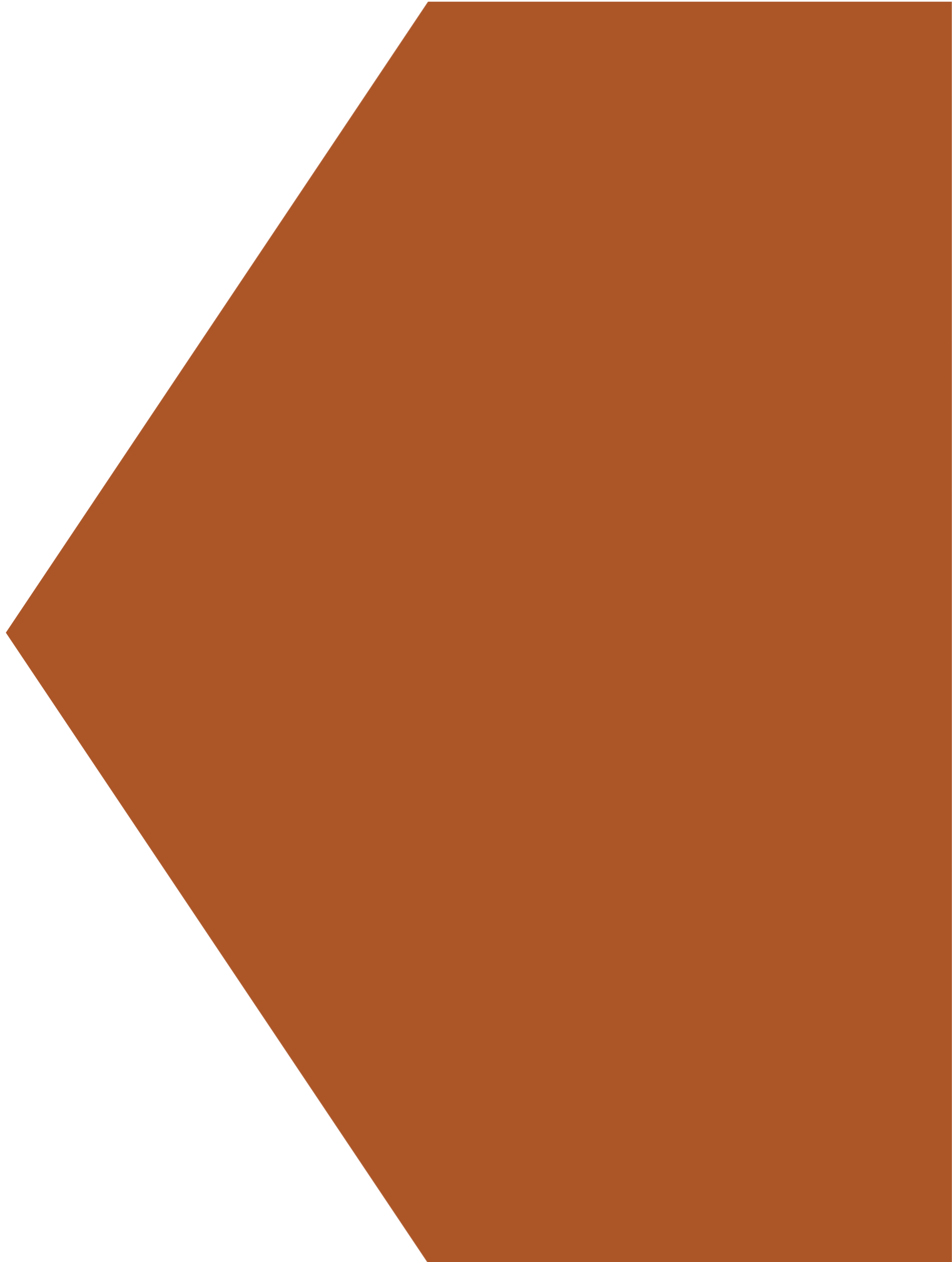




Cultivated  
Design Eternal



DESIGN ETERNAL



### 3 Design Eternal

Designed for our community and catered to our products, Cultivated is a product-stewardship program with a difference. We believe in the quality and longevity of quality design furniture and offer refurbishment and buy-back options so that aged, worn or end-of-life pieces can function for many more lifetimes to come.

CULTIVATED



Each year in Sydney alone, the equivalent of 800,000 three-seater sofas, 1.65 million dining tables or 3.4 million coffee tables, are thrown away.

At Cultivated, we believe in the quality and longevity of exceptional design. We believe that one of the best strategies for sustainable living is to make and buy things that last.

From a single lounge chair in need of new upholstery, to an entire office space of worn-out seating, we work with local manufacturers and craftspeople to restore, reinvigorate or recycle original design, creating a sustainable, circular economy for authentic furniture and lighting.

## Cultivated



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1  
IDEA

Every piece of furniture has a story, and that story usually begins with a creative, considered and often cutting-edge idea from one curious and talented designer.

2  
DESIGN

The idea is developed, designed and prototyped, often over a period of several years, to perfect quality, functionality and aesthetic.

3  
SOURCE

From oak and ash, to metals and fibres, raw materials are sourced and gathered, becoming building blocks for the new design.

4  
MAKE

From carpenters to fabric makers to metal workers, experienced manufacturers and creators bring the design to life using a breadth of skill and knowledge.

5  
USE

Enduring meetings, moments, milestones and memories, the product is lived with and worked with, often for years and maybe even for lifetimes.

6  
END OF LIFE

**Cultivated**  
Seemingly end of life products are refurbished by local craftspeople, who impart the same skill and knowledge as the original makers to bring the design back to life.

DISCARD

When the product reaches the end of its life it is often thrown away, with raw materials wasted, landfill expanded, and green-house gas emissions increased.

RECYCLE

At the end of its life, a product is broken down and some of its raw materials, such as metals, timbers and plastics, can be used to create something new.

At Cultivated, we advocate for the longevity of good design. We believe that considered, quality products should be kept in a circular system and be repaired, recovered and refurbished if needed. We understand that a circular economy is an important way of addressing and lowering our collective environmental footprints, extending beyond the economic and into the natural environment. Cultivated aims to:

- Minimise the use of finite resources.
- Minimise the extraction of raw materials including iron ore, timber and cotton.
- Reduce the amount of landfill and incineration waste.
- Prevent and avoid unnecessary pollution, greenhouse gas emissions and energy exerted in a products life cycle.
- Reduce emissions from volatile organic compounds found in foams, fabrics, plastics, manufactured wood products and adhesives.\*

\* Volatile organic compounds slowly emit into the air during the life of a furniture piece. The highest amount of emissions occurs during the first two years, so the longer a furniture piece is kept, the lower the emissions and the less harmful the furniture becomes over time. Conditions apply.

**References**

*The Circular Economy*  
 Ellen Macarthur Foundation  
 United States Environmental Protection Agency

## Cultivating a circular economy



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## Cultivated Case Study

### Fritz Hansen Series 7™ chair

The Fritz Hansen Series 7™ chair was designed by Arne Jacobsen in 1955 and is arguably one of the most recognised furniture designs in the world. Among the many locations home to this iconic Danish design was Sydney's Art Gallery of NSW.

After 10 years of daily use in public gallery areas, conference rooms and exhibition halls, Cultivated acquired the worn Series 7™ chairs and worked with local craftspeople to restore them.

A team of skilled carpenters began the restoration process by sanding back the worn lacquer to smooth out minor scratches and reveal the raw timber veneer. Bigger chips were then filled by hand with a special wax that sets clear and rigid, before being hand sanded to ensure a seamlessly blended surface.

For particularly aged and worn Series 7 chairs with more significant damage to the veneered surface, new veneer was cut and inlaid by hand, before being pressed, hand sanded and lacquered to match the original surface. Once the Series 7's were restored, they were then ready to be lacquered or upholstered.

Throughout the Cultivated process, human hands are as essential as they were in creating the original design.

Today, the Cultivated Series 7™ chairs reside in Multiple locations across Australia including Grosvenor Place Foyer at 225 George Street in Sydney, 321 Exhibition Street in Melbourne and Appellation Wine Bar in Armadale.

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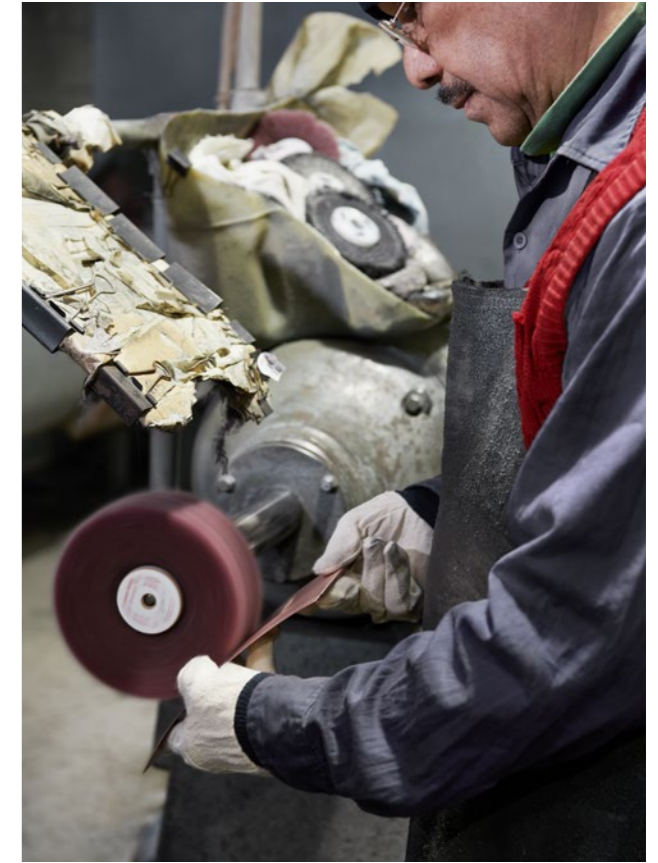
High quality furniture has always been dependent on the passion and dedication of skilled craftspeople. Through Cultivated, we support Australian businesses and the important hand craft techniques in which they specialise.

We work with local manufacturers from a wide variety of industries - from metal workers to carpenters to upholsterers. An important part of the Cultivated process is ensuring that the same skill, care and knowledge is applied to the restoration of a product as it was during the original production.

## Cultivating local



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## Cultivated Case Study

### Louis Poulsen PH Artichoke pendant

The Louis Poulsen PH Artichoke pendant was designed by Poul Henningsen in 1958 for the Langelinie Pavilion, a modernist Copenhagen restaurant, in which the light continues to enchant guests to this day. The distinctive shape and design of the pendant ensures a completely glare-free light, no matter which angle it's viewed from. This is a result of the 72 carefully hand-placed leaves that inspired the name of the pendant.

Cultivated acquired the PH Artichoke from a private residence in Avalon, NSW. It was originally purchased in 2008 and had patinaed and oxidized as a result of heavy exposure to sea air. An experienced team of metal workers began the restoration process by carefully removing the leaves of the PH Artichoke and stripping them to remove any patina, oxidation and lacquer. The raw metal leaves were then brushed, polished and lacquered. The frame was stripped and re-chromed, and a new replacement light fitting was added. Finally, all 72 leaves of the PH Artichoke were reassembled by hand.

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## What we do

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### 1 Buy back

- a We authenticate and assess your furniture piece and provide a valuation based on age and condition.
- b We acquire the piece, giving you the value as a credit towards your new design or next project.
- c We refurbish the piece which becomes a Cultivated product, available for purchase.

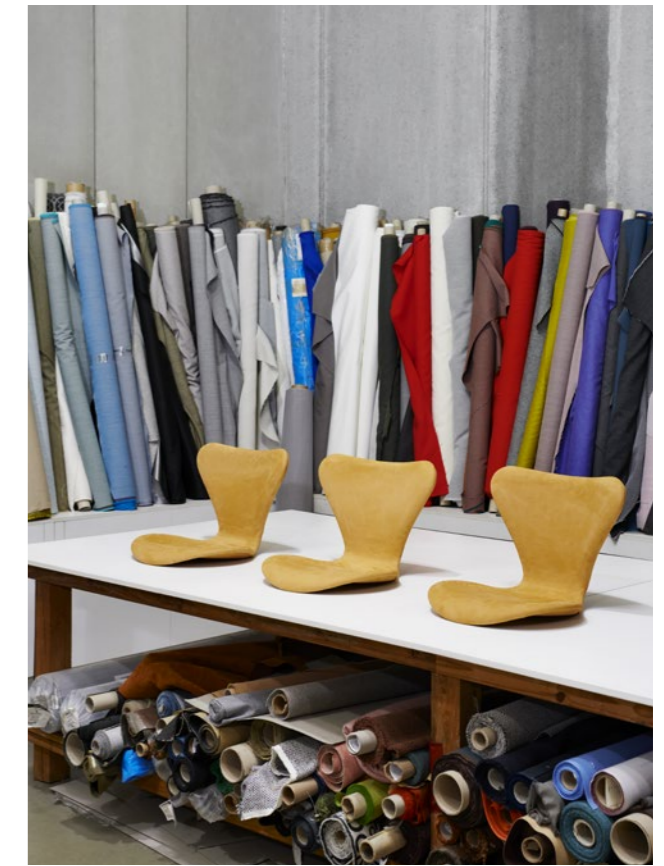
### 2 Refurbish

- a We authenticate and assess your furniture piece and provide a quote for refurbishment.
- b Once accepted, we work with local manufacturers and craftspeople to restore your piece before returning it to your home or project site.

### 3 Recycle

If a product is beyond restoration or if refurbishment is not possible, we supply a quote to collect your product and recycle it for you.

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## Cultivating your Green Star rating

**Reference**  
*Green Star Interiors v1.3*  
*Submission Guidelines*

Cultivating aged or end-of-life furniture or specifying a Cultivated product can contribute to your Green Star rating. The *Green Star Interiors* and *Design & As Built 'Materials'* category rewards projects that address a number of environmental initiatives, one of the which is the selection of products or materials that contain recycled or reused products. Reused products, including Cultivated products\* can also contribute to *Green Star Sustainable Product Credits*, awarded to encourage sustainability in product specification.

\* Conditions apply

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