



Material-Minded Design
Materially and Material ConneXion @ Triennale Milano
Thursday 20th April, 11am

In the Agora of the Triennale Milano, Materially and Material ConneXion will reunite in a lecture dedicated to the interconnections between materials, trends and design.

Material-Minded Design: the Intersection of Trend, Sustainability and the Materials We Use questions how materials can give concrete answers starting from trends and design directions, in compliance with all-round sustainability criteria.

Materials manage to translate **trends and design directions** into final products, both from an aesthetic and language point of view, and in terms of performance and sustainability features. The conference tells **how this transition** takes place, from socio-cultural tendencies to design directions, to translation into reality through matter.

Anna Pellizzari, Head of Research - Materially and Jennifer Gumpert, VP of Business Operations - Material ConneXion, will share their deep expertise in materials solutions with an audience of industry insiders.

***Materially** helps companies in the development and promotion of sustainable innovation starting from materials. Thanks to daily research and constant dialogue with the various players in the world of materials, from universities, to start-ups, to companies offering or looking for solutions to be applied in their manufacturing processes, Materially is the ideal partner for **development and implementation of innovation strategies** based on materials.*

*Founded over twenty years ago as a resource for furniture and architectural design, **Material ConneXion** is now a world-class **materials library** and **consultancy**. Known for their innovative problem solving and thought leadership by the most influential brands across every industry. Today, in addition to curating material libraries and collections around the globe, MCX helps companies source materials that enhance the performance, aesthetic, and sustainability of their projects.*

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