

# PLASTIC FANTASTIC: A MATERIAL CALL OF NATURE

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Milan : Formafantasma : Plastic

**Milan – Studio FormaFantasma is urging us all to remember the history of plastic and rediscover its natural beauty.**



Plastic is often associated with the man-made and modern. Studio FormaFantasma has been commissioned by Italian research company, Plart Foundation for its Botanica project. Here it looks into the history of plastic, and examines natural polymers that come from plants and animals.

'Why did we discard this type of plastic?' Simone Farresin asks LS:N Global: 'We want to change people's perspectives.' Farresin explains that the aim was to encourage consumers and designers to reconsider the history of materials and to tackle today's resource scarcity by reverting to natural materials.

*LS:N Global will be reporting all this week from Milan. Our comprehensive Milan report will be on sale next week.*