



Materials Village - Special Edition a project by Materially

Superstudio Più - Via Tortona, 27
4 - 10 September 2021

In this Special Edition, at the Milano Design Week 2021, **Materially presents the seventh edition of Materials Village, the event created to promote the development and the diffusion of innovation and sustainability starting with materials.**

Hosted by the Superdesign Show 2021 of Superstudio Più, Materials Village will offer a completely new exhibition format. The indoor exhibition will showcase aspects of the **material transformations surrounding our everyday lives**; this will demonstrate the innovation and attention to processes that exist at the centre of companies and startups we work with.

An area of the Village will be dedicated to the **exhibition “WastEnders”** which will present innovative **materials** and **everyday objects coming from agricultural, urban or industrial waste**. The value of these products lies not only in the materials that constitute them, but also in the transformation technologies used, the **synergy of industrial symbiosis**, the established **partnerships** between the diverse players and the **supply chains** that all together turn waste into value from a circular economy point of view.

At Materials Village, companies and start-ups will present **materials, showcasing productive processes and technologies aimed towards sustainability and optimization of performances.**

Among these companies, **Foliae Surfaces** focuses on the possibility of rethinking the use of natural raw materials in the production of materials for furniture to propose sustainable alternatives with flexible and post-formable concrete coverings, wall panels and transparent and backlit panels.

The ecological proposal of **Hometreschic** is expressed in the new collection of cement tiles resulting from research for a finishing technique that respects the environment. Handmade with a **low environmental impact** processing, they already have a protective treatment in the production phase that does not use chemicals.

Guided by the CYCLE OF GOODNESS® philosophy – no one prospers without rendering benefit to others – **YKK** aims to contribute to a sustainable society through its products and manufacturing operations; **recycling friendly** zippers and buttons, **sustainable** zippers due to the recycled tape made from PET bottles and other post-consumer materials and zippers partially made with the by-product of sugar production which allows for a reduction in its petroleum usage and the associated CO2 emissions.

During the whole duration of the Design Week, all the contents presented by Materials Village and its exhibition will be broadcasted through **“Materially Talks”**, a series of daily online talks and

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panels. Among these, **Il futuro non è un pacco**, in collaboration with EdizioneAmbiente, will delve into the new European guidelines on **environmental labeling** for packaging and its impact on design, consumptions and business management.

Materially Talks [programme](#)

Partners: Hometreschic, Foliae Surfaces, YKK Italia

Technical Sponsor: Plust, Sofa Soft

Materials Village will be at:

Superstudio Più, Via Tortona 27, Milano 20144

Hours: September 4th from 3 pm to 9 pm; September 5th to 9th 11 am to 9 pm; September 10th from 11 am to 5 pm

Online registration: www.superdesignshow.com

Materials Village is a project by Materially.

Coordination, Chiara Rodriquez and Federica Pastonesi

Exhibit Design, Federica Pastonesi

The exhibition “WastEnders” is curated by Anna Pellizzari

Materially helps companies with the development and diffusion of innovation and sustainability starting with materials. It operates with a design-oriented approach and attention to themes such as Circular Economy and intelligent innovation thanks to the daily research process and a constant dialogue with the different players in the material world: universities, startups and companies that offer and require solutions to apply to their production processes.

www.materially.eu

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