

## 'Too Good to Waste'

### Milan, Italy

Too Good to Waste is an interactive installation, designed by Benedetta Tagliabue – EMBT, crafted by furniture makers Benchmark and initiated by the American Hardwood Export Council, for Milan Design Week.

Too Good to Waste is an invitation to reflect on the responsible use of these forests and to discover species and grades of American hardwoods rarely found in homes or furniture stores in Europe, but that need to be considered if we want to contribute to a balanced and sustainable use of the forest.

In the words of Benedetta: "Imperfection can make a piece completely beautiful and unique and I hope this project will convey the message that you can work with materials that are considered imperfect and with skills, intelligence and curiosity you can transform them into something beautiful, unique and beloved."

Client: AHEC American Hardwood Export Council  
Date: 2017  
Status: Built  
Typology: Cultural, Design

Architect: Benedetta Tagliabue  
Project Director: Nazaret Busto  
Design Team: Ling Yang, Andrea Martínez and Enrico Pinto.  
AHEC: David Venables, Rocío Pérez-Íñigo, Lucy Peacock, Brogan Cox, Lauren Smith.  
Benchmark: Sean Sutcliffe, Oliver Tillbury, Martin O'Hara, Ben Morgan, Rob Honeyman, Mark Paradise, Mark Kendell, Josh Hale, Sam Brown.

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