

GuiltlessPlastic PRESENTS

RO PLASTIC-MASTER'S PIECES

calling artists to reuse and reinvent plastic waste

Barnaba Fornasetti / Fornasettiana Remix

I decided to take part in **GuiltlessPlastic** because it deserves credit for having led designers to deal with the need to turn rubbish into resources, instead of disposing of it, as has been the case up until now, in line with a linear economy model that is no longer sustainable. I have always held a critical position with regards to the use of plastic. I never wanted it to be at the centre of the pieces I produced, even during the period when it dominated the design scene. I have always been very sensitive to environmental issues and against the type of low cost, over-production that ends up dominating and taking over human lives (and the environment). I feel very strongly about taking part in this project because it is consistent with my social beliefs about design and industrial production.

Materials:
regenerated polystyrene

Dimension:
200 x 200 cm

Barnaba Fornasetti, born in Milan in 1950, is the only child of Piero Fornasetti. At the tender age of just 3 years old he started his career with his father, by giving him a daisy on a hydrangea leaf that immediately became the decoration theme for a Fornasetti tray. In 1988, after Piero's death, Barnaba took over the family business that he still guides today, maintaining its tradition of craftsmanship and setting up new partnerships and licenses for ceramic tiles, fabrics, ties, home fragrances, lamps, rugs, parquet and wallpapers. Through re-editions, Barnaba has faithfully built on his paternal legacy. With the same pioneering spirit and the same passion, he has rekindled his father's extraordinary visual language, creating what he likes to term "reinventions", in other words new objects designed from scratch by himself, mainly using themes taken from the immense historical archive. Under his artistic direction, Fornasetti is now considered one of the principal Italian companies in the sphere of high craftsmanship. Barnaba has for a long time nurtured the dream of transcending the boundaries of design and applying decoration to other disciplines. Thanks to his always unconventional approach, the art and history of Fornasetti can be seen in the most important museums and theatres. In 2017 the Museum of Arts and Design (MAD) in New York presents Barnaba Fornasetti with the Visionaries! Award, an accolade that celebrates innovation, excellence and creativity in the field of art and design.