



**EUROPEAN SUSTAINABLE DEVELOPMENT WEEK:
REGENESI, ITALIAN BRAND LEADER OF POST CONSUMER
LUXURY, AMBASSADOR OF MADE IN ITALY ECO-
SUSTAINABLE DESIGN IN BERLIN AND EXPONENT OF
CIRCULAR ECONOMY IN THE WORLD
#REGENESI #SUSTAINABILITY #CIRCULARECONOMY**

Only 10 days after the awarding as "Best Performer of the 2019 Circular Economy" in the SME category, Regenesi is once again among the protagonists of sustainable design made in Italy, this time in Germany, exactly in Berlin, on occasion of the [European Sustainable Development week](#).

The seven days long non stop which involves 23 embassies based in Berlin, representing as many countries in the world and sensitive to issues of environmental sustainability

*Berlin, 29 may – 6 june 2019 – Under the masterful direction of **Luisa Bocchietto**, an internationally renowned architect and **President of the World Design Organization - Regenesi waves the Italian flag and the Made in Italy flag also in Berlin**. On the occasion of the opening meeting at the Italian Embassy, following the presentation at the German one, Regenesi is among the protagonists of a collective exhibition created specifically to make the circular economic policies concrete, of which it has been a protagonist since 2008.*

*"Sustainability - explains **Luisa Bocchietto** - today becomes a fundamental criterion for the quality of design; sustainability applied from product design to the entire production and distribution process. The interventions envisaged by the conference and the products that will be on display at the Embassy aim to explore the different applications of this principle, which will be crucial for our future "*

Set up for the event, **a functional exhibition**, through some concrete examples, **and evocative of the different approaches to sustainability in the field of Italian design**. On display are iconic industrial design objects such as the "Frida" chair by Odo Fioravanti and the "Sampei" lamp by Enzo Calabrese and Davide Groppi, made with components aimed at limiting the environmental impact, both winners of the prestigious Compasso d'Oro ADI Award . The exhibition is also **enriched by the experiences of three innovative projects in the panorama of Italian design, which have made sustainability the premise of their existence and their own path**. These are: Cyrcus, the digital interaction platform, a work of the designer Denis Santachiara, which reduces the production and distribution chain from design to consumption through 3D molding; [Regenesi](#), an Italian company specialized in the regeneration of post-consumer materials, transforming them into objects and fashion accessories with an innovative and completely sustainable design, created by the entrepreneur Maria Silvia Pazzi; Milano Makers, an association chaired by Cesare Castelli, which explores and promotes opportunities for self-production.

For the occasion, Regenesi's most iconic products are on display. They fully represent Regenesi's style of care for design and innovative materials, the perfect metamorphosis of what was previously a post-consumer waste and then an object of luxury. Here are the collections on display:



Alutable, the dishes made of aluminum, coming from the cans, and designed by Denis Santachiara as well as the Sole trivet of the **Cosmo** line, also in regenerated aluminum, this time coming from scrapped cars.

DesKoffiSet, a desk set designed by Giulio Iacchetti and realized thanks to the regeneration of the interior panels of the refrigerators and designed with the technique of the live joint, to be easily dismantled.

Finally, the world of objects born from regenerated leather, interpreted by Matali Crasset in the **o-Re-gami** line, poetic objects that combine the romanticism of origami with functionality. As well as CUP, the 100% genuine regenerated leather centerpiece, made of natural and renewable raw materials and **Vimono**, a bottle holder in regenerated leather, which can be opened and therefore easily stored in a small space, the result of the creativity of Setsu & Shinobu Ito.

Design objects of timeless style, made with regenerated and regenerable raw materials in the future through innovative processes and cutting-edge techniques, which ensure high quality standards respecting the environment.

"This exhibition - concludes Maria Silvia Pazzi, founder and CEO of Regenesi srl - confirms and renews REGENESI's commitment to the design and development of sustainable design objects. Eleven years after the birth of our brand, we count collaborations with internationally known designers in three different sectors: fashion accessories, home and office objects. All with 100% recycled materials which are recyclable in turn. Because objects do not live only once".

Regenesi, il bello è sostenibile.

This is Regenesi, the company, awarded Best Performer of the 2019 Circular Economy in the SME category, which is dedicated to the regeneration of post-consumer materials transforming them into objects and fashion accessories with an innovative and completely sustainable design. Born thanks to an idea of the entrepreneur **Maria Silvia Pazzi**, the company today represents an excellence of Made In Italy in the production of fashion accessories and objects for the home and office entirely made with industrial waste materials, to which Regenesi gives a new life. This is how product lines designed by international designers are born and based on a virtuous production cycle that **transforms waste into beauty**, combining style, functionality and sustainable design. Headquartered in Bologna, Regenesi markets its products through the online store www.regenesi.com and at a select network of stores around the world.

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