

## A peek into sustainable Italian design: Regenesi's accessories and homeware

by Veronica Crespi

I am an Italian living and working in London, and love to keep up to date with the best of both of 'my' worlds.

One of the big and most innovative names from Italian sustainable design right now is Regenesi - producing beautiful accessories and surprising household objects made entirely of recycled waste materials, previously employed only for goods in everyday use or incorporated in non-visible product components. Aluminium, glass, plastic, leather and cardboard are treated with novel processing techniques and transformed into pieces that stand out in their simplicity and essentiality of shape.



Take their

necklaces and cuffs: they look like mother of pearl, but hide a past as buttons, bag handles, bicycle reflectors and even eyeglasses. They were designed by Kaisi Kiuru (the Finnish creative behind Italian label Casa di Minea), who has here used this particular blend of recycled (and recyclable) plastic for jewellery design for the first time.

And this is not Regenesi's only collaboration. All collections are created by international designers, such as Matali Crasset, Marco Ferreri, Giulio Iacchetti, Setsu e Shinobu Ito and Denis Santachiara.

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Regenesi was founded in Bologna, Italy, in May 2008 thanks to the enthusiasm of Maria Silvia Pazzi, whose intuition and aim is to promote "sustainable beauty" representing a genuine lifestyle. This was her response to what she felt was a widespread craving for eco-sustainability, and her ambition is to promote the imprinting of Italian design, with a product that is also ethically attractive, to a worldwide community of "responsible consumers". "We turn waste products into things of beauty because there is no contradiction between being functional, eco-friendly and beautiful. We believe that something fine and useful can be gleaned from the consumer society and from wastage".

Examples of the household collection are dishes designed by transforming 100 cans, or a paper basket constructed from regenerated leather.

The complete collection is available online on Regenesi's website, but also present in the main city around the world - often at temporary showrooms related to major design events, such as at the Triennale or Salone del Mobile in Milan, or at Palazzo delle Esposizioni in Rome. Last August saw the launch of Regenesi in New York, Paris has put the brand on the map through the chic and charitable emporium Merci, and, not surprisingly, it's Eco-Age that stocks Regenesi in London.

Veronica Crespi is Creative Director of [Re-Wardrobe](#), London's Slow Wear Consultancy.