

Sustainable hospitality with ecodesign by LESSMORE

The “Giorgio Caporaso Ecodesign Collection” at HOST (Hall 6)

18th - 22nd October at the Fiera Milan-Rho Exhibition Centre



With the “Giorgio Caporaso Ecodesign Collection”, LESSMORE presents its range of eco-sustainable furniture and interior décor items for the Hotel and Catering industry at Host. High-performance innovative products, which are stylish and can be customised to meet an endless array of tastes and requirements. Modular systems and convertible objects that can be repaired, are easy to assemble and disassemble and designed to accommodate the multifarious needs of hotels, restaurants and public houses and bars of the third millennium. In the lead-up to EXPO 2015, LESSMORE offers solutions devised for the hospitality industry operators who wish to demonstrate their environmental friendliness and contemporary dynamism in an elegant and personal way.

Indeed, the furniture in the “Ecodesign Collection” devised by Italian designer **Giorgio Caporaso** are perfectly suited to meet this need owing to a painstaking study of the styling and functional features based on **transformability** which ensures every product has over a thousand lives without being subjected to passing trends and which are built to stand the test of time. Production of the GCEC involves **totally recycled materials or those which can be recycled** separately. The ease of assembly and disassembly of every component means they are easy to adapt (including their finish), convert, store and transport. The **production process**, which is based on simple technologies and local sourcing, focuses on maximum energy savings and minimum processing waste, as well as using non-toxic paints and adhesives.

The result are furniture and furnishings affording an exclusive design, expressing an **Italian Style** that is popular and appreciated the world over. These objects offer a pleasurable sensory experience owing to the **contamination of natural materials** such as cardboard, FSC wood in various finishes (e.g.: wengè, blond or limed oak, Hickory walnut, bamboo), flagstones, lichens, associated with materials such as methacrylate and bio-plastic. **Versatile products** designed to adapt to a host of different target users, but



especially to accommodate the most immediate and modern requirements of those who travel, meet, work and love to enjoy excellence.

Lessmore furniture and interior décor items express strong values which can be seen in the settings which they adorn, so they are also instruments for immediate communication with customers as well as objects of unprecedented and emotional design.

By taking part in HOST, the “Giorgio Caporaso Ecodesign Collection” by Lessmore presents its innovative and sustainable furnishing solutions to hotels, bars, cafés, restaurants and the like, showing them how they can become proper *testimonials* of a new lifestyle tailored to mankind and the environment.

About Lessmore:

*An expression of a **lifestyle** that becomes a declaration **of love** of our **planet**. This is the **Ecodesign Collection by Lessmore**, which narrates the personal pursuit of style and functionality which the Italian architect and designer **Giorgio Caporaso** has carried out for quite some time in the field of ecodesign, giving special appeal even to materials which have traditionally been considered poor, such as cardboard. **Not mere furnishings, but an expression of a genuine environmentally-friendly philosophy focusing on the needs of an increasingly changing and moving life.** www.lessmore.it*

About Giorgio Caporaso:

*“My design stems from experimenting with and researching materials, their resistance and their styling and sensory qualities” - states **Giorgio Caporaso** – “More than furniture, they are genuine systems, because they can expand and evolve with time, with new elements and components. My task is to create objects that can be adapted, re-used and recycled, disassembled and re-assembled, as well as to use different materials which, when combined, enhance one another and create a special sensory experience. What is referred to as an “eco-logical and eco-sustainable contamination” since all the various components can be disassembled by material type and be either disposed of differentially or recycled and given a new breath of life”.*

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