



DESIGN
Bianchi&Valsesia

“The **design** is a discipline partly technique and scientific, partly sociological and humanistic, it is the conjunction between engineering and art, between invention and style, between production and market.”

Chiodi Alessandro, *Le esperienze di Cassina e Kartell*, 11 novembre 2016

“All research, conceiving and designing activities aimed at creating any product.”

Luciana Lorenzo, *Quando nasce il Design?*, 7 aprile 2008

“Today, all over the world, the market requires the synthesis between beauty and functional quality, between style and effectiveness.”

Pininfarina Sergio, *Il design industriale tra arte, funzionalità e mercato*, 10 luglio 2017

ENVIROMENTAL SUSTAINABILITY - DESIGN

ENVIRONMENTAL - SOCIAL WELL-BEING

The design can be interpreted as a **responsible process** and **thinking** linked to the environment on the one hand, and to the **ethical** and **social** world on the other.



*ENHANCEMENT OF THE PRODUCT LIFE - CYCLE THROUGH
SUSTAINABLE CRITERIA*

ENERGY SAVING

IN THE PRODUCTION PROCESSES ENCOURAGING A LOWER POWER COMSUMPTION.

DURABILITY - QUALITY

ENSURING A LOWER IMPACT BY THE GENERATED WASTES THROUGH A BETTER RESISTENCE TO WEAR.

RECYCLING

THROUGH THE REUSE.

SUSTAINABLE MATERIALS

THROUGH NON-TOXICITY AND RECYCLABILITY.

PRODUCTION CYCLE-DESIGN

PRODUCT - ECODESIGN

The care at every stage of **production cycle**, starting from the use of raw materials to the distribution steps. Through a **continuous monitoring** and **care** of the product life cycle stages it is achievable a greater energy efficiency and reuse.





T H E S U P P L Y C H A I N

Observance of the **eco-sustainable principles** is possible through a strong **commitment** by the suppliers. They show their commitment in protecting the **intermediaries** and **customers** through obtaining certifications.