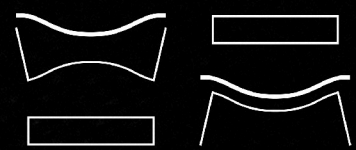


WOODEN WOOD

WOOD TEXTILE

WOOD WASTE COMPOSITE
WOVEN INTO A RATTAN PATTERN
RENEW, REUSE, RECYCLE



WOODEN WOOD

THE MOTIVATION



50 million
TONNES OF WOOD
WASTE GENERATED IN
EUROPE EVERY YEAR

**LESS THAN
40%** OF THE EUROPEAN
WOOD WASTE
IS RECYCLED

25 million
TONNES OF WOOD
WASTE ARE LANDFILLED
OR BURNED EACH YEAR
IN EUROPE

HAZARD
NEGLECTED WOOD WASTE CAN CAUSE:
CHEMICAL LEACHING, BAD ODORS,
BIODIVERSITY LOSS, FIRE HAZARDS
AND LACK OF SPACE.

**MORE THAN
10** million
HECTARES OF
FOREST ARE
CUT DOWN
WORLDWIDE
EACH YEAR

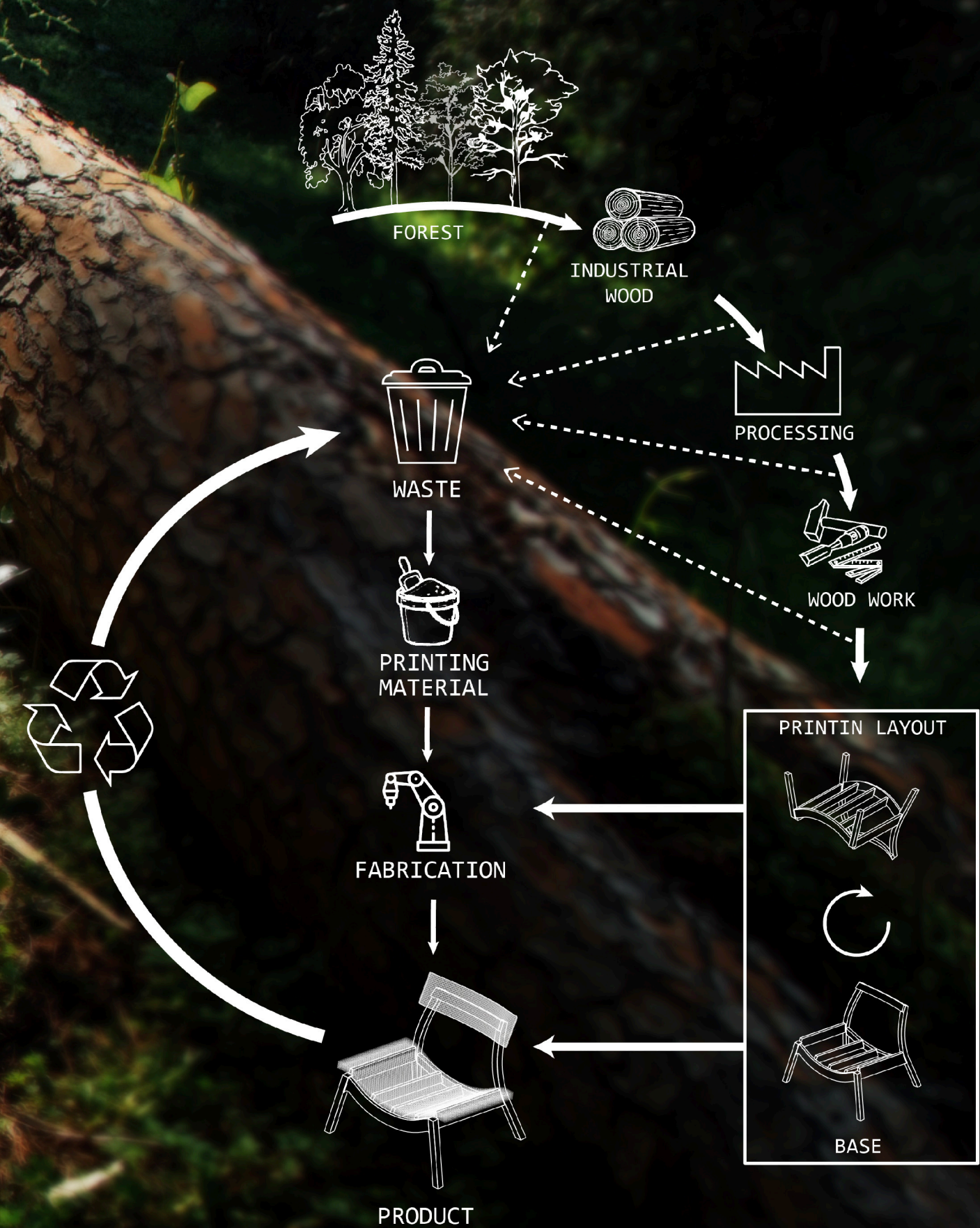
Wood is one of the most common building and industrial material that is portrayed as a "natural" resource. Although its potential for reuse, renewal and biodegradability, the wood chain today is far from being circular. Our target is to create a continuous lifecycle for wood by introducing a new approach for designing with waste materials. Within this context, as designers, we have a responsibility to play an active role in the development of circular design solutions for wood products and processes.



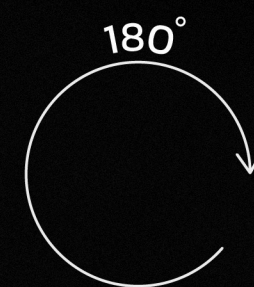
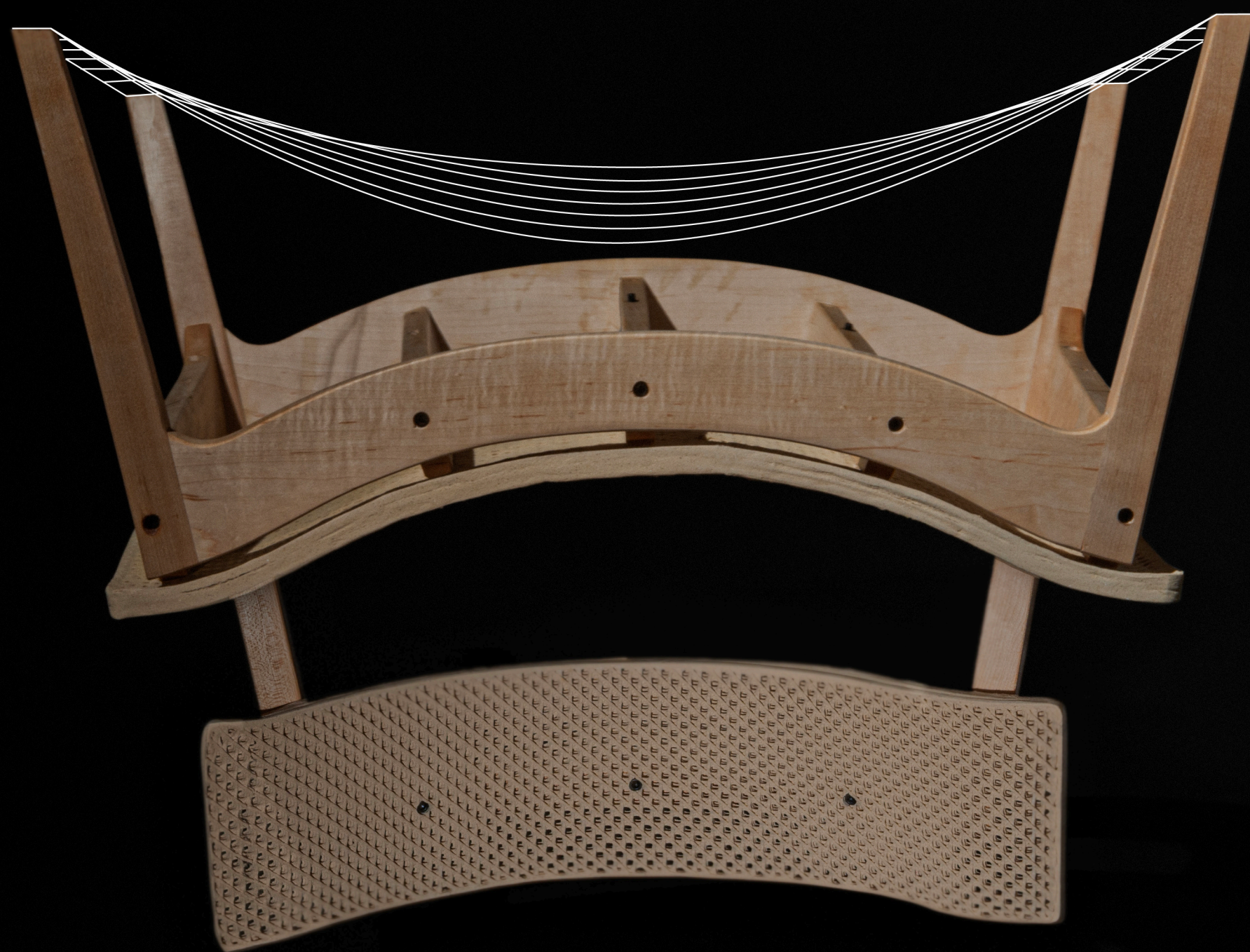
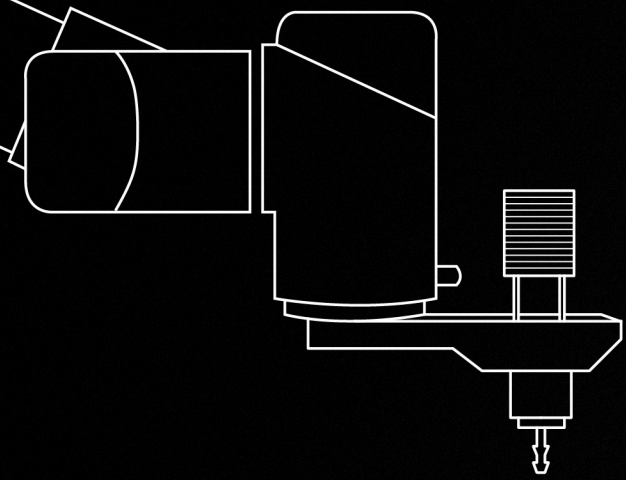
WOODEN WOOD

HOW CAN **DESIGN DISRUPT** CURRENT WOOD LIFECYCLES ?

SUGGESTED WOOD LIFECYCLE



STRUCTURE AS A MOLD



WOODEN WOOD

COMPUTATIONAL DESIGN

In this process we introduce the ability to explore large amounts of possible designs using computational design in order to create a 'one of a kind' chair within a mass production workflow.