

C.L.A.S.S. pillows, designed by Barbara Guarducci and crafted by Manusa, selected as best practice example of design oriented production on the theme of “*Craft design in the circular economy scenario*”

I mille volti of MIDA 2019 the new Mostra Internazionale dell'Artigianato
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The Florence International Handicrafts Trade Fair faces its 83rd edition being completely renovated both in form and contents. Starting from 2019, the curators decided to develop the *New perspectives of making* section, dedicating it to “*Craft design in the circular economy scenario*”.



The C.L.A.S.S. pillows have been selected, together with other 24 Italian excellences, to create a new mapping of the crafts' panorama reconnecting with the most relevant design, business and production realities with the best, shedding the light on the Italian actions toward environmental sustainability, with focus on circular economy.

In this context, the C.L.A.S.S. by Manusa pillows shine, whose creation was majestly ideated by Barbara Guarducci, a designer and creative director involved in textile and craft design projects that hold a social value as well as co-founder of Ginger Design, a creative team with a multi-disciplinary approach.

Pillows with a refined and contemporary aesthetic that blend together environmental and social values. The embroideries are ratios of plants, vegetables and natural elements. All these evoke the human DNA spiral in order to highlight the relation between humans and nature that was a key element of the immersive path created for the C.L.A.S.S. 10 years anniversary in New York on March 2018 curated by Ginger Design. There, the pillows were a decoration element created ad hoc for an event that aimed to celebrate sustainable textiles through a sensorial journey in which performing art, visual art and food design were blended. The materials used for the pillows are from the C.L.A.S.S. Material Hub, the global resource for smart material innovation, education, marketing and communication founded in 2007. Specializing in integrating new generation of smart values for fashion, products and businesses.



These values are essential for today's knowledgeable conscious consumer. The C.L.A.S.S. material hub gathers together smart innovative materials from our global partners that inspire creativity and infuse technology, performance and sustainable credentials that take steps toward a circular economy. The Bacx™ by Centro Seta organic silks, the precious Bemberg™ by Asahi Kasei, the natural Organic Cotton Colours, the purely circular economy Re.VerSo™ wools, the ROICA™ by Asahi Kasei premium stretch, the Naturally Advanced jersey by TINTEX Textiles and the organic wools by Zignone take the lead.

The social value is integrated within these products thanks to the Manusa's manufacturing, a social cooperative with a 'circular economy' DNA thanks aiming to revitalize typically local traditional textile techniques as knitting, embroidery, and mending, involving people that belong to belong to disadvantaged groups. Asylum seekers and people with precarious situations can gain a new level of dignity and a better future. The Manusa's products perfectly combine contemporary design and tradition telling stories of socially redeeming, creative development and quality.

In order to communicate at best the valuable DNA of this project, we will project a video created by Cristina Picchi, award-winning Italian artist and director, whose films have been screened at festivals and galleries worldwide. This short version of the original video, created for C.L.A.S.S during an immersive path at C.L.A.S.S.'10 years anniversary in New York, captures a unique interaction between nature, science and human intelligence. The artist creates a fascinating harmony between the various phases of the textile process and the cycles of natural elements.

A mesmerizing experience celebrating C.L.A.S.S.' values and enduring mission; Heritage, Smart Innovation, Circular Economy, and Design Responsibility.

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C.L.A.S.S. (Creativity Lifestyle and Sustainable Synergy) - Leading the way since 2007, we are a unique multi-platform HUB based in Milan specialized in integrating a new generation of eco values into your fashion and home product and company. These new values are needed to speak to a new, smarter and contemporary conscience consumer. C.L.A.S.S., founded by Giusy Bettoni, introduces a new way of design thinking that represents a shift in culture, which enables your business to be competitive and socially innovative.

www.classecohub.it

GINGER DESIGN - a full-range creative team with a multidisciplinary approach based on the balance between ethics and aesthetics. The three co-founders, with more than 20 years' experience in their own field: visual and web design, immersive design, social design and creative direction in textile products. Ginger design is based in Toscana and active at international level.

www.gingerdesign.it

Manusa is a type-B social cooperative established in 2012 in order to combine a revitalization of textile crafts with ethical and social values.

Since its beginning, Manusa's entrepreneurial plan has been based on a "circular economy" concept to revitalize such typically local traditional textile techniques as knitting, embroidery, and mending, re-purposing textile-sector waste materials and the creation of contemporary design products that describe pathways of social redemption, creative research, and honest quality.

Currently, Manusa has 17, mostly female employees, of which nine have permanent contracts. Some belong to the disadvantaged groups described in article 4 of Law 381/91 regulating social cooperatives. Professionals involved in coordination, administration, product concept and design, marketing and graphics, and the development of orientation and work education sessions have also contributed to the cooperative's development.

www.manusa.eu