

WHAT TO SEE, READ, AND DO RIGHT NOW

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THE
GREEN
SPECIAL

2020

Rossana Orlandi
and *Underwater
Landscape*, by
Arsenio Rodriguez,
an installation at
her Milan gallery
that showcased
her Guiltless
Plastic recycling
initiative.

DESIGN TRENDS

It's Not Easy Being Green

...BUT A GROUP OF FEARLESS GLOBAL DESIGNERS ARE LEADING THE CHARGE AGAINST CLIMATE CHANGE, DEBUTING INNOVATIVE ARCHITECTURE, FURNITURE, AND FABRICS AS **SUSTAINABLE** AS THEY ARE BEAUTIFUL.

BY TIM McKEOUGH

PRODUCED BY CHARLES CURKIN

ELLE DECOR 47

POINT OF VIEW

YOUR FRIENDS RAIL AGAINST PLASTIC STRAWS, your neighbors are splurging on electric SUVs, and solar panels are now considered rooftop bling. Everyone, it seems, is an environmentalist. But as we approach the 50th anniversary of Earth Day on April 22, even the most dedicated disciples of sustainable living may wonder if it's all adding up to enough.

Many in the design industry have realized that, as producers of truckloads of stuff, they have an outsize role to play in repairing the damage. The influential Milan gallery owner Rossana Orlandi, for instance, has emerged as one of the industry's most ardent recyclers. With her Guiltless Plastic program, Orlandi challenges designers to develop new uses for recycled plastics through an annual competition. "Even before they sketch something, designers should be thinking about what the second life of their product will be," she says. The problem with plastic isn't the material itself, she points out, but the way people treat it as disposable. "It's our misuse and abuse of plastic that makes it guilty," she says.

Across various disciplines, a number of other individuals are also embracing a holistic approach to green design that makes sustainability a core part of their business. With little fanfare, they have simply committed to making daily decisions through the lens of the environment.

"The DNA of our company is in natural fibers and avoiding harsh chemicals," says Bernie de Le Cuona, founder of the British textile company de Le Cuona. "It's been that way for the 26 years we've existed." Dismayed to discover that fabric marketed as organic frequently has as little as 5 percent organic fiber, de Le Cuona created a far more stringent collection of her own. Called Pure, it is Global Organic Textile Standard-certified and will be 100 percent organic at every stage of production. "It means that from the field to the warehouse, no damaging chemicals are used," she says.

The revered Japanese architect Shigeru Ban takes a low-key approach to sustainable design, although it has long been central to his work with recycled paper and wood—from his paper-tube Carta collection furniture to the timber Shishi-Iwa House hotel in Japan. Believing that >



Recyclable Materials

Oliver Yaphe's rug (left) is made from recycled wool yarn. And yes, it does matter how your curtains are made. This one (right), from de Le Cuona's new Pure collection, is certified organic at every stage of its production.



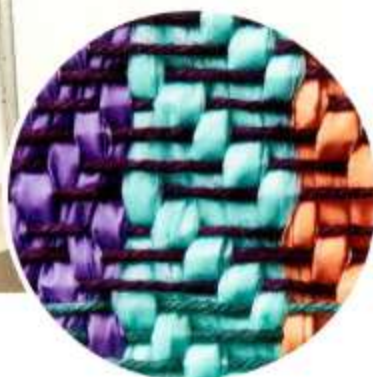
Better Building

The Shishi-Iwa House hotel in Japan (left), built in 2019 by architect Shigeru Ban, was constructed with minimal impact on its environment. Made from timber, it is part of a wave of new buildings—including Perkins & Will's Earth Tower in Vancouver—that use wood as their primary component.

SHISHI-IWA HOUSE: HIROYUKI HIRAI. FOR DETAILS, SEE RESOURCES.

Fantastic Plastic

Rossana Orlandi awards prizes to designers innovating with recycled plastic. Past winners: A chair (left) by Alexander Schul and fabric (below) by Reform Studio, which are both made from it.



Eco Interiors

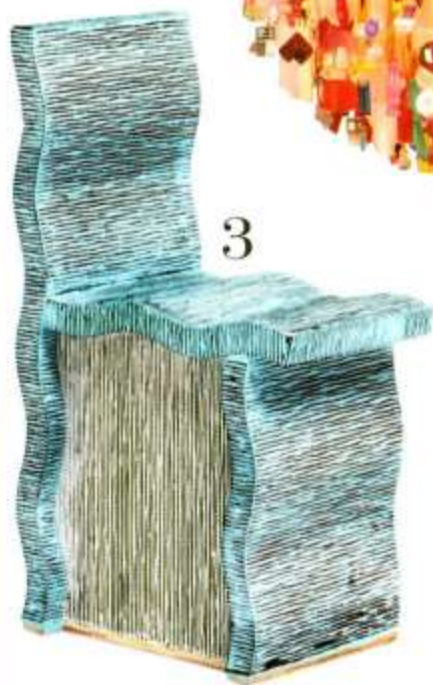
For some designers, a living wall is the new wallpaper. Clodagh's garden lobby, for the Citizen 360 condominium in New York City, contains a wall of greenery and all-natural materials.

TRUTH IN DECORATING



“I focus on sustainable design, because there is no other option.”

JORGE PENADÉS
DESIGNER



Waste NOT

IN THE DESIGN WORLD, USING RECYCLED MATERIALS IS THE HEIGHT OF CHIC.

WRITTEN AND PRODUCED BY KATE MCGREGOR



“Waste is our only growing resource.”

SOPHIE ROWLEY
DESIGNER



1
TIDE BY STUART HAYGARTH
Even though this colorful chandelier is created from pieces of plastic litter found along the British coast, please remember that the sea is not a place to throw your empties. 47" dia., price upon request. carpentersworkshopgallery.com

2
STRUCTURAL SKIN LAMP NO. 02 BY JORGE PENADÉS
The "skin" developed for this lamp by Madrid designer Penadés is composed of leftover and compressed pieces of leather from companies like Hermès. 12" w. x 5.5" d. x 15" h., \$5,237. rossanaorlandi.com

3
CRITERIA BY CHIHO CHEON
Brutalism meets FedEx box in this chair, part of a collection that blends two unlikely materials—the recycled corrugated cardboard is filled with cement. 14" w. x 17.5" d. x 32.5" h., \$5,200. chihocheon.com

4
BAHIA DENIM SLATE TABLE BY SOPHIE ROWLEY
What happens to skinny jeans when they no longer fit? The Bahia table is made from denim waste and resin, which is layered to mimic marble and the erosion of sediments. 16" w. x 14" d. x 17.5" h., from \$1,734. sophierowley.com

5
SOBREIRO BY THE CAMPANA BROTHERS
Cork, a natural and 100 percent recyclable substance, was the material of choice for this cabinet by the Brazilian brothers Humberto and Fernando Campana. 31.5" w. x 15.5" d. x 63" h., price upon request. amorimcorkcomposites.com