Furniture that returns to the forest

Andreu World organizes three events within Madrid Design Festival 2021’s programming. An exhibition of its new sustainable materials, a virtual meeting with design Patricia Urquiola to present the new Nuez Lounge BIO lounge chair, and a virtual discussion with three of Chairpedia’s authors, the book promoted by the Valencian company that La Fábrica has recently published.

Andreu World, one of the most innovative firms in the field of sustainability, brings its environmental commitment to Madrid Design Festival with an exhibition of the new sustainable materials that it is developing for the circular economy. They will be shown in its Madrid showroom Madrid from February 1st to February 28th. Through an online meeting, on February 11th, the new Nuez Lounge BIO® lounge chair will be presented, made with 100% biodegradable materials. Its designer Patricia Urquiola will talk with Martha Zarza, from the World Design Organization, and Jesús Llinares, CEO of Andreu World, moderated by David Basulto, founder of ArchDaily.

Within the MadridDesignPro activities, on Tuesday, February 16th, we will talk about the Chairpedia. A unique encyclopedic work that brings together 100 + 1 stories about the history of the chair, published by La Fábrica in collaboration with Andreu World. Three of its authors, Ana Domínguez, Isabel Campí, and Rosalía Torrent, will reveal some of the interesting stories collected in the publication during a discussion moderated by Camino Brasa, Editorial Director at La Fábrica.

Programming

From February 1st to 28th
Exhibition: New sustainable materials for a circular economy

Madrid Showroom
C/ Velázquez, 26
28001, Madrid
Free entrance
Furniture that returns to the forest

Thursday, February 11th | 6.00pm.
Virtual panel discussion
Nuez Lounge BIO®, possibly the world's most sustainable lounge chair.
Circular Economy and Sustainable Design.

- Patricia Urquiola, designer
- Jesús Llinares, Andreu World CEO
- Martha Zarza (World Design Organization)
- Moderator: David Basulto (ArchDaily founder)


Tuesday, February 16th | 7.00pm.
Virtual panel discussion
Chairpedia, 101 Stories of Chairs

Panelists
- Ana Domínguez Siemens
- Isabel Campí
- Rosalía Torrent
- Moderator: Camino Brasa, La Fábrica

Andreu World presents within the Madrid Design Festival 2021 programming, in the Madrid showroom, - February 1st to 28th, with the trilogy of materials developed for the circular economy: 100% recycled content Pure ECO® plastics; a novel natural origin polymer that debuts with the new Nuez Lounge BIO® lounge chair designed by Patricia Urquiola; and the Circular ONE® fabric obtained from yarn manufactured from plastics sourced from PET bottles and textile waste.

This trilogy of new materials is already a reality and are present in the Andreu World collections. With the new designs and updating the classics, we have proposed to continue leading sustainability in our sector. Our challenge is to get all entire Andreu World catalog in a circular economy by 2030. To achieve this, we have increased the investment effort in R+D+i, developing our own materials and fabrics that are already a reality and are available in the new products. We are the first company in our country that is producing its own sustainable materials.

Andreu World will also bring its environmental commitment to the MadridDesignPRO program in a virtual event - on February 11th at 6 pm - on the occasion of the launch of the new Nuez Lounge BIO® lounge chair designed by Patricia Urquiola, which will revolve around the circular economy and sustainable design. In addition to the design, World Design Organization’s Martha Zarza and Jesús Llinares, CEO of Andreu World, will participate, and David Basulto, ArchDaily founder moderate it.

The Nuez Lounge BIO® lounge chair is a world first. Its outer shell is 100% recyclable, biodegradable, and compostable. It is a 100% Urquiola and 100% sustainable piece that is available in four elegant colors: sand, basalt gray, terracotta brown, and black, more evolved with respect to the traditional gray color that until now characterized recyclable plastics. The interior is upholstered with Circular ONE® fabric made from plastics sourced from PET bottles and textile waste. The foam it uses is also 100% recycled content and recyclable. The assembly does not use glues, so it can be easily disassembled and repaired or reupholstered to extend its life. The central ash wood base gives it an extra naturalness and is 100% FSC certified. With it, a new and comfortable path towards sustainability opens.

Finally, La Fábrica and Andreu World will present Chairpedia within the festival’s framework, the book that collects 101 chair stories. With three of its authors’ participation, all of them renowned art and design historians of art, from different spots on the Spanish peninsula: Ana Domínguez in Madrid, Isabel Campi in Barcelona and Rosalia Torrent in Castellón. A discussion moderated by Camino Brasa, editorial director at La Fábrica, in which they will tell us some of the stories that this unique encyclopedic work brings together.

The Chairpedia is a project promoted by Andreu World that began to take shape five years ago, directed by Ramón Úbeda, illustrated by Antonio Solaz, with contributions from writers and historians on the subject of the chair, to help spread its history and culture more enjoyably and less academically. It is an open project, materializing for the first time in this book published by the prestigious publishing house La Fábrica on the occasion of the 65th anniversary of the Valencian company.

“Every chair tells its own story, and they all fit here. Including those in which the design is not the fundamental element. One hundred and one in total, but there could have been many more. A thousand and one chairs would be the aspiration for this unique encyclopedic work. The chair goes a long way because it is the queen piece in the history of furniture and that history can be explained with the same rigor as others that have already been written. Still, with a more open and plural look, with contributions from a good number of specialists, all of them accredited historians of design, architecture or art, from different generations and geographical origins: María José Balseells, Santi Barjau, Isabel Campi, Guillem Celada, Daniel Cid, Ana Domínguez, José María Faema, Albert Fuster, Marisa García Vergara, Daniel Giralt-Miracle, Rosina Gómez-Baeza, Pilar Mellado, Oriol Pibernat, Mónica Piera, Isabel del Río, Patricio Sáiz, Carmen Sevilla, Rosalía Torrent, Ramón Úbeda, and Mauricio Wiesenthal. We did not want to pontificate with these, rather learn from those who know the most and share that knowledge with readers”.

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