



PRESS RELEASE

DESIGN APPARAT: production, semantic, and social sustainability

For *Design Apparat* the sustainable approach to product design is an unavoidable reference along the entire design chain. In fact, due to the brand's ethical code, this orientation becomes vitally important, made necessary by the awareness of the risk associated with the availability and reproducibility of the world's natural reserves, to which is added the problems of distributing them equally.

Therefore, the production cycle is based on a **short supply chain**: all the pieces of the collection were produced and assembled in the industrial plant of Valiyan, a co-producer of *Design Apparat* together with Nido.

Furthermore, the raw materials and semi-finished products, which favoured the use of local resources, were procured from a radius of around 200 km, identifying the collection with specific *genius loci* that becomes both a symbol of local identity and respect for the environment, especially in terms of reducing polluting emissions and energy consumption.

The focus on sustainability also comes from **lengthening the lifecycle of the product**: all the *Design Apparat* furnishings, in fact, were designed to last over time, guaranteeing the longest phase of use. The choice of modular elements reproduced in different pieces of the collection, such as the Bansko Boo armchair and ottoman, also aims at favouring an economy of the sign that goes hand-in-hand with productive advantage, particularly appropriate in times of economic recession.

In addition to the strictly ecological aspect, sustainability for *Design Apparat* also takes on semantic importance. The project of the collection, inspired for the most part by Bulgarian material culture, has addressed and revisited types of objects established in the collective and private memory of millions of Bulgarians, and thus defined through an experience of ancient and deep-rooted use.

The **work on custom and memory** is performed without any fanciful celebratory ambitions but with the desire for implementing a functional and sentimental relationship between the user and object. Therefore, it conflicts with a practice of excessive and superficial stylisation which is very widespread in the current design culture, programmed with the sole purpose of favouring an "intoxicated", and therefore unsustainable, acceleration of the product's life cycle.

Furthermore, by encouraging the use of specialised labour to execute age-old handcrafted techniques, such as in the case of the Tcherga carpets that *Design Apparat* has inserted into its collection, the brand contributes to sustain the **development of the local communities**, favouring on one hand, the economy of small cooperatives, and on the other hand, stimulating the recovery of a tradition that is renewed and updated with new projects.

Design Apparat previews its collection from 22 to 27 April in the "Discovering Other Worlds, Other Ideas" Section of the "Temporary Museum for New Design 2009" as part of the Milan FuoriSalone, the "Supersudio Più".