

# PRACTICAL WHIMSY

Appearing like fantastical creatures from the deep sea, the pieces in the Metamorfoosi collection capture the imagination in a truly delightful way. They are also proof positive that waste materials can be given a new and exuberant life, especially in the hands of like-minded creatives who place a high value on ecological, social and corporate responsibility.

Before their collaboration on Metamorfoosi, both the designers (Humberto and Fernando Campana) and the manufacturer (Paola Lenti's eponymous Italian studio) were disrupters of design in their own right: Since forming their studio in São Paulo in 1984, the Campana brothers have become known for extraordinary genre-bending works that blur the line between fine art and design, while Paola Lenti has been merging traditional craftsmanship with cutting-edge innovation and sustainable material exploration since its inception in 1994.

The project was sparked when Lenti recognized the potential in the vast quantities of remnant threads and material scraps left over from the production of the company's vibrant furniture collections. After initial meetings over Zoom, Lenti sent the Campanas a box stuffed with an assortment of these errant fabrics (mainly polyester fibres derived from diverted and recycled plastic bottles), which the two considered an absolute treasure. "It was full of so many beautiful materials of all kinds," says Humberto. "For me, these were the true riches, and I immediately began to picture so many possibilities."

To fabricate the five informal seating options and one rug dreamed up by the Campana brothers (Metamorfoosi was one of their final projects before Fernando's death in late 2022), the waste scraps and threads are first hand-sorted by length, colour and texture. This bounty is then reworked and applied by hand to a base fabric composed of 96 per cent recycled PET felt; the resultant upholstery is wrapped around a recyclable polyethylene foam mixed with an ecological polyester fibre made from plastic waste. Woven into the entire process is the two studios' shared vision for socially and ethically responsible production: Paola Lenti partnered with Como-based atelier CouLture Migrante, a social entrepreneurship project that provides opportunities to migrant women and men seeking asylum, to hire and train people to work closely with the brand's master craftspeople and bring Metamorfoosi to fruition.



**Project:** Metamorfoosi

**Designers:** Humberto and Fernando Campana, São Paulo, Brazil

**Manufacturer:** Paola Lenti, Meda, Italy

"This collection comes from a mentality of seeing value in everything that the world has shunned — waste, excluded societies, the courage to express oneself boldly and try the impossible! It is an inspiration to the design community and a call for using design as a basis for us to come together and to not let industry confine our innate sense of freedom."

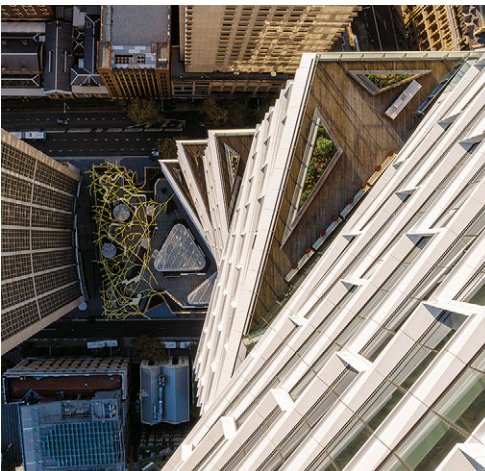
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**Peter Mabeo**



## Environmental Leadership

**Project:** Quay Quarter Tower **Location:** Sydney, Australia **Firm:** 3XN (Denmark) with BVN and Multiplex (Australia) **Team:** Kim Herforth Nielsen and Fred Holt with Audun Opdal, Jeanette Hansen, Gry Kjær and Alyssa Murasaki Saltzgaber **Photos:** Adam Mørk

The AMP Centre, a modernist high-rise in downtown Sydney, has disappeared from the skyline. In its place is the Quay Quarter Tower, a twisty stack of five boxes, each a self-contained hub with its own sunlit atrium. To look at the new tower, you'd assume that the old one was simply demolished. Not so. Under the direction of Copenhagen firm 3XN/GXN, workers built a second structure alongside the AMP Tower, then grafted the two together and encased them in a new skin. The Quay Quarter Tower is circular architecture at its finest: An old building became the raw material for a new one.



## Social Good

**Project:** Metamorfosi **Designers:** Humberto and Fernando Campana, Brazil **Manufacturer:** Paola Lenti, Italy

In the right hands, a mess of textile scraps can be reborn as something beautiful. The result of a collaboration between Paola Lenti and the Campana Brothers, this exuberant collection of amorphous seating and rugs is made of collaged offcuts from Lenti's colourful furniture designs, which have been fixed to a felt fabric made from recycled plastic bottles. In addition to using polyester fibre made from reclaimed single-use plastics, the design and manufacturing team also partnered with a group that provides opportunities for migrant men and women to produce the collection.



PEOPLE'S CHOICE

## Social Good

**Project:** Learning & Sports Center **Location:** Masoro, Rwanda **Firm:** General Architecture Collaborative, Rwanda **Team:** James Setzler, Yutaka Sho and Leighton Beaman with Patrice Ndadabonye, Nicolas Kalimba Rugamba, Marie Claire Musengayire, Cynthia Twagirayezu, Marie Rose Ukwizabigira, Iris Gomm and Mia Shepard **Photos:** Katie Garner

Located in Masoro, a village near Kigali, Rwanda, this sports centre that houses a public complex with classrooms, gardens, outdoor theatres, a soccer pitch and a basketball court is local in every sense of the word. The General Architecture Collaborative, a firm that works across East Africa, retained labourers from the region and incorporated vernacular construction techniques into the build. The materials — half of which were sourced on site — include clay, bark and native grasses. In addition to overseeing the build, the firm trained a generation of managers, ensuring that the project could be turned over to the Masoro community.