

## PRESS RELEASE

### **“Cardboard Dreams – The sustainable levity of design”**

Solo Exhibition of **Giorgio Caporaso**

*By Nicoletta Romano*

10 – 25 April 2013

**Opening: 10 April at 18.30**

Villa Recalcati, Piazza Libertà 1 Varese

**“Cardboard dreams – the sustainable levity of design”** is the title of the first solo exhibition dedicated to architect and designer **Giorgio Caporaso**, who is on this occasion exhibiting his *Ecodesign Collection* objects and furniture.

A **journey** that starts from the dream, the intuition of a world in which aesthetics and environmental sustainability can coexist happily. A horizon which in Caporaso becomes the destination of choice for a creative journey, based on the research of shape, function and materials, and that turns out to be strongly oriented to the essential, the change and the expression of an eco-friendly soul. A path that has brought him to create transformable and multifunctional objects able to live a long time, following the changes in people's lives, and therefore easily reusable in different ways. Tangible predilection for recycled and recyclable materials such as cardboard and natural materials, in products that can be disassembled and separated with ease for recycling and garbage separate collection. **In Caporaso's works** everyday objects bring to our homes not only an extremely refined design, but also a sensory pleasure combined with the ability to express his taste in furnishing and customize homes, work spaces and meeting places. All of this also bringing an important message of awareness towards the environment and towards more eco-friendly lifestyles.

**The exhibition will display Giorgio Caporaso's Ecodesign Collection furniture** (by Lessmore, [www.lessmore.it](http://www.lessmore.it)). **From the “classic”**, such as the MORE system and X2CHAIR chaise-long, to the versatile intimism of the TO BE vase. From TAPPO to **the latest productions which will be premiered**, such as experimental and extremely functional chairs and tables, alongside furnishing solutions able to bring the “green” in everyday life.

The “Cardboard dreams” exhibition, sponsored by the Provincia di Varese and the Agenzia del Turismo of the province of Varese, **is one of the six exhibitions Giorgio Caporaso is presenting at Fuorisalone 2013**, during the Milan Design Week. A “premiere” for the Garden Town and the Land of Lakes which, with this event at Villa Recalcati, opens its doors to one of the most renowned International events in the field of design, welcoming it in one of its most prestigious residences.

**The exhibition opening will be held in Varese at Villa Recalcati 10 April at 18:30 and is easily reachable from Milan**, thanks to a free round-trip shuttle service (for info and reservations: [www.lessmore.it](http://www.lessmore.it)).

On **April 19**, a conference entitled "**Eco-sustainability and aesthetics: a possible challenge**" will be held in Varese, Villa Recalcati , starting at 10:00. Free round-trip shuttle service from Milan.

The exhibition is organised **under the patronage of**: Provincia di Varese, Agenzia del Turismo of the province of Varese, European Commission, Legambiente, COMIECO, ADI, Ordine degli Architetti of Varese, Best Up. **And with the collaboration of**: Comune di Varese, Living, Next Materials, Trecinquezeroluce, Verde Profilo. **Main sponsors**: Lessmore, Logics srl, Mazzuchelli1849.

*Anna De Pietri*

Info for exhibition, conference and shuttle service on: [www.lessmore.it](http://www.lessmore.it)