

**(re)Material Culture:  
A Sunbrella®  
installation by Liz  
Collins at Milan Design  
Week 2024, featuring  
Gloster Furniture.**

PRESS RELEASE

 sunbrella®



“There is a strong intention here for people to be able to have recycled material in their lives... a reminder of care and attention to the transformation of existing materials versus always working with new.” — Liz Collins

Sunbrella®, a leading innovator in performance fabrics and products, proudly announces (re)Material Culture, a collaboration with acclaimed contemporary textile artist Liz Collins.

Debuting at Milan Design Week, (re)Material Culture is a holistically immersive experience at Galleria Rossana Orlandi that reimagines how textile waste can come to life in new and inspiring ways.

This extraordinary installation marries Collins’ artistic vision with the global textile legacy of Sunbrella, celebrating a shared goal of a sustainably designed future.

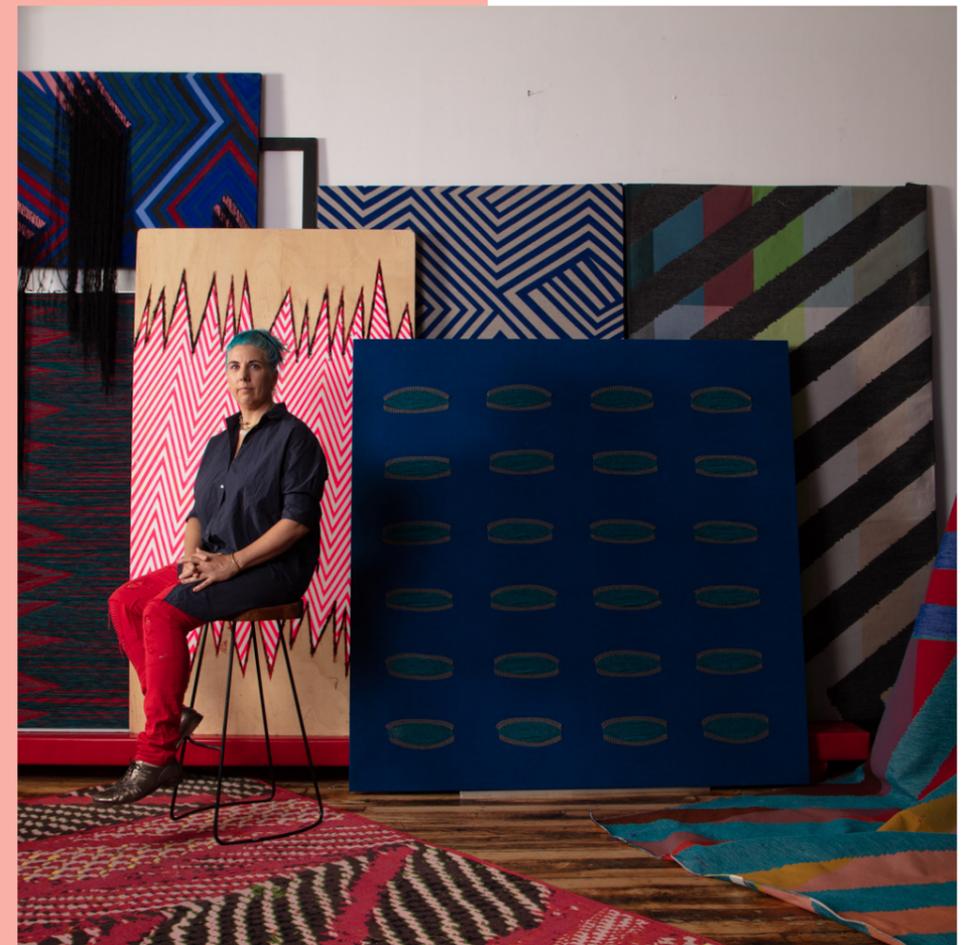
The result is a captivating, textural cave-scape: a space that cocoons you in hand-appliqued, fur-like square tiles made from upcycled Sunbrella selvedge, exuding an energy of wildness and renewal.

This material is a by-product of the industrial weaving process and takes center stage in a visual symphony, inspiring a reimagining of selvedge use and celebrating design without boundaries.

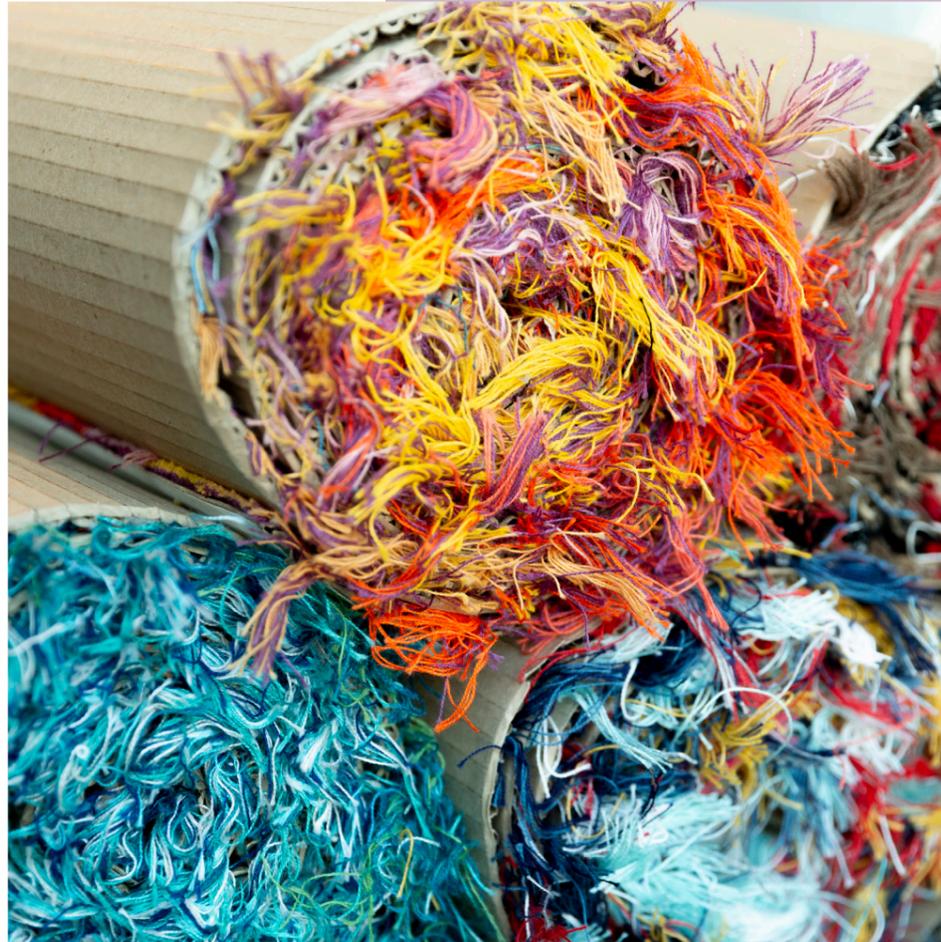
Focused on the raw inventiveness of material, the collaboration highlights the beauty achievable through circular manufacturing.

Every element of the space is enveloped with Sunbrella selvedge fabric, including the walls, an upholstered *Grid* sofa by Gloster, accent pillows, knit throws and bags for a holistically immersive gallery experience.

In the installation, textures, patterns and recycled stories converge to create a space resonating with the ethos and values of Sunbrella, Liz Collins and Gloster Furniture.



© Joe Kramm



**“Sunbrella is committed to recycling selvedge loom waste as part of our efforts to reduce our global environmental impact and (re)Material Culture reimagines the design possibilities of the material through an artist’s eyes.” — Greg Voorhis, Senior Design Director, Sunbrella**

## **A Harmonious Fusion of Art, Innovation and Sustainability.**

Aligned with the overarching theme of Milan Design Week 2024, “Materia Nature,” which underscores a profound exploration of the intrinsic relationship between matter and nature, (re)Material Culture aims to illuminate the beauty made possible through circular manufacturing, encouraging designers and consumers to reimagine the design possibilities that upcycling enables.

In keeping with the theme of sustainability and renewal, Liz Collins skillfully transforms the original panels from the 2019 Summit Suite installation into smaller square tiles meticulously hand-applied onto the walls of the space. This inventive metamorphosis of Sunbrella selvedge creates a new and inspiring checkerboard pattern, breathing fresh life into the past while seamlessly aligning with the brand’s commitment to lessening environmental impact.

Weaving in Collins’ philosophy that ‘color and textures are vital and alive and magic,’ the upcycled selvedge material in (re)Material Culture is displayed in an exciting and tactile way, full of soul and vitality. This presentation creates a visual and sensual experience that stands as a testament to the harmonious convergence of art, innovation and sustainability.

Sunbrella has long recycled selvedge loom waste as part of its global efforts to minimize environmental impact. This commitment extends to sustainable manufacturing practices, including zero waste to landfill initiatives and the enduring durability of the brand’s fabrics. (re)Material Culture aims to encourage an industry-wide focus on finding new life for textiles at every step of the manufacturing process.

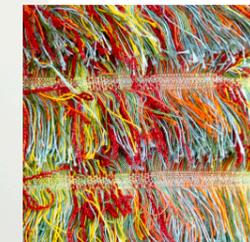
## One-of-a-kind Pieces Inspired by the Immersive Experience.

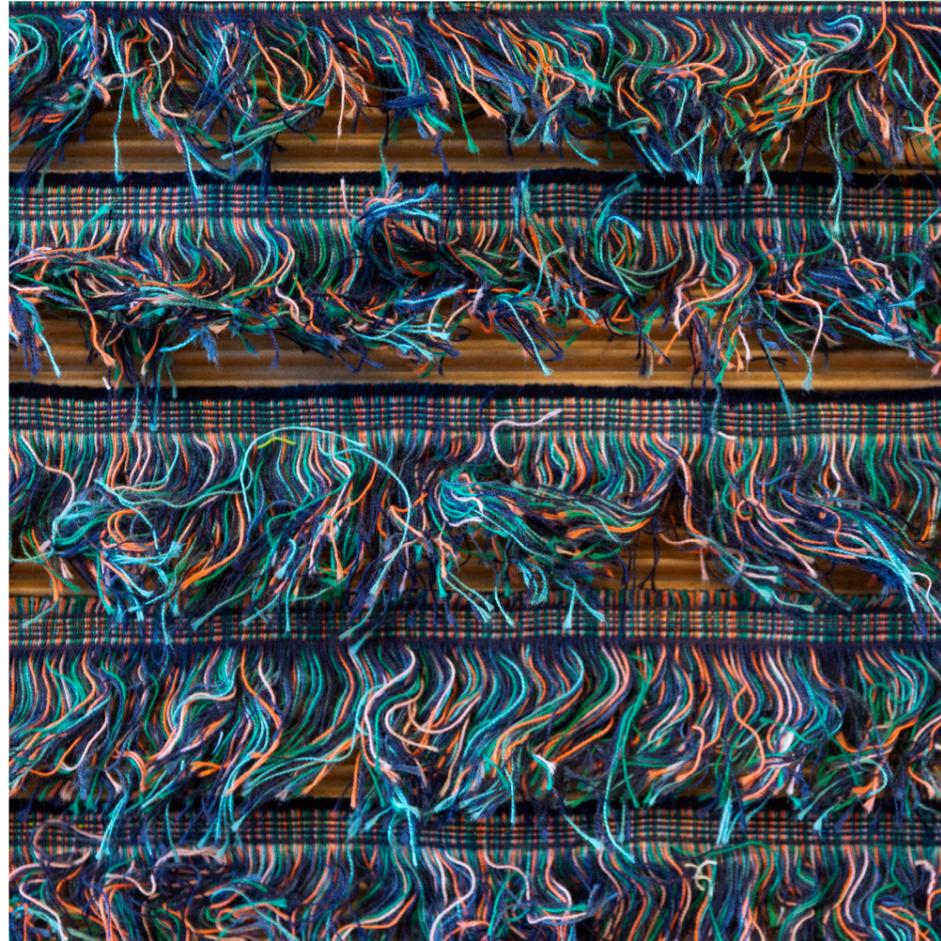
The exploration of (re)Material Culture continues with the unveiling of a line of one-of-a-kind pieces by Liz Collins and Sunbrella, created from the same selvedge enveloping the gallery space.

Aiming to amplify upcycling efforts, these beautiful and artisanal pieces highlight the aesthetic possibilities of repurposed materials and inspire a broader embrace of sustainability in design.

The Sunbrella x Liz Collins (re)Material Collection makes its debut at the installation in Milan, featuring:

- **(re)Material Fur Throws:** The hand-knit throws are crafted with precision and adorned with dozens of yards of selvedge material, sourced exclusively from the flagship Sunbrella manufacturing facility in South Carolina. The indulgent throws provide luxurious warmth and comfort, enhancing living spaces with their plush feel while making a bold stylistic statement.
- **(re)Material Fur Pillows:** Textured and vibrant, the pillows seamlessly weave selvedge waste into unique colorful stripe and grid patterns. Grounded in the premium quality of Sunbrella canvas, the accent pillows showcase a harmonious blend of textures and hues, achieving an elevated aesthetic that captivates in any setting.
- **(re)Material Fur Tote Bags:** Beyond ordinary, the fringe-textured totes, crafted from Sunbrella canvas with selvedge waste fringe, make a striking visual statement and convey a powerful message of support for sustainable design. The slim, dark leather strap adds a unique blend of style, quality and artistic design—handcrafted, elevated fashion with meaning.





**“Utilizing selvedge in meaningful and inspiring new ways, like we have done through the (re)Material Culture experience, brings new elements of creativity and surprise to more people and opens the door for a more sustainably designed future.” - Greg Voorhis, Senior Design Director, Sunbrella**

## Championing Sustainable Practices.

### About Sunbrella

Sunbrella has revolutionized the way the world thinks about how fabrics look, feel and perform. Luxuriously soft and exceptionally beautiful, Sunbrella fabrics and products integrate style with trusted performance qualities: proven durability, fade resistance, easy care and bleach cleanability. Led by a global design team, Sunbrella fabric gives consumers, designers and architects the materials they need to create the extraordinary in marine, shade, indoor furnishings, outdoor furnishings, window treatments, commercial and contract applications.

Introduced in 1961, Sunbrella fabrics and products are manufactured and marketed by Glen Raven, Inc., a 140+-year-old family-owned company based in North Carolina with operations worldwide to support global business.

#### Sustaining a Pattern of Good

Sunbrella fabrics are designed with people, communities and

the planet in mind. The brand’s performance fabrics are built for longevity, ultimately creating less waste. In addition, a variety of Sunbrella fabrics utilize more than 50% postindustrial recycled fibers, transforming waste into sustainable new fabrics.

Sunbrella has long prioritized sustainable practices from manufacturing to recycling. The brand, in conjunction with parent company Glen Raven, is working towards being 100% powered by certified renewable electricity by 2025 and carbon neutral for Scope 1 and 2 emissions by 2030. In addition, Recycle My Sunbrella, the program that provides manufacturing partners and consumers with an alternative outlet for disposal, has recycled more than 1 million pounds of fabric that otherwise would have ended up in a landfill.

Additionally, most Sunbrella fabrics are GREENGUARD Gold certified for low chemical emissions and Standard 100 by OEKO-TEX® certified.

[sunbrella.com](https://sunbrella.com)  
@sunbrella

## About Liz Collins

© Allison Michael Orenstein



Liz Collins is a New York-based artist celebrated for her dynamic textile installations, which often blur the boundaries between art, craft and design. With a background in fashion and fine arts, Collins seamlessly merges traditional textile techniques with innovative approaches to create visually stunning and immersive environments.

Her work explores the interplay of color, pattern, texture and scale, inviting viewers to engage with space in new and unexpected ways. Through her bold and

exuberant creations, Collins challenges conventional notions of art and craft while celebrating the rich history and potential of textile-based art forms. Her diverse body of work encompasses everything from large-scale installations and sculptures to wearable art and furniture, reflecting her multidisciplinary approach and boundless creativity. This approach has made for a natural partnership with Sunbrella, as Collins and the brand share a textile-first approach to design that focuses on innovating and natural experimentation.

In addition to her installation at Milan Design Week, Collins' work is being included in the Venice Biennale, one of the world's leading contemporary art exhibitions that cements her status as a leading figure in textile art. Collins' art has been featured internationally and held in numerous public and private collections. Her upcoming projects and exhibitions include a mid-career retrospective at the RISD Museum and serving as the first artist-in-residence at Jack Lenor Larsen's LongHouse Reserve, where she will work on site, engage with visitors and consult on programming for the integrated environment.

Collins is represented by Candice Madey gallery.  
candicemadey.com

[lizcollins.com](http://lizcollins.com)  
[@lizzycollins7](https://www.instagram.com/lizzycollins7)



TEAK, CRAFTS & INNOVATION



Since 1960, Gloster has been shaping outdoor experiences, championing quality time and space. With origins in West Africa and now firmly rooted in Indonesia, the company maintains a passion for fine craftsmanship. Skillfully crafted by dedicated hands, each piece reflects transparency, honesty and a fusion of tradition and progress. Leveraging over 60 years of teak expertise, Gloster collaborates with world-renowned designers to create timeless outdoor furniture.

Gloster's outdoor furniture, crafted by skilled artisans, begins and ends with premium materials like teak, a close-grained hardwood. Sustainably sourced from Indonesian teak plantations, each piece undergoes meticulous craftsmanship, tracing back to its roots. Off-cuts serve to fuel drying kilns, while larger waste materials contribute to supporting local communities. Typical of Gloster's sustainable approach is the long-term collaboration with Sunbrella, and the brand's commitment to using their recycled content within its diverse collection of outdoor fabrics.

Gloster's enthusiasm for participating in this project emphasizes its alignment with the partnership between Sunbrella and Gloster, highlighting their mutual dedication to sustainability and quality craftsmanship.

[gloster.com](http://gloster.com)

**Carmichael Lynch** Relate.

PRESS CONTACT  
Emma Mazour  
[sunbrella@dlynch.com](mailto:sunbrella@dlynch.com)  
612.375.8532