

Lonny

magazine

74 PAGES OF
ECO-CHIC

Space City Style:
Lonny does Houston

Laura Day:

*Designer, editor and
mother. Take a look
inside her Madison
Avenue digs.*

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[editorial]



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store to
home



with respect to our environment

Going to great lengths to ensure sustainability across several facets, furniture company **Environment** produces innovative, unrivaled design



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[editorial]



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When sustainable furniture company Environment sought to reclaim fabrics for its pieces, the designers desired a textile that was naturally aged, weathered, and suitable, but also with a story, a past life that would give its reuse a unique personality. “Army surplus came to mind,” says CEO Davide Berruto, explaining the careful, time-intensive process they’ve committed to: hand selecting the fabric, dying it organically, reselecting based on color and tone, then cutting and restitching. “The end result is an incredible combination of softness, broken-in look and feel, durability, and user-friendliness.”

And beautiful, inimitable upholstered furniture favorable to consumers seeking both a relaxed sophistication and an ardent respect for our surrounding nature. Environment’s mission is simple: “Create beauty, respect the planet,” and the crafts-

people work tirelessly to produce pieces that distinctly reflect that sentiment. In addition to eco-friendly textiles (they also source natural and organic fabrics such as hemp and organic cotton), Environment utilizes the stunning Peroba Rosa wood, discovered fortuitously on a raw-material sourcing trip in Paraná, Brazil. “We fell in love with the density, texture, and history of Peroba Rosa,” says Berruto; the majority of the furniture now features this dramatic, enticing wood, obtained from Paraná’s dilapidated homes and buildings.

Environment focuses sustainability efforts toward three areas: furniture making (process reviews and material selections, recycling and reuse), operations (carbon offset, recycling packaging) and awareness raising (blogs, Web and community action and interaction). By concentrating on these distinct subjects specifically, Environment works

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adamantly to accomplish its goal: to go beyond designing furniture and products and propose “life-enhancing strategies” that are in perfect step with today’s condition. It may not happen overnight, but Environment continues to maintain a forward-moving momentum in the right direction.

Recently, Environment partnered with the Tropical Forest Trust (TFT), which works to eliminate illegal and controversial tropical wood from supply chains, replacing it with wood from TFT forest projects and FSC-certified forests. By tapping into this resource, Environment benefits from help in both managing its supply of raw materials and keeping a watchful eye on suppliers. “TFT acts as a third-party adviser, validating what we are doing and pointing out areas for improvement,” Berruto explains. “They’re raising our bar to a higher standard.”

Environment also takes its mission indoors: By introducing a green operations guide to its corporate facility and retail locations, the company ensures that its sustainable beliefs come full circle.

Environment made an unsettling discovery: after beautiful wood beams of exotic hardwoods are used to secure loose cargo on merchant ships, they’re often discarded at sea or in port once the cargo has been off-loaded. The company decided such a fate could no longer be afforded to easily reusable, stunning wood. “After we realized we could get ahold of the wood, we immediately went to work to figure out how to use it,” says Berruto. The wood inspired several amazing pieces in their collection, including these stools.



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“It takes a talented team of artisans to realize a designer’s vision in wood; luckily, our craftspeople have an intimate knowledge of our techniques,”

says Berruto, adding that human touch and skill is in almost every stage of their manufacturing process.



It acts as a blueprint for the business to be more environmentally diligent on the small things, like excess printing and turning off electronics, which are so often overlooked. “We want to generate awareness to all employees that personal commitment to the environment has to extend into the workplace and that our work is a part of our eco lifestyle,” says Berruto, explaining that the corporate culture is based on values of social and environmental responsibility, as well as a sense of family and community.

1. **Stay Sofa with Army Tent Upholstery:** starting at \$3,495, Environment.
2. **Hand Knotted Beach Blanket:** \$395, Environment.
3. **Dice with Organic Army Tent Upholstery in Rust and Smoke :** \$275 each, Environment.
4. **Large Beam Mirror:** \$1,895, Environment.

From all these individual beliefs and eco-friendly avenues produces Environment’s articulate and soulful furniture, versatile in its character and distinct in its quality. As of late, Berruto says the company has tapped into the Shakers’ age-old philosophy about furniture design: “Don’t make something unless it is both necessary and useful; but if it is both necessary and useful, don’t hesitate to make it beautiful.” With Environment’s pieces striking in every aspect, it’s only icing on the cake that all pay respect and a committed homage to the world around us. 🐦