

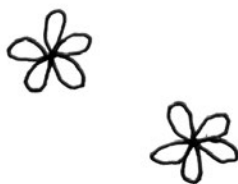
**PAOLA
LENTI**

MILANO DESIGN WEEK 2024

The second chapter of the Mottainai project Hana-arashi by nendo

花嵐

HANA - ARASHI



Paola Lenti, following the Metamorfosi collection designed by Estúdio Campana in 2022, now unveils the second chapter of the *Mottainai* project. This virtuous production philosophy interprets the significance of the Japanese term *Mottainai* - *do not waste, use the resources you have available* - by restoring function and aesthetic value to production remnants that would otherwise be discarded and disposed of.

The internationally renowned design studio called upon to interpret this new narrative of the *Mottainai* project is *nendo*, invited to infuse new life into fabric leftovers and create the Hana-arashi series of furnishings and complements.

Hana-arashi is the Japanese term identifying the second beauty or the dance in the wind of the petals of Sakura flowers (cherry blossom trees), while the first coincides with the full blooming. A name conveying the feel of lightness, movement, colour, and the power of nature to generate wonder. The image of petals twirling in the sky reconnects with the philosophy of Paola Lenti as well, which, with the *Mottainai* project, collects and reuses what is left over, what literally falls off from production, avoiding all forms of waste.

The starting point is the Maris mesh fabric, developed and produced exclusively by Paola Lenti for its outdoor collections. Recyclable, 100% polypropylene, waterproof, and available in 180 colour hues, Maris, benefiting from the low fusion point of the material of which it is made, can be overlapped and welded, hence avoiding the use of secondary materials such as sewing threads or adhesives. Further experimentation revealed that by tweaking the temperature and heating time, specific sections of the fabric can be hardened, thereby increasing strength and allowing light to pass through thanks to alternating opacity and transparency.

Only after having visited Paola Lenti's headquarters, seen the production processes, and understood the research efforts and the unique *savoir-faire* that distinguish the company, *nendo* has finalized its idea to create objects experimenting with forms and diverse combinations.

The underlying principle of the project consists of joining relatively large offcuts to create a *base*. Smaller offcuts that have been previously cut into the same shape are then welded at the edges. While enhancing the surface strength, this procedure allows for the application of textile stamps in the same fabric but in different colors, producing interesting chromatic dialogues and plays of translucency.

Hence, starting from unique fabric remnants with a curvilinear form, *nendo*, inspired by samurai's armours, has carefully shaped them by folding and wrapping them on themselves to create three-dimensional products and furnishings featuring high aesthetic and design value. It is indeed the nature of the material, moldable and strong at the same time, to determine the form of the object – lamps, poufs, side tables, an armchair– without compromising the delicate texture of the fabric and its recyclability.

The quality and variety of colors of the Maris cutoffs, recovered daily and carefully combined according to a coherent chromatic criterion, generate petals with new and unpredictable beauty.