

# rematerialize!

Hannover Messe /// 16-20 April /// hall 5 - stand E54

International travelling exhibition Rematerialize! by **Material Sense**

**Let yourself be inspired by Rematerialize! Come and see the materials of the future.**

Feel the strength of beautiful, soft nettle cloth. Observe the self-healing materials developed for use in auto parts. Admire high quality upholstery made of pure, recycled plastic. And eat from crockery fabricated with used coffee grounds.

Material Sense's new exhibition zooms in on quality materials made of familiar substances that have undergone serious reevaluation. 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. This is a strong trend in the way new materials are developing that raises great expectations for the future.

The exhibition divides its 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 lighting and projection. Discover original reevaluated and reused ingredients along with natural alternatives in the '**Revalue**' category.

The materials in this exhibition all have their own story to tell a wide audience. But even people in the materials business will be surprised and excited by Rematerialize!



## **Rematerialize! by Material Sense**

Material Sense is a dynamic, project-based organisation linking industrial designers, researchers, students and cutting-edge companies in an active network. A consuming interest in materials, their use and development for all kinds of innovative products is what brings these very different parties together.

Material Sense lobbies for a materials-oriented development of products. They aim to inspire designers and manufacturers to develop new products based on the sensorial qualities of newly evolved materials.

**More information** - [mail@materialsense.nl](mailto:mail@materialsense.nl) / [www.materialsense.nl](http://www.materialsense.nl)

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