

PIANCA

Sustainable design: the new "Calatea Green" armchair by Italian designer Cristina Celestino

Conceived for Pianca - the Italian furnishing complements and home living systems specialist -, the first Cristina Celestino's chair produced in the circular economy is a homage to the planet: a product with organic roots whose design concept derives from both botany and ergonomics.

Calatea Green is the sustainable re-edition of Calatea armchair designed by *Cristina Celestino* in 2017: a new green version, with different materials and a distinctive aesthetics, redesigned according to the circular economy rules.

Conceived for **Pianca**, the Veneto furnishing complements and home living systems specialist, **Calatea Green** has been unveiled in Turin during the inauguration of **Green Pea**, the world's first Green Retail Park. It's a homage to the planet and affirmation of **Pianca's** commitment to the environment.

Every element of **Calatea Green** was reconsidered to reduce the environmental impact of the chair. The padding is polyester ecofibre derived from recycled PET plastic mineral water bottles: made of 100% virgin polyester, it is completely recyclable and compostable, according to circular economy criteria. The shell is made of plywood and the legs are solid, FSC-certified® ash, sourced from certified forests with controlled logging to combat deforestation. Lastly, the upholstery fabric is made using open end cotton yarn from 100% recycled material guaranteed by GRS (Global Recycled Standard Certified 4.0) certification.

Cristina Celestino's homage to nature and sustainability is shown on a new decorative concept for the backrest fabric, paying tribute to her home region of Friuli Venezia Giulia (Italy) and the alder tree, a native hardwood of the Julian Alps, whose leaves have a distinctive, even-veined texture. The pattern was a source of study and inspiration for the designer who then focused on the work of artist *Carla Accardi*, particularly her rhythmic brush strokes and style. The chair has been unveiled at **Green Pea** - the first Green Retail Park in the world - as a unique and distinctly artistic piece. For the occasion, the decorative motif was hand painted on fabric by *Alberto Fiocco*, who made Calatea Green a truly unique piece, born of a clever combination of art, craftsmanship and design. Hand decorated using water-based colours with no toxic substances.

"Calatea Green is the natural evolution of an armchair created in homage to the botanical world. Every element of it speaks the language of nature and sustainability and is the bearer of a message that Pianca wants to share with its clients and the design world as part of its long-standing commitment to responsible work processes", states Cristina Celestino, *"Calatea Green is an armchair designed to endure over time, to be iconic, yet respectful of the spaces it helps to furnish, perfectly functional, yet capable of provoking emotions and reflection, bringing the beauty of Nature into interiors."*

PIANCA AND COMMITMENT TO SUSTAINABILITY

With a lifelong vocation for creating real settings, custom designed using timeless objects with distinctive yet not excessive style, Pianca is a family-run company with a long-standing tradition of working with wood.

Caring for the environment starts with the choice of raw materials (only timber from certified forests with controlled logging), and traceability along the entire production chain, and continued efforts to improve manufacturing performance, reduce consumption and minimise waste.

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Pianca has been using only compliant, fully-recyclable, eco-friendly packaging for years, produced using 90% recycled materials, with an electronic object-scanning system for maximum reduction in packaging.

In 2011, the company installed a photovoltaic system capable of meeting the company's total energy demand. 4,347 panels generate a 11 MWp power output for an overall capacity of more than 1 GW (1,150,000 KWh). Switching to solar power along with recycling processing waste to generate heat energy has allowed Pianca to reach the important milestone of relying on renewable energy 100%.

“We have been furniture makers for 14 generations” stated Antonia Pianca, the company's Sustainability Manager, “We inherited not only the art of working with wood, but also the passion for the material, respect and gratitude for the biodiversity that nature offers us. This is why we are committed to producing custom furniture that meets people's desires and needs and also respects the planet. Joining Green Pea is another giant step forward for us in our commitment to striving for more sustainable manufacturing, for people and for the environment.”

Pianca - www.pianca.com

Creating real settings, custom designed using timeless objects is what Pianca aspires to do, producing systems and furniture for homes and contract since 1956. Furniture makers for generations, the Pianas have passed down their wood-crafting secrets and their passion for this material. The Veneto company's products are inspired by solid values cultivated over time: attention to detail, selection of materials, the muted sophistication of the combinations and respect for the environment. The durability of a product is the key to its sustainability and this is why Pianca is committed to creating timeless furniture, produced in response to real needs. Custom, made-to-measure solutions allow Pianca to meet the needs of a lifestyle that hinges on flexibility, mobility and change. Emilio Nanni, Aldo Cibic, Xavier Lust, Odo Fioravanti and Calvi Brambilla are some of the designers chosen by Pianca to create their collections.

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