

Press Release

**Maison & Object - Paris 2012**

**Lessmore previews the new Ecodesign Collection by Italian designer Giorgio Caporaso.**

Much interest was shown in Paris for the new Giorgio Caporaso Ecodesign Collection, previewed by **Lessmore** at the Maison & Object fair.

The new pieces that enrich the “**Giorgio Caporaso**” **Ecodesign Collection** were previewed simultaneously both at Paris’ Maison&Objet fair (7-11 September) and at Milan’s Macef (6-9 September). Beautiful, functional, modular and sustainable. Exclusive ideas produced and distributed by **Logics** in collaboration with the **Lessmore** brand.

A detailed list of the products on display:

- ✓ **More\_Light**, an easier going version of the More system. Even easier to build and disassemble, it ensures great versatility and can be personalized. In addition to the vast selection of colors and finishes with a wood essence presented in the catalog, they can also be finished in a patterned print with any kind of texture or graphics. The basic elements can be combined to your own design and by using different materials, finishes, textures and colors, creating a unique, original and personalized product;
- ✓ **Moretto**: also part of the More system, an updated version of 5 elements that can be combined according to personal taste and needs by simply placing them next to each other. The combination of the three colors available creates new and personalized home furnishing solutions;
- ✓ **To-Be**: elegantly designed, sophisticated vases, candle holders and aroma diffusers, crafted by combining glass and cardboard, FSC certified wood or other materials that are available in a selection of colors and essences. They can be personalized and changed in time, and are “evergreen” solutions that won’t succumb to the passage of time and trends;
- ✓ **Minimore**: a mini version of the More concept with modules that can be combined and used as a holder for CDs, DVDs and small objects. A system that expands on the More modular concept that is extremely useful for organizing small bits and pieces around the home or office or as elegant display cases for boutiques and shops;
- ✓ **X2chair**, Giorgio Caporaso’s sophisticated chaise longue in cardboard with FSC certified wood side panels, has been recognized in Europe as a standard of ecodesign. Crafted in 100% recycled and recyclable cardboard and with side panels in FSC certified wood, it has become a classic. It is multifunctional and can be used not just as a chaise longue but as an object holder, thanks to spacious openings in the body of the piece which can also hold a small mattress;
- ✓ **Tappo**, a delightful table that is also a practical container and a lamp that lights up from within. The light can be changed in time by changing the tabletop color. Comes with a mobile device charger and molded shelves to hide cumbersome cables and transformers. The cardboard and FSC certified wood version is environmentally friendly, can be personalized and altered in time, and is idea for all environments;

The Lessmore Ecodesign Collection also includes the following pieces:

- ✓ **More**, in 100% recyclable cardboard and in FSC certified wood, is a modular system that is

extremely versatile. It can be a functional bookcase with varying widths and heights, a room divider, a wall cupboard, shelving, a display case or even a chair. Available in a selection of finishes (coupled with wood essences such as teak, blonde or bleached oak, black walnut and wenge paneling) or personalized in a selection of colors or patterns or textures upon request.

The More system received the BEDG 1<sup>st</sup> Prize as the product which most meets the needs of a changing culture, and encompasses both tradition and the future at the 2008 international 100% Design Futures event in London;

- ✓ **2Onde**, a sophisticated chaise lounge in cardboard with side panels in FSC certified wood. A chaise longue to relax in moments of leisure, alone or with friends, or a friendly chair to show off, that is also practical thanks to its functional openings;
- ✓ **Mattoni**, a versatile and quick shelving system and interiors piece made up of stackable blocks to create wall units, bookcases, room dividers and panels as well as single person seating that can be made up of different shapes and sizes. It is a modular piece that can be built without using any tools and is particularly suitable for sets, fairs and shows as display cases, and for temporary shops. The system is designed to hold a spot of nature in between bookshelves and shelving, so you can cultivate a small green corner, an “indoor vegetable patch” at home or at work. All the pieces are crafted in FSC certified wood or environmentally friendly, recyclable cardboard;

Elegant, refined and glamorous, these interior pieces speak of the architect and designer Giorgio Caporasato’s longstanding personal quest into style and function in the world of ecodesign, and he endows a traditionally “poor” material like cardboard with a new allure. All these creations meet the criteria for sustainable design and are part of a larger selection of ideas that have been awarded with significant recognition and have been displayed at art exhibitions and industry events.

**Giorgio Caporaso Ecodesign by Lessmore**, a collection of products brought together by sustainable design, unique elegance, distinctive lines and shapes, a practicality that is simple yet complex and an ethical stance towards the environment and the future.

Green spirit and high tech soul, because the pieces in the “Giorgio Caporaso” Ecodesign Collection by Lessmore, says Matteo Redaelli, the CEO of Logics, are crafted with the aid of avant-garde technology such as the very precise Zund cutting and finishing machinery, innovative technology which ensures the highest quality in all of the products.

**Sustainability is also transformability**, which allows these products to be renewed over time, and not succumb to passing trends, allowing them to adapt and enter any environment in perfect symbiosis, thanks to the vast selection of possible options.

**Contamination and separation**: the modules in “Giorgio Caporaso Ecodesign” collection can be teamed and combined with diverse materials while never losing sight of environmental friendliness, in terms of product maintenance and when discarding it at the end of its life. The unique way in which these pieces are built (divided into single segments) means that each element of a design can be replaced, thus maintaining the piece’s usability at contained costs. Furthermore, all the materials and finishes can be taken apart and easily be separated for differentiated waste disposal or recycling.

**FUNCTIONALITY, ELEGANCE, ALLURE AND RESEARCH:  
This is what happens when designs meets sustainability**

**Lessmore’s Ecodesign Collection “Giorgio Caporaso” (By Logics).**

For high resolution images or further information please contact:

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"MORE\_LIGHT", design Giorgio Caporaso - Italy

**Image 1 - MORE\_LIGHT**



"TOBE\_candles", design Giorgio Caporaso

**Image 4 - candles & air freshner**



"MORETTO", design Giorgio Caporaso

**Image 2 - MORETTO**



"MINIMORE", design Giorgio Caporaso

**Image 5 - MINIMORE**



"TOBE\_vases", design Giorgio Caporaso

**Image 3 - TOBE vases**



X2CHAIR, design Giorgio Caporaso - Italy

**Image 6 - X2CHAIR**



"TAPPO", design Giorgio Caporaso

**Image 7 - TAPPO**



"MORE", design Giorgio Caporaso

**Image 8 - MORE**



"ZONDE", design Giorgio Caporaso

**Image 9 - ZONDE**