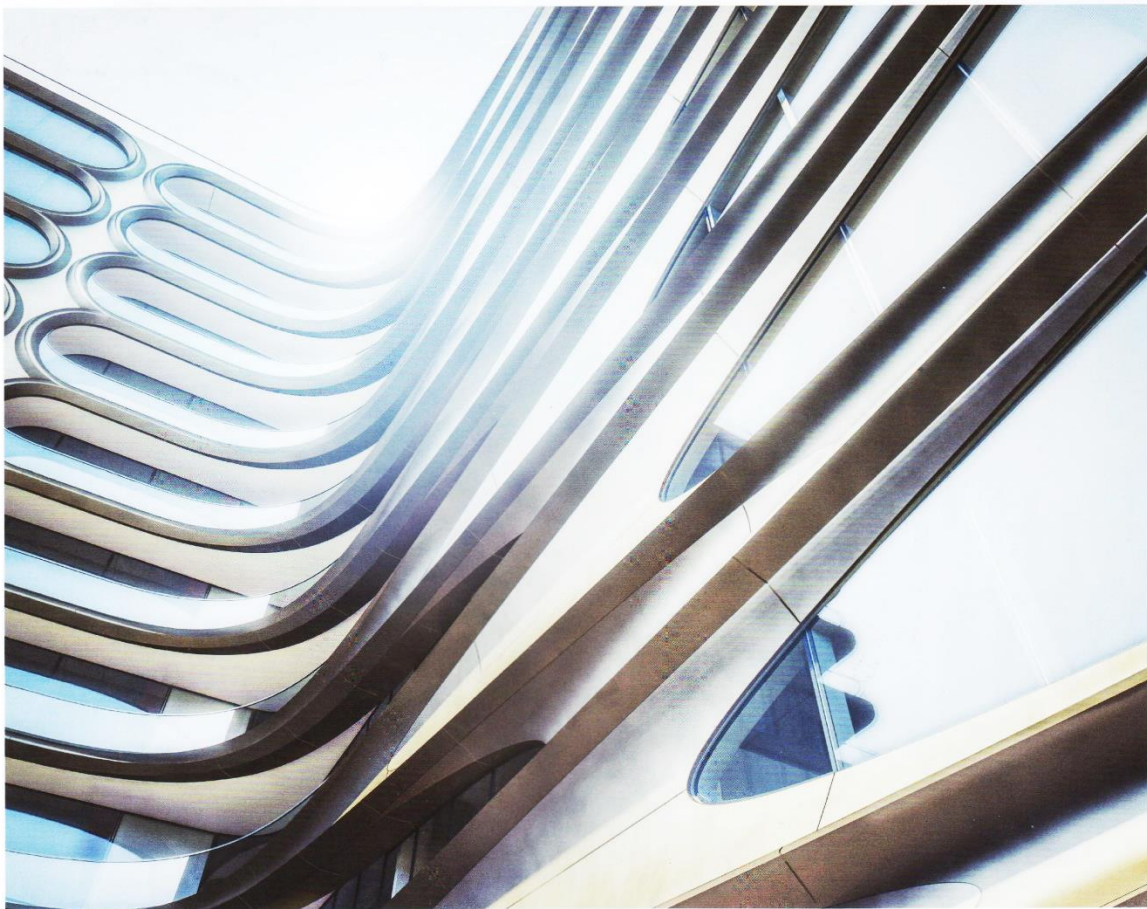
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Shape *Design* Matter





A restless mind

ENRICO MARONE CINZANO IS EXACTLY LIKE NATURE: HE TRANSFORMS HIMSELF EACH SEASON - FROM THE FASHION WORLD TO FURNITURE DESIGN, THIS ITALIAN RECYCLES HIMSELF AND THE WORLD AROUND HIM WITH NEW COLORS AND SHAPES.

PHOTOS DIVULGAÇÃO

In today's world when a designer implements a sustainable project it is a mere marketing tool, for Enrico Marone Cinzano this is not the case. Cinzano's ecological consciousness is truly reflective of his beliefs. This concern with the environment is not related to trends nor fads, because ecology runs in his blood and is what keeps his heart beating for years, way before his career in the design field. Being born into a family of successful entrepreneurs, the Italian designer invested all of his money creating the fashion company Project Alabama in 2011. His partners in this business were filmmaker Natalia Chanin and photographer Paul Graves. The company was innovative and excelled in the slow scale of manufacturing clothes. He used highly skilled local artisans to make these pieces. "This project showed us that it was possible to successfully combine sustainable and commercial principles." The critically acclaimed company was, without a doubt, the seed for another project yet to come. After his commercial success, it was time to look in another direction. He saw in the design field a powerful way to spread the concept

of sustainability. After all, people are always surrounded and interacting with objects and spent most of their time in a closed environment. One of the things that the artist likes the most about design is the possibility to develop something attractive and positive for the world and for human beings at the same time. Thus, in 2012, Marone Cinzano started to design a line of furniture and lamps inspired by nature and, as previously done in the fashion industry, using local artisans and sustainable materials. In that work he included pine wood, recycled metals with minimal impact on the environmental. These products were produced using the upcycling technique, homemade glue and other bio-sustainable goods. It didn't take long for his creative and innovative ideas to be noticed by the critics. During this year's spring season, his name was already among the most highly recognized designers that appear in the yearbook of Milan's Design week. Where will Enrico Marone Cinzano be in the future? No one knows for sure, but he leaves us with this message: "Once something is done, it is time to move forward..." **1**

