

## RAISON D'ETRE: SUSTAINABLE DESIGN



**LI MILLER**  
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Mi piace 1 2 2 0 0

Everyone should meet a designer like [Giorgio Caporaso](#). And this is not just because he is a very kind and gentle person, or for his innate cordiality and inborn professionalism, but especially for his **conscious** and **sustainable** way of designing. His research primarily addresses to recyclable materials – such as cardboard – and he is very popular in the milieu of the many international design exhibitions. We decided to meet him because we want him to tell us about the next fair where he has been invited – the **IMM fair** in **Cologne**. We wanted to ask him about the situation of design in Germany, how they look at the Italian design, and what they think about those designers who have put the research at the first place in their work.

Here is the full interview.

### What are your guidelines during the creative process?

I would not say I have a pre-established pattern in my work; I often start from an idea, an intuition, a wish or a need, and then develop it. However I can say that my projects' concept can be summarized as **modularity**, **transformability**, **functionality**, and of course **ecc sustainability**.

When I face a new project, I start from analyzing a need; I am very close to the classic concept of **"form and function"**, and my products are the result of a process of subtraction, where remains only what is essential, without excessive decoration. At the same time I focus on the **modularity** and the ability to use a form in different ways to get to a variety of combination: It is a sort of assembling while leaving the possibility to disassemble different materials and finishes.





I am fascinated by the endless possibilities of transformation that may arise from the use of modular systems in different contexts, depending on the consumer's personality. For this reason I try to create **modular systems**, which can easily be placed and assembled, enriched over time with new elements and details, providing a great opportunity for customization of materials and finishes. I really would like my objects to last and transform, without getting old, which is extremely connected with the concept of **eco-sustainability**. I believe that an object today must be able to stand the test of time, be easily repaired in its parts, which must then be easily replaced, and last but not least must be recyclable and must ensure that each of its parts can be easily disposed of. Modular design can offer a solution to this.



— LESSMORE\_ITALY



PP01, design Giorgio Caporaso



### Can you describe your creative process?

At the beginning I elaborate **many ideas**, which can come up randomly from the observation of events, a real need or from the characteristics of a material that suggest me the need to find a new answer to something usual. From here on I start working in the traditional way, drawing and sketching, developing ideas, elaborating patterns and designs, then I delete the unnecessary elements, in order to get a final "concept."

The next step is **modeling the idea on the computer**, while the most important phase is the **prototype realization**. It's only when you have the prototype in your hands that you can try it and understand what really works and what needs to be changed. I really like this material and craftsmanship stage, where you feel that the idea becomes concrete, although very often you realize that something should be changed, and must start again with the computer modeling. The tactile experience is still something fundamental, because a good sustainable product must always deal with the matter, as well as the emotion to try and feel an object even if the current software systems are more and more accurate.



During these creative steps, I like experimenting, for example by combining materials which have never been combined before, in order to find new solutions that enhance those materials that have been forgotten or just traditionally considered as poor, such as cardboard, which I have been using for several years.

### How does it feel to be a designer in Italy?

It is definitely a challenge, not only for our current economic situation, it is a challenge in the broadest sense of the term: thinking of the future and of the environment. We are not surrounded by all kinds of objects and items that fulfill our needs, especially in Italy, which is traditionally home to creativity and design. The challenge lies in experimenting, reinventing, transforming the lifestyle and mentality of the people, and a designer must be aware of the commitment that as a designer has towards the community. Now I am committed to create objects that can be adapted and reused, rather than throwing them in the bin, that's why you can disassemble and reassemble my products and create new solutions.

Using **recycled** and **disposable materials, combined** with the aesthetic of an object, can sensitize people towards adopting new attitudes, and becoming more responsible towards our planet. It is a small drop in the bucket, but I hope I'll give my little contribution to a bright future.





**You are going to take part at the IMM Cologne. How the German people react to th Italian design?**

Traditionally the German audience appreciates the design Made in Italy and Italian creativity. They have also become more demanding and are very sensitive to environmental issues and environmental sustainability.

**Do you think the web can help promoting the design?**

The **web** is definitely a way to make a wide audience to get acquainted with the design and helps gaining a greater awareness to the issues of a conscious way of designing.

The large number of offers and the possibilities of comparison are far more than those of traditional channels. More and more people can learn, get aware and choose things according to their tastes.



Foto 33. "2Onde" + "Tappo", design Giorgio Caporaso, Milano-Varese - ITALY. All rights are reserved

### How does a house decorated with your pieces look like?

It is a house that surely reflects the personality and the story of its owner. It is a **moder home**, but different from others, with an **uncommon style**, where each piece of furniture has been chosen to meet certain particular needs or emotions, and so they can also be very different in style and age.

I like genre contamination, but it has to be well-balanced: after all, this also is an aspect of my creative process.



foto 14. "More\_Light" + "X2Chair" + "Tappo" + "Moretto" + "Scriba", design Giorgio Caporaso, Milano-Varese - ITALY. All rights are reserved

Please, go and visit [Less More Italy](#), the virtual space that the architect and designer Giorgio Caporaso has set on ulaola!

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