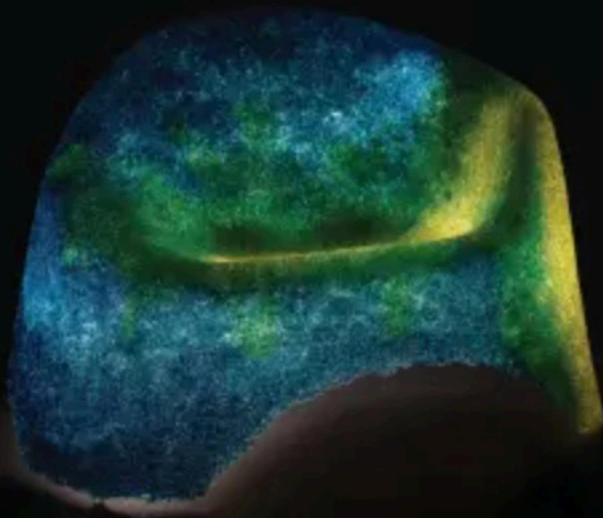


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Salone del Mobile Milano 2024 / Shifing Sandz: A Battle Song / Innovation in Italian Design
Design Through the Years / Collaborative Design





Combining Business and Sustainability

WORDS – SUHA SABITH

Listone Giordano's *Graphit* is a fusion of aesthetics, ethics, and innovation

At Salone del Mobile 2024, Listone Giordano will present its latest innovation - *Graphit*, a revolutionary wood flooring crafted through a unique synthesis of aesthetics and ethics. Beyond mere product innovation, Listone Giordano's approach to research and development emphasizes a harmonization of technology and nature, industry and environment.

Partnering in this project is Alisea - Recycled & Reused Objects Design, a company that has been exclusively designing innovative products from graphite recovery since 1994. Through their cutting-edge

transformation processes, all materials used in production meet the same high-quality standards as virgin materials.

Driven by the necessity to repurpose numerous tons of graphite, sourced from industrial plant processes, this initiative addresses challenges related to time, space, and disposal expenses. Through recycling, *Graphit* aligns with the principles of the circular economy, fostering a sustainable model that diminishes reliance on finite resources and minimizes waste generation.

Graphite, a precious and naturally non-toxic mineral, undergoes a sustain-

able journey of recovery and processing in Italy. Through a fully traceable upcycling chain, it generates social and environmental value for the community. When applied to Listone Giordano parquet flooring, *Graphit* transforms the material texture, enhancing its aesthetic appeal. This is achieved through a meticulous industrial process, involving the application of a pigmented base followed by a layer of graphite powder paste. The final touch includes the application of a protective finishing layer of opaque oil, meticulously crafted to enhance durability and beauty.

By transforming inert materials into functional and beautiful design elements, Listone Giordano and Alisea exemplify a commitment to sustainability and creativity, offering a glimpse into the future of responsible luxury design.