

**Furnishings from the *Ecodesign Collection* by Giorgio Caporaso for Lessmore
on show in Brazil**

***Italian excellence in environmentally-friendly technologies and design is on display
in Rio de Janeiro on the occasion of the 2013 World Youth Day***

A section of the Museum of Fine Arts dedicated to the presentation of Italian excellence in environmentally-friendly technologies and design will be inaugurated in Rio de Janeiro on 9th July: ***“Ecology, the environment, talent: creativity while respecting what God Created”***.

The initiative is part of the joint programme by the Italian Ministry for the Environment and the **Giovanni Paolo II Youth Foundation of the Pontificium Consilium pro Laicis**, **“SAVEFEGUARDING WHAT GOD CREATED AND SUSTAINABLE DEVELOPMENT”** promoted on the occasion of World Youth Day in Rio de Janeiro.

Some of the most significant experiences achieved by companies which collaborate with the Italian Ministry for the Environment for the reduction of the environmental impact of both processing and products will be presented.
The show will remain open until 12th October 2013.

The Italian company, **Lessmore**, will be exhibiting furnishings from its *Ecodesign Collection* produced and distributed by Logics srl, an expression of lifestyle that becomes a declaration of love of our planet and which narrates the personal pursuit of style and functionality which the Italian architect and designer **Giorgio Caporaso** has carried out for quite some time in the field of ecodesign, giving special appeal even to materials which have traditionally been considered poor, such as cardboard.

Not mere furnishings, but an expression of a genuine environmentally-friendly philosophy focusing on the needs of an increasingly changing and moving life.

A philosophy that translates to concrete actions. All the furnishings and interior décor items in the *Ecodesign Collection* by Giorgio Caporaso are inspired by modular design and by components which draw their inspiration also from the common possibility of cross-contamination / separation and ease of disassembly. Various materials, first and foremost cardboard, but also wood and methacrylate, are combined to give rise to hard-wearing products, built to stand the test of time. And that's not all. The materials used are often already recycled or FSC certified, as in the case of wood.

The furnishings on show will include:



MORE_LIGHT, made of 100% recyclable cardboard, coupled with other materials and finishes, yet which remains fully disassemblable and easy to break down into each individual material for the correct differentiated waste disposal or which can be fully recycled. It can be transformed from a stool to functional beguiling bookcases and even into a décor partition to separate areas in a room. In addition, it is easy to repair, disassemble and store. Its forms take shape due to the optimised combination of recycled or recyclable materials such as cardboard, which is combined in

a beguiling way with wood, methacrylate, bioplastic, right through to the introduction of "sensory" natural elements such as stone and lichens. And when fashion trends change, the finishes can be replaced, to change its appearance so it features the latest trendy colours and finishes.

MINIMORE interprets with ultimate sensitivity the success of the 'More' and 'More Light' systems, providing further response to the highly environmentally-friendly versatility designed to accommodate our requirements. Owing to its compact size, it divides the space of modules, bringing to the light small yet important everyday objects and enhancing their functionality.

The cross-contamination of recycled and recyclable materials together with the accurate design, ease of disassembly and differentiated disposal or recyclable nature of its components have all led to the creation of a beguiling, eco-sustainable product that is totally in synch with our internal world.



TWIST CHAIR is the seat in which the *Ecodesign Collection* shows its sophisticated and provocative side. While retaining all the characteristics of cross-contamination of the various materials and finishes, its fully disassemblable nature and its ease of transformation over time, the strong styling impact of this chair is achieved thanks to its harmony based on a game of contrasts and tensions which are balanced out in a large functional circle. The combination of cardboard and wood, of blocks and voids give it an attractive sensory appeal, capable of disseminating its eco-friendly philosophy with elegance.

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