

*PRESS RELEASE*

***Beauty and Sustainability: Kartell supports Italy at Expo 2020 Dubai***

*Iconic designs and new products made from recycled materials will animate the stands of the Italy Pavilion.*

1<sup>st</sup> October 2021

Beauty and sustainability will be the values linking Kartell with the Italy Pavilion at Expo 2020 in Dubai, which starts on 1<sup>st</sup> October.

In keeping with the claim chosen for the Italy Pavilion, "Beauty Connects People" – a claim that applies equally to the Kartell brand – Kartell has designed the furnishings for the Italian mission's display and meeting areas at the Universal Exhibition using elements that are sure to bring style to all the areas concerned.

Kartell will be furnishing the mission's spaces with a mix of best sellers and selected new ideas. The transparency that has been one of the characteristic features of Kartell designs for over twenty years is now a symbol of sustainability in the form of the new Polycarbonate 2.0 material. Louis Ghost, the Kartell icon chosen to embellish the Amphitheatre, is made from this new, sustainable synthetic material, which is derived largely from industrial cellulose waste and ISCC\* certified paper, bearing witness to Kartell's passion for innovation.

The development of increasingly challenging technical solutions is one of the driving forces behind Kartell's creativity. In 1999 Kartell was the first to introduce polycarbonate to the world of furnishings, transforming transparency, previously a prerogative of glass, into a feature of new industrial products. Today, Kartell's continuing research is offering transparency to a future of beauty and sustainability.

Compared to its fossil-based counterpart, Polycarbonate 2.0 boasts up to 60% less environmental impact in terms of carbon dioxide emissions. A Kartell exclusive for the furnishing industry, this new material will be gradually introduced in best-selling products and new concepts alike, and in time will replace conventional

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*General Commission for Italy at Expo 2020 Dubai*

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polycarbonate throughout the product range. This development clearly demonstrates our commitment to making design greener.

Polycarbonate 2.0 boasts the same transparency, thermal resistance, mechanical strength and durability as conventional polycarbonate materials. In addition, it is sustainable and able to play an important role in the circular economy process launched with the introduction of recycled and bio materials and presented in the “Kartell loves the planet” manifesto.

But the Italy Pavilion will not be characterised by transparency alone. In accordance with the values of the circular economy that inspire Italy's participation in Expo Dubai, Kartell will also be using new products made from recycled materials obtained from pure, non-contaminated waste from other sectors. Kartell processes wood in a resource-friendly way using only material from FSC®-certified forests, guaranteeing the origin of raw materials and ensuring the proper use of resources.

While the Italy Pavilion will be decorated with a mix of design icons and new products, Kartell has come up with special, tailor-made furnishings for Niko Romito's “Bar and Kitchen Area”. This top-flight catering area will be furnished with custom-made solutions to emphasise the welcome and culinary excellence offered by the Michelin Three-Star chef.

During the course of Expo 2020 in Dubai, Kartell will also be holding a series of events in which environmental protection, the circular economy and beauty will be chosen as themes to illustrate the company's commitment and philosophy.

*“After a very successful Milan Expo” - **Claudio Luti, President of Kartell, declares** - “It gives us great pleasure to once again partner the Italy Pavilion in Dubai. I believe that opportunities like this, where the Italy system is present and represented as a whole, flaunting the beauty and innovation of “Made in Italy” to the full, must be used to create positive synergies.*

*It gives us the chance to properly explain Italy and its know-how. Presenting our products at the Italy Pavilion allows us, here at Kartell, to proudly stand alongside the institution, contributing a little of our experience and our design, both iconic pieces and more innovative ones.*

*I have always maintained that in order to stay strong in the world, we need to create systems with enterprises and institutions travelling together, and this is a fine example. And, to top it off, the Pavilion theme is beauty and beauty is our mission! We create objects that first and foremost must be beautiful and functional, able to withstand the test of time and ultimately be handed over to museums and collectors to become a model representing the history of design. Indeed, this is precisely the*

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*evolution of the concept of sustainability and industrial ethics. We have overcome the concept of the circular economy, which is now a “given”, a model to which have always referred right from the initial design, in order to enhance the economy of beauty.*

*We will not only have the large space available in the Amphitheatre in which to feature our Louis Ghost created in the new green polycarbonate, but also lounges and entertaining areas showing off our tables, wooden chairs and lamps, and the Niko Romito custom-designed “Bar and Kitchen Space”. This was created with the help of our Contract Division and using some of our catalogue products combined with others that have been tailor-made”.*

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