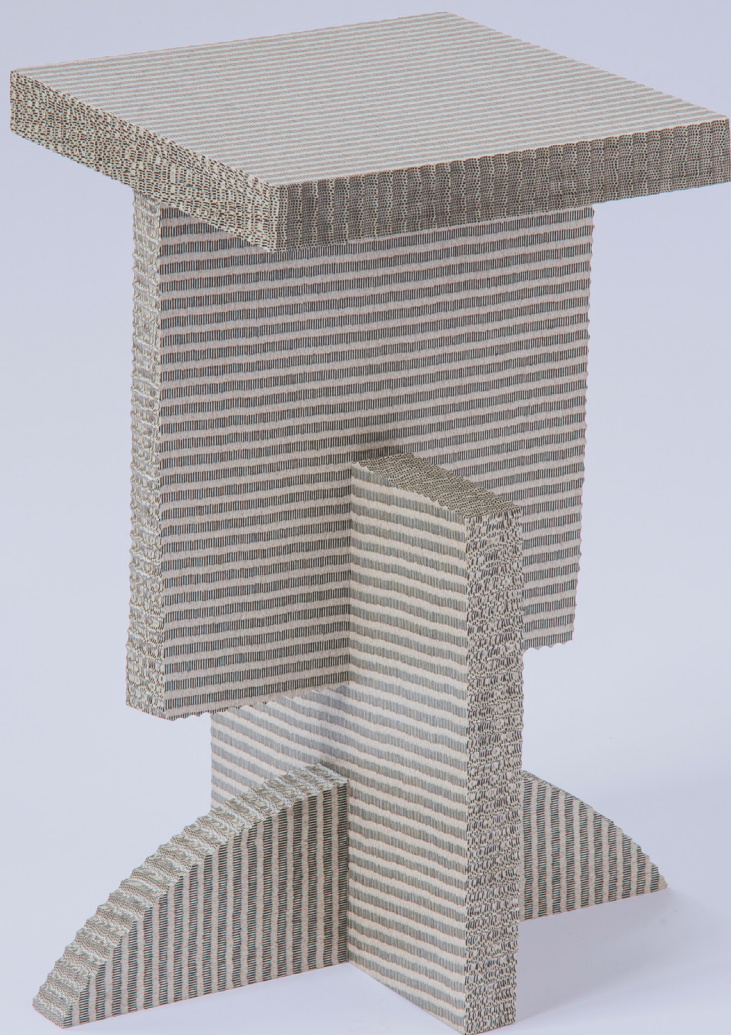


The GEORGE Collection

Marco Campardo



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George is a collection of furniture developed with Alpi Wood by the designer and maker, Marco Campardo. The wood is created using discarded materials from Alpi's veneer production, the process starts by selecting different essences from their warehouse in Emilia Romagna, different layers of Alpi material are then glued together and pressed to form a single, thick piece of wood.

Each composition of wood is unique, made of layered sheets in different colours and textures. This artificial wood is then used to create objects where the edges are carefully chiselled by hand with meticulous detail. The completed objects heighten the tension between the natural and the artificial.

The George collection includes a range of furniture: benches, stools, coffee tables and dining tables.



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GEORGE LARGE COFFEE TABLE, 2021

Marco Campardo

What is the role of waste material in contemporary design production? How can designers rethink the value of objects, materials and processes considered as waste? George is a collection of furniture made from reclaimed sheets of Alpi wood, using pieces discarded through industrial production to create new hand-crafted objects. The discarded scraps — sheets made from different colours and finishes — have been glued together to form a thick block of wood. In this way, sheets that are usually used as surface veneer, become a structural element, inverting the relationship between form and function, decoration and construction. Treating this processed material as a block of timber, Marco Campardo has chiselled the edges of the table, as a tongue-in-cheek homage to the great master George Nakashima. These chiselled blocks form an appealing series of stools, coffee tables and dining tables, offering a new aesthetic alternative to solid wood furniture. Inverting the relationship between the natural and the artificial, waste and resource, this project subtly questions the way we value materiality in the digital age.



Reclaimed Alpi wood

W 100 × D 100 × H 29.2 cm

Exclusive to SEEDS
Unique

£ 4 800.00 excl. VAT

GEORGE SMALL SQUARE SIDE TABLE, 2021

Marco Campardo

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Reclaimed Alpi wood

W 26 × D 26 × H 45 cm

Exclusive to SEEDS
Unique

£ 1 700.00 excl. VAT

GEORGE SMALL SQUARE SIDE TABLE, 2021

Marco Campardo

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Reclaimed Alpi wood

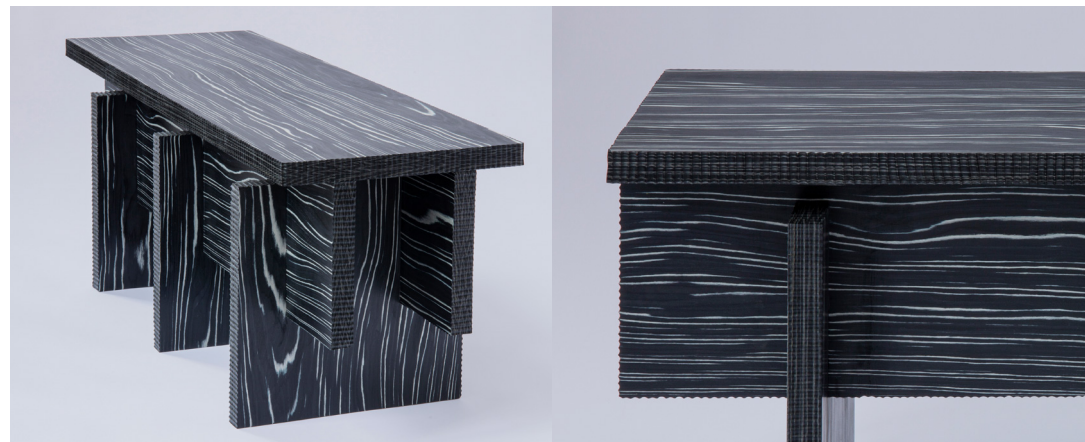
W 26 × D 37 × H 45 cm

Exclusive to SEEDS
Unique

£ 1 700.00 excl. VAT

GEORGE BENCH, 2021**Marco Campardo**

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**Reclaimed Alpi wood****W 104 × D 35.5 × H 43 cm****Exclusive to SEEDS
Unique****£ 4 500.00 excl. VAT**

GEORGE LARGE TRIANGULAR COFFEET TABLE, 2021

Marco Campardo

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Reclaimed Alpi wood

W 48.3 × D 50 × H 45 cm

Exclusive to SEEDS
Unique

£ 2 900.00 excl. VAT

GEORGE SMALL TRIANGULAR COFFEET TABLE, 2021

Marco Campardo

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Reclaimed Alpi wood

W 38.6 × D 40 × H 45 cm

Exclusive to SEEDS
Unique

£ 1 740.00 excl. VAT

GEORGE SIDE TABLE, 2021

Marco Campardo

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Reclaimed alpi wood (1 essence, black and gold) thickness 30 mm

W 32 x D 32 x H 45 cm

Exclusive to SEEDS
Edition of 2

£ 1 300.00 excl. VAT

GEORGE SERVING BOARD, 2020

Marco Campardo

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Reclaimed Alpi Wood (various essences), Osmo Top Oil high solid (food safe)

ø 30 × H 3.2 cm

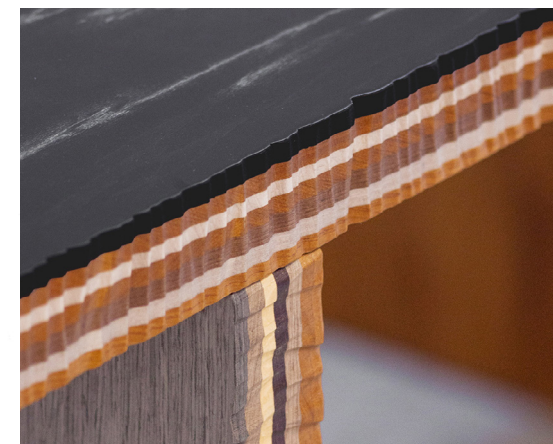
Exclusive to SEEDS
Bespoke sizes and wood combinations
upon request

£ 140.00 excl. VAT – each

GEORGE DINING TABLE, 2019

Marco Campardo

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Reclaimed alpi wood, thickness 25mm L 250 × W 100 × H 76 cm

Exclusive to SEEDS
Bespoke sizes and wood combinations
upon request

£ 15 000.00 excl. VAT

GEORGE (SQUARE DINING TABLE), 2020

Marco Campardo

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Reclaimed Alpi Wood (14 essences)

L 140 x W 140 x H 75 cm

Exclusive to SEEDS

Bespoke sizes and wood combinations
upon request

£ 6 500.00 excl. VAT

GEORGE COFFEE TABLE, 2020

Marco Campardo

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Reclaimed alpi wood, thickness 25mm L 76 x W 76 x H 30 cm

Exclusive to SEEDS
Bespoke sizes and wood combinations
upon request

£ 3 850.00 excl. VAT

GEORGE COFFEE TABLE, 2020

Marco Campardo

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Reclaimed alpi wood, thickness 25mm ø 110 × H 30 cm

Exclusive to SEEDS
Bespoke sizes and wood combinations
upon request

£ 3 750.00 excl. VAT

GEORGE COFFEE TABLE, 2020

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Reclaimed alpi wood, thickness 25mm L 32 x W 32 x H 43 cm

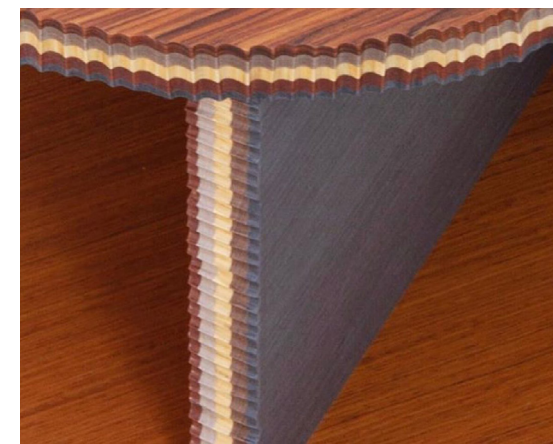
Exclusive to SEEDS
Bespoke sizes and wood combinations
upon request

£ 1 650.00 excl. VAT

GEORGE COFFEE TABLE, 2020

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Reclaimed alpi wood, thickness 25mm ø 40 × H 47.5 cm

Exclusive to SEEDS
Bespoke sizes and wood combinations
upon request

£ 2 350.00 excl. VAT

MARCO CAMPARDO

Marco Campardo is a London-based designer focusing on production, research and teaching. He has a particular interest in making and material experimentation as a form of critical practice, using it to explore wider narratives about culture, materiality, identity and authenticity.

Marco's work starts with hands-on experimentation and research to question the nature of contemporary models of production. With a keen interest in materiality, his research seeks to subvert or adapt industrial manufacturing processes to propose an alternative to standardised, mass production. The final result of this process are aesthetically and conceptually refined objects, whose final form is determined by the very process of making. Playing with high-end and lo-fi methods and materials, Marco's projects can be seen as a commentary on the value of making and craftsmanship. Prior to starting his own practice in 2020, Marco's approach to design was shaped through a decade-long work with M—L—XL and Tankboys, two multidisciplinary studios he co-founded in Venice, Italy.

Marco exhibited work at the London Design Festival, Milan Design Week, Tate Modern, London Design Biennale, Venice Art and Architecture Biennale, and Milan Triennial. Speculating about the nature of contemporary design practice, Marco's projects have been documented across different design publications from Wallpaper and AD to New York Times and Financial Times.





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