



Really: designing materials for circularity

Responding to the urgent global issue of waste, Really is a new initiative, in partnership with Kvadrat, to upcycle end-of-life textiles into new materials for design and architecture.

Our first product Solid Textile Board launches with projects by Christien Meindertsma and Max Lamb.

Press preview

Max Lamb and Christien Meindertsma

Wednesday 5 April

2 pm – 4 pm Interviews with designers Max Lamb and Christien Meindertsma upon request

4 pm – 5 pm Press preview with the designers

5 pm – 6 pm Panel discussion with Max Lamb and Christien Meindertsma, advisor for sustainable innovation and circular economy Clare Brass and curator Jane Withers on the challenges of designing for a circular economy.

6 pm – 9 pm Drinks

Really

Project B Gallery

Via Pietro Maroncelli, 7, 20154 Milan

Opening hours

4 – 7 April, 10 am – 8 pm

8 – 9 April, 10 am – 7 pm

Please RSVP to Charlotte Kaplan
charlotte.kaplan@camronpr.com

Really.