

**PAOLA
LENTI**

MILANO DESIGN WEEK 2024

Oltre lo sguardo

Hana-arashi by Nendo

**The second chapter of the Mottainai collection
Hana-arashi by nendo**



Paola Lenti – after the *Metamorfosi* collection designed by Estúdio Campana in 2022 reveals the second chapter of the *Mottainai* project. This virtuous productive philosophy, by interpreting the significance of the Japanese word *Mottainai* – *do not waste, use the resources you have available* – restores the function and aesthetic value to surplus production that would otherwise be discarded and disposed of.

The international renowned design studio, called up to narrate this new chapter of the *Mottainai* project, is *nendo*, invited to instill new life to the fabric remnants and to create the *Hana-arashi* series of furnishings and complements.

«We were curious to delve into collaboration with a designer whose design language differed from that of the brothers Fernando and Humberto Campana, with whom we developed the first chapter of the Mottainai project. Thus, we reached out to Nendo studio. Oki Sato skillfully breathed new life into Maris offcuts, utilizing their structure and texture to precisely inform the shape of the

products. Thus, the Hana-arashi collection was born, vibrant yet understated, with a stylistic signature I find distinctly Japanese».

Paola Lenti

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 produce wonder. The image of petals twirling in the sky reconnect with the philosophy of Paola Lenti as well, that, with the *Mottainai* project collects and reuses *what is left over, what literally falls off* from production, avoiding this way 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, benefitting of 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 section of the fabric can be hardened, thereby increasing strength and allowing light to pass through thanks to alternating opacity and transparency.

The underlying principle of the project consists in joining relatively large offcuts to create a base. Smaller offcuts that have been previously cut into the same shape, are then welded onto the base. While enhancing the surface strength, this proceeding allows for the application of *textile stamps* in the same fabric but in different colour, producing interesting chromatic dialogues and plays of translucency. The fabric is then softly rolled, with the edges welded together to form a three-dimensional furniture piece, inspired by the armor of samurai.

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

Starting from unique fabric remnants with curvilinear form, *nendo* has carefully shaped them by folding and wrapping them on themselves to create products 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, and baskets – without compromising the delicate texture of the fabric and its recyclability.

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

«The initial impression I had,” recounts Nendo, “is that Paola embodies a certain Japanese sensibility. Quiet, exceptionally courteous, with a deep respect for nature. She truly sees and understands nature in a manner that resonates with me, reflecting an authenticity reminiscent of my own culture. I was pleasantly surprised to encounter the term Mottainai within an Italian company. It immediately felt familiar, akin to home. Through this project, I believe Paola and I achieved a harmonious balance between spirituality, materiality, and sustainability, as we, in a way, speak the same language. It was akin to composing a haiku».
Nendo



Founded in 1994, Paola Lenti is renowned worldwide for the innovative twist it has given to design products and for its unmistakable interpretation of colour. In almost thirty years of activity, the company has created a collection of exclusive fabrics and technical materials, eco-friendly and available in hundreds of hues. Paola Lenti indoor and outdoor collections and complements for the architecture are displayed in the most important international showrooms

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