

**Nature Squared and ANOTHERVIEW present VIEW 20,  
a limited edition architectural installation,  
synthesising pioneering material design, nature and conceptual art  
at the Rossana Orlandi Gallery, Milan**

**24th May 2022:** On the occasion of Milan Design Week 2022, Nature Squared and ANOTHERVIEW are proud to present **VIEW 20**, a limited edition custom architectural installation that reframes views of conceptual art, material design, nature, and travel.



*Further imagery available from 4th June*

This creative collaboration brings together Swiss-based Nature Squared's innovation and expertise honed over two decades of carefully sourcing natural waste materials, including tree bark, egg and seashells, and feathers, which they transform meticulously into sustainable luxurious surfaces, furnishings and accessories for leading architects and designers, with Milan-based collective ANOTHERVIEW's exclusive 24-hour 'digital nomad window' into another time and landscape. Each window tells the story of a day in the life of a different place, captured from a specific point by continuously filming for 24 hours in very high resolution, reflecting on each landscape and its beauty at a fixed moment.

"We are constantly looking for new ways to repurpose and reinvent our relationship with natural waste materials, and our new collaboration shows how designers, craftspeople and creatives can find practical yet beautiful design solutions to the issue of waste," says Nature Squared co-founder Lay Koon Tan. "**VIEW 20** is a natural evolution of our bespoke surfaces into architectural applications for indoors and out."

The outdoor installation will be unveiled on 6th June 2022 in the courtyard of the Rossana Orlandi Gallery in Milan, and will remain in place until Milan Design Week 2023, affirming the gallery founder, design doyen Rossana Orlandi's long-held passion for promoting sustainable design.

**Installation imagery available to download [here](#)**

**VIEW 20** is a 24-hour window on a mature banyan tree in Ranakpur, India, recorded by ANOTHERVIEW during an extensive 2018 tour through Rajasthan and Uttar Pradesh in the month of August, the

middle of the monsoon season. On this occasion they “rented” the tree, and invited the inhabitants of a nearby village who do not usually have the opportunity to go there. The outstanding natural beauty of the tree attracted both people and a delightful menagerie of animals throughout the course of one day and night, so that ANOTHERVIEW could paint a portrait of the daily life of a rural Rajasthani community. Banyan trees, known for their extremely wide canopies and aerial roots, live for two to three hundred years and symbolise immortality. Banyans grow throughout India, where they are the national tree.

The frame designed by Hong Kong textile artist Elaine Yan Ling Ng - Nature Squared’s Chief Material Innovator - pays tribute to this humble yet captivating natural world in its hand-woven PASTORALE textile wall covering edged with strips of baked eggshell. PASTORALE is Elaine’s first textile collection designed exclusively for Nature Squared, and also features, along with bamboo reclaimed from discarded construction waste, on a tent-inspired canopy. The columns, which pay homage to temple architecture in India, comprise TERRAMIQUE, a new moulded material made of sustainably sourced crushed eggshell; shown at Milan in architectural form for the first time.

A 2.8-metre curved viewing bench with bamboo inlaid by hand in a starburst pattern, a signature classic Nature Squared technique, completes the installation, extending the viewing experience by connecting tactile materiality with another world.

“Here we wanted to think beyond the traditional frame, to reflect the significance of Indian architecture, rituals and its extraordinary landscape and people,” Elaine says. “Our new installation is born out of the desire to reinvent, rethink and reimagine materials – to create a completely new perspective.”

The collaboration is a spontaneous coalescence of ANOTHERVIEW’s window into the beauty of landscape, nature and culture, and Nature Squared’s sustainable surfaces which are handmade at their own production facilities in the Philippines. The team of skilled craftspeople create a wide range of materials and products that are sought after for commercial and residential settings, and architectural projects.

For a complete sensory experience, from visual and touch to taste, the collaboration extends to Il Luogo di Aimò e Nadia, adjoining the Rossana Orlandi Gallery, where two-Michelin star chefs Fabio Pisani and Alessandro Negrini and their pastry chef Domenico Peragine, inspired by ANOTHERVIEW’s trip to India, will celebrate **VIEW 20**, with an imaginative, refreshingly delicious, vegan dessert composed of cinnamon shortbread, nutmeg, pepper and clove spice bread, and Bavarian creamed rice, turmeric and saffron.

“Our design creates a dialogue between the digital and physical through a shared material experience. We hope it inspires others by showing how design, research, science and creativity can come together to enable us to produce and live more sustainably,” Elaine adds.

**VIEW 20 – ADDRESS IN MILAN:**

Galleria Rossana Orlandi  
Via Matteo Bandello 14-16  
Milan, Italy  
Tel: +39 02 4674471

**PUBLIC OPENING:**

6th - 12th of June 2022

9:00 – 20:00

\*except:

June 6th - open to public from 12:00

June 8th - closure to public at 5:30 pm

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### **ABOUT NATURE SQUARED**

Founded in 2000 by Paul Hoeve and Lay Koon Tan, Nature Squared is a pioneering, Swiss-based, ethical design brand that uses material innovation and artisanal skills to transform abundant natural materials that would normally be considered waste into bespoke, handcrafted and sustainable products and surfaces for yachts, hotels and homes.

Nature Squared has always pioneered the use of eco-friendly and responsibly sourced sustainable natural waste materials such as eggshells, seashells and feathers, employing heritage artisan skills and innovative technical solutions to create exquisite, handmade, bespoke surfaces for leading architects and designers.

The appointment in 2020 of trailblazing British-Chinese textile designer and weaver Elaine Yan Ling Ng as Nature Squared's Chief Innovator added a further dimension with a new range of original, high-performance, handmade materials including CARrelé wall and floor tiles made of waste eggshell launched at Milan Design Week 2021. Ng graduated from Central Saint Martins in London where she earned her MA Design in Textile Futures with distinction. She is a TED Fellow, internationally recognised by multiple design awards, including The Emerging Talent Award by Design Anthology, GGEF's Eco Innovator Award, Swarovski's Designer of the Future Award and Tatler's Gen T Award. Ng has worked with Nissan Design Europe and Nokia Design Beijing, and has been named one of Hong Kong's top 50 brightest connectors, creative visionaries, influential innovators and disruptive talents.

### **ABOUT ANOTHERVIEW**

Marco Tabasso, Tatiana Uzlova and Robert Andriessen are the ANOTHERVIEW Collective, bringing their different points of view and experiences in art and design to create their 24-hour digital nomadic windows, each telling a unique story about the contemporary world. Founded in 2017, ANOTHERVIEW's unique works of art confront viewers with both temporal and spatial displacements, transforming the window from a fixed architectural feature to a metaphor for perception, and a lens to see beyond our present place and time: creating a contemporary nostalgia for the present. ANOTHERVIEW is based virtually in Milan, but is constantly somewhere else and their unique views include recordings in New York City, the Okavuejo/ Etosha National Park in Namibia, Shanghai, the Camargue, Venice, Portofino, the Alps, India, Cape Town and Thailand, and further afield. ANOTHERVIEW windows have been exhibited at DesignMiami in Basel and Miami, Pad London, Fuorisalone del Mobile in Milan, JingArt in Beijing and the LA Art Show in Los Angeles. The collective is represented by Galleria Rossana Orlandi in Milan, JD Malat Gallery in London and Gallery All in Shanghai.