

Simone Frabboni
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**Simone Frabboni's new collections presented at Maison et Objet/Sept. 2019
with the Sustainability label**

Contemporary jewelry made of wood and sustainable materials

Behind the brand Simone Frabboni there are two person: Simone, the designer and maker, and Roberta Borghesi, responsible of communication and development. The brand creates contemporary jewelry, considering each jewel a piece o art, to be worn everyday.

Simone is a wood craftsman before than a jeweler, and ecology has always been an important choice for the couple, beginning from their lifestyle. They are partner also in life and they have been looking for sustainability in their daily choices, not only for the design business. They live in a wood house in the hills nearby Bologna, on the way to Florence, just next to their workshop. Like for crafters in ancient times, life and work are not separated in their experience, but everything is connected in their daily routine.

Wood has always been a protagonist of their work, Simone had worked many years as wood art restorer and after a period living in South America he transformed his usual sculpture practice into making wood jewels.

The first pieces came from timbers that were saved from the house heating, then they build an interesting network of workers for supplying the materials, mostly gardeners and woodsmen from the area where they live and from Tuscany.

They use mostly local wild wood essences, as they make all the selection and seasoning process in their workshop. Little quantities of exhotic essences come from other craftsmen that have closed their business or are recycled, for example from skateboard decks (Simone is also a skater).

The brand has got the sustainable lable from M&O, together with other 115 other companies in all the Paris exhibition, and this is a great result that recognize their efforts towards ecology.

The aim and challenge of the brand has always been to make jewelry with an unusual material, that also is natural 100%, using it like a precious stone or metal, making art that everybody can wear in everyday life.

The design is not secondary and comes together with ecology. Simone Frabboni in fact takes part at the main contemporary jewelry awards and exhibitions in Italy and in Europe.

After the wood came the resin: it is very used in contemporary jewelry. Simone makes the prototypes in wood and then makes the molders for the resins, so we can say that each jewel has always a wood soul.

The couple is always researching about materials, to find new resins that are made of plants and recycled plastics.

Being at Maison et Objet, at Craft et Metiers d'Art and in itinerary Sustainability is another

important step for the company and here they are presenting different new collections, some of them high-standard, for materials and work, and other that are designed to be more affordable in price, to bring eco design to a wide public.

New Colletcions

COLORS (resin and wood) is a collection that was inspired by skateboard decks wood, thought to be worn everyday, colorful, pop.

3500 (acrylic resin and ancient wood) is one of the high profile collection of the brand.

It is made of acrylic resin and ancient wood, that was found by the couple in Italy and then a research centre had certified that that oak tree had died around **3500 years ago**.

A capsule collection of a few pieces, wood-turned and tree-inspired: the form of rings and pendants wants to remember a tree, and it wants to remember an ancient vision that can be very important nowadays: man can make things that last, that don't become rubbish after a single use.

Man has always been using oak wood, and nowadays can create beautiful material like this acrylic resin, used for these rings, so strong and smooth.

3500 represents something that is resistant, resilient, useful, can also be beautiful, elegant, fine, or even sacred, just like trees.

ATLANTIS (shell, skateboard wood, brass or silver) is a collection of brooches: the theme is the ocean, that nowadays reminds us to the damages made by man to nature. This shells-brooches are broken and then repaired in wood from recycled skateboard deck, inspired by the Japanese art of Kintsugi, where breakes are repaired with gold.

The message is that we can still be positive, we can do something to "fix" our oceans and the planet, but also humble and hardworker.

We can repair what we have broken, but we need to have a strong will and to work hard to succeed.

Simone Frabboni is a two-person brand of contemporary jewelry, that makes sustainable product, mostly in wild local wood and eco-resins, based in the hills between Bologna and Firenze, Italy.

It takes part to main exhibitions and awards in Italy and Europe, it is sold online, on brand's e-shop, and in shops and galleries around Europe.

More information at:

www.simonefrabboni.com

<https://www.instagram.com/simonefrabboni/>

<https://www.facebook.com/simonefrabboniwood/>