

Enrico Marone Cinzano Finds a Golden Ratio Between Sustainability and Luxury at Pearl Lam | Artinfo

Italian designer Enrico Marone Cinzano is inspired by nature and dedicated to making furniture that does not destroy it. His work is both luxurious and sustainable, and he is about to show examples at Hong Kong's Pearl Lam Design gallery.

Entitled "China Clean," the exhibition features eight pieces inspired by the designer trips to Mainland China, and particularly the way the country had challenged his prior assumptions.

He expected to find a state where the connection to nature had been severed by the rise in mass production and constant technological progress – the common perception of modern China. Instead, he said he discovered a population with an enduring connection to nature and a real willingness to move towards sustainability.

This led Cinzano to create a number of furniture pieces without sacrificing any visual value, using traditional Chinese techniques to create products that retain a connection to the nature deeper than just the trees from which they are made. As Cinzano himself put it, "I am a strong believer that products can be made better, more efficiently, and with less waste. The purpose of my work is to further the cause of sustainability in a modern and aesthetically pleasing way."

Such sustainability is achieved by using materials such as recycled or petrified wood, as well as maintaining a constant awareness when designing and making the furniture of the world's limited resources.

Beyond his efforts to avoid disturbing nature, Cinzano also finds inspiration in the innate designs he sees in the natural environment. “I look to nature for inspiration, using bio-mimicry and the proportions of the Golden Ratio and the Fibonacci Sequence as my guiding lights,” Cinzano says. This tribute to the natural world is clear in the pieces exhibited like “Fibonacci Table” (2015), which uses that mathematician’s famous sequence, commonly found in nature, as a principal design feature.

“Enrico Marone Cinzano: China Clean” runs from March 22 through April 14, 2016. Pearl Lam is in Hong Kong, Shanghai and Singapore: this is at 189 Queen’s Road West, Sheung Wan, Hong Kong