



**MATERIA to be unveiled at Milan - Worldwide launch of brand of cork objects curated by experimentadesign for AMORIM**

experimentadesign and Amorim, world leader in the cork industry, are unveiling a new collection of cork objects on 13 April, in Milan's Fuori Salone, one of the highpoints of the international design calendar.

Leading the way towards new, relevant territories for cork as a premium raw material for the 21<sup>st</sup> century, experimentadesign curated MATERIA, a collection of fresh, identity-strong objects.

Ten top Portuguese and international designers were commissioned to develop new pieces made predominantly from natural cork, taking full advantage of its physical and mechanical characteristics while playing on its visual and sensory qualities.

From different nationalities, backgrounds and generations, the invited designers share a common philosophy of pursuing a strongly authorial work, grounded in a finely honed practice and a keen and eye for creative imagery. They are Filipe Alarcão (also project coordinator), Fernando Brízio, Miguel Vieira Baptista, Daniel Caramelo, studio Pedrita and Marco Sousa Santos, from Portugal, plus BIG-GAME (Switzerland / Belgium), Inga Sempé (France), Nendo (Japan) and Raw Edges (Israel / UK). These starkly distinctive design personalities bring to MATERIA an eclectic range of insights and approaches to concept, use and aesthetics.

MATERIA seeks to introduce cork into the everyday, in the shape of objects that are witty and refreshingly tactile, and engage the user on a relational level. Featuring several typologies, they fuse innovation, functionality and an empathic take on contemporary lifestyles. This new brand stems from a challenge posed by Amorim to experimentadesign, to encourage the public at large to view natural cork from an entirely different perspective.

A millennia-old material with a long tradition in the Western Mediterranean basin, the extent of cork's potential remains for the most part untapped, from a technical as well as aesthetical and sensorial perspectives. Nature's own high-tech achievement, cork features one of the most unique combination of properties to be found in any raw material and one that cannot be matched or replicated by anything man-made.

(experimentadesign)

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Elastic, compressible, impermeable to liquids and gases, resistant yet lightweight and buoyant, cork is 100% biodegradable and recyclable. A high-performance, high-efficiency material, it is also uniquely sustainable - environmentally, economically and socially.

**About CORTICEIRA AMORIM, SGPS, S.A.:**

While tracing its roots to the 19th Century, CORTICEIRA AMORIM SGPS has become the world's largest cork and cork-derived company in the world, generating over Euro 450 Million in sales throughout 103 countries. CORTICEIRA AMORIM SGPS and its subsidiaries are an integral part of a conservationist effort to guarantee the survival of hundreds of thousands of cork trees throughout the Mediterranean Basin. We are proud of our contribution to the correct utilization of these important forests that are home to several endangered species throughout the region. We encourage you to learn more by visiting informative websites such as [www.amorim.com](http://www.amorim.com) and [www.corkfacts.com](http://www.corkfacts.com)

**About experimentadesign:**

As a cultural non-profit association experimentadesign is a content-generating platform geared towards the promotion of design and its role as an operative tool for positive change and mediation in contemporary society. Known for its flagship project - the EXD Biennale – experimentadesign celebrated its 10th anniversary in 2009. The Biennale has built an important network of national and international renowned creative practitioners and an indisputable know-how in strategic design. This partnership between one of the foremost Portuguese business groups and a key player in the sphere of creative industries is a landmark in strengthening the dialogue between companies and creative practitioners, with a view to incorporating creative and design added value into the industrial fabric, revitalizing it with the introduction of new methodologies and technologies.

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**MATERIA showcase exhibition:**

April 13-17

Schedule: 10:00-20:00.

Spazio Sanmarco, Via San Marco, 38, 20121 Milano (Brera)

**Press Preview: Abril 12, 17.00**

Party (by invitation only): Abril 13, 18.30 – 22.00

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