

PRESS RELEASE

Rematerialize! show by Material Sense highlight Hannover Fair

Travelling international exhibition Rematerialize! is starting its journey at the Hannover Fair from April 16 – 20. This is the Material Sense network's second show at this venue, to which they were invited by International Forum Design Hannover (IF), one of the most prestigious international award organisations in the field of design.

Rematerialize! will travel on to a number of European cities and Seoul in South Korea.

The new exhibition by Material Sense focuses on quality materials made of familiar, ordinary things that have undergone serious revaluation. These materials have nothing in common with the exhausted recycled products of the past. On the contrary they have been 'rematerialized' into a better product. According to Material Sense, this strong trend in the way new materials are developing raises great expectations for the future.

More than 50 samples of 'rematerialization' will be set out for the curious to touch and see. Each sample is accompanied by visual aids to explain the background of the materials and their uses. The exhibition divides its range of strange and wonderful samples into four categories. Self-healing materials can be found under the heading of 'Recover'. 'Refine' shows lighter and stronger materials. 'Remind' brings together materials that add emotional value through light, projection or other technology. Original revaluated and reused ingredients along with natural alternatives for materials are exhibited in the 'Revalue' category.

Some examples of materials in the show:

- stylish, soft nettle cloth
- old glass objects rejuvenated with coatings
- 'self-healing' auto parts
- crockery made with coffee grounds and other vegetable matter
- felt from cardboard
- Forbo Linoleum's Dutch Design Collection
- quality upholstery from pure recycled polyester
- clothes that reflect emotions in light and colours
- a 'hugshirt' that hugs you when your lover calls
- light permeable long-lasting plasters by DSM.

Rematerialize! is part of the Material Trends show of the fair, which is tipped as one of the real highlights. Three other organisations will also contribute to this section. Last year the Hannover Fair attracted 300,000 visitors, more are expected this year. Location Material Sense - Hall 5, stand E54.

Material Sense is a project-based organisation and design network focused on inspiring the use of new materials by designers and entrepreneurs. They organise workshops and training sessions. They offer consultancy services to companies looking to develop the right material for a product. Increasingly, materials determine success or failure for new products. Material Sense lobbies for a materials-oriented development of products.