

LINEAPELLE

A NEW
POINT
OF
MATERIALS

THE EXCITING JOURNEY OF RESPONSIBLE INNOVATION:
LINEAPELLE PRESENTS
A NEW POINT OF MATERIALS
Fieramilano Rho (hall 15), 22-24 September 2021

*An itinerary at the discovery of leather, materials, technologies, applications talking about responsible innovation and qualities contemporary buyers search for.
A journey flowing through live performances and talks,
focusing on the new frontiers of sustainability*

A NEW POINT OF MATERIALS shapes up to be a reviewing space tailored for discovery, focus, information, and debate. Here people will have the opportunity to participate in live performances and thematic talks to experience personally the way leather and materials realize the concept of *responsible innovation*. A space to put forth, with transparency, an inspiring combination of technology and artisanship, tradition and state-of-the-art innovation.

A NEW POINT OF MATERIALS is going to outline an accurate selection of leather and materials standing out for their green, advanced, and developmental content, and will thoroughly describe them across the whole manufacturing process. Starting from companies' strategic choices regarding the issue of responsible innovation, which subsequently turn into high-performance products to meet and fulfil a new generation of values.

A NEW POINT OF MATERIALS has been arranged by **LINEAPELLE** in collaboration with **D-house by Dyloan** (Urban Lab) and **C.L.A.S.S.** (Creativity Lifestyle and Sustainable Synergy), with the advisory support of **Orietta Pelizzari**.

A NEW POINT OF MATERIALS, in addition to an annotated exhibition of leather and materials, is going to introduce an agenda of talks and performances (in English) focusing on the most topical and trendiest issues regarding manufacturing, corporate finance, and retail's work attitude towards the concept of *responsible innovation*.

Seguici su



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THE AGENDA

22 September 2021

13.00 – Inaugurazione

13.45 – Talk. Innovation as an important issue in our society

15.00 – Performance: Radical by nature

16.30 – Talk. Responsible Innovation

17.30 – Talk. Responsible Finance

23 September 2021

09.30 – Performance: Shoes customization

10.30 – Performance: Craftsmanship meets technology for customized furniture

11.30 – Performance: Graphene high-performance demonstration

12.30 – Talk. Manufacturing Technology

15.45 – Talk. Sustainable Biotechnology for Natural Leather

17.30 – Talk. Retailers as the new fashion sustainability

24 September 2021

14.30 – Talk. Sustainable Biotechnology for Natural Leather

All performances taking place in the A New Point of Materials area will actualize by the power of technologies residing at urban lab D-house, which partners with LINEAPELLE.

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