

A SYNESTHETIC EXPERIENCE

BY GIORGIO TARTARO

Materials are our starting point: sheets of paper are layered through a hyper-controlled production process with additional elements (eco-friendly glues and cement), while fully respecting the environment as well as the entire life cycle of the objects themselves. This is declared right from the start, in its evident air passages, in its play of light and moiré effects, which make the Staygreen objects almost come alive. You become aware of an extremely solid, fluid and malleable material in its construction, which is almost digital, through contour lines. Paired with other natural materials such as metal, wood and an infinite variety of finishes, Staygreen's catalogue is one of the most interesting and innovative in contemporary design. Not least, for turning to key players with different design skills: Roberto Pamio, Alfonso Femia, Setsu and Shinobu Ito, Roberto and Ludovica Palomba.

For Stream we decided to introduce two accessories, which in addition to sight also bring other senses into play: a synesthetic experience. Belt, a mobile loudspeaker thanks to its "waistband", and Green Earth, a latest generation air purifier.

Staygreen, in addition to cutting edge materials and finishes, is obviously closely connected to technology: here, sound diffusion and acoustics, and ionization and home air purification systems. How to give shape to this? It's all up to the designers, of course: Belt, by Ludovica+Roberto Palomba, is born from the observation of river stones in the East, where they are polished and erected as propitiatory and meditative totems. A waistband wrapped around this large "cardboard stone" allows to move it around from room to room (even outdoors, as long as it doesn't touch the water). Available in different colours and finishes, including different leathers, Belt keeps us company in our moments of relax.

Green Earth, our latest creation, designed by Setsu and Shinobu Ito, systematises their U-Earth and Staygreen work; featuring bold cuts and lines, almost like an origami, it is both a technological and a functional object, embellished by light inserts and remotely controlled. Tradition and innovation, just like in classic Japanese literature.

STAYGREEN IS A PHILOSOPHY OF LIFE: WELL-BEING RELATED TO INTERIOR DECORATION, ITS DESIGN, ITS VISION AND MOST OF ALL ITS PERCEPTION.

