

Ecological stone “Made by Phydiastone”: an eco-responsible alternative that allows used materials to be upcycled into artworks

A small revolution is rocking the world of design! For a long time, human was in love with plastic and polluting creative processes, but now we are waking up to a profound realization: it is time to move towards committed eco-design.

A movement that aims to integrate environmental protection with the design of objects, it has been heralded by a new generation of designers. Like **Seta Zandi**, the founder of [Phydiastone](#). An engineer, artist, and eco-designer, she creates high-end, sustainable products from scratch...

Her secret? Metamorphosing used materials to upcycle them into art: tiles and credenzas, furniture, and decorative objects.

Original and trendy, their design uses an innovative method -that is guaranteed to be unfired, low-carbon and planet-friendly.

“My mission: to design and create products with current and future generations in mind.”

Seta Zandi, founder of Phydiastone



An ecological stone to reinvent design

What if we changed the way we look at used materials?

By creating the Phydiastone Workshop, Seta Zandi wanted to show that beauty is everywhere: When refined and transformed, wastes can be materials for design and style.

They sublimate ordinary objects to cultivate the art of rarity and to infuse a

Armed with a solid scientific base, Seta Zandi has developed an exclusive **low-carbon manufacturing process to create a new material: ecological stone.**

Created without firing, using a low-energy technique, it is composed of waste materials:

- From the building construction: glass, ceramics, bricks, rubble, etc.
- And household waste: plastic, glass, coffee capsules, etc.

The ecological stone will then be used to design tiles (wall or floor), furniture and decorative objects for the interior and exterior.

“Ecological stone is the economical and practical alternative to natural stone! Aesthetically pleasing, easy to maintain and tough yet lighter. These innovative stones are also thermally and acoustically insulating.”





A name rich in meaning...

The name Phydiastone was not chosen at random! It is a contraction of the word “stone” and the evocative name “Phydias”.

Seta discovered Phydias (Phidias or Pheidias) during her architectural history classes, when she was training as an interior designer.

Phydias is among the most revered Greek sculptors, goldsmiths, and painters. He is known for his majestic and grandiose works - such as the statues of Athena and Zeus - and he had a strong impact on the art of his time.

The statue of Zeus is one of the seven wonders of the ancient world. It is a chryselephantine sculpture, which means that it was made of ivory and gold.

Seta was greatly inspired by Phydias’ innovative approach and his grandiose yet solemn statues when she embarked on her project.



A strong artistic dimension expressed through customization

Appearance, finishes, colors... ecological stones lend themselves to all kinds of needs and desires!

Phydiastone's ranges are particularly rich. Creativity and aesthetics are always at the forefront, thanks to a long and complex design process that gives pride of place to customization.

As a matter of fact, depending on the mixture used for its composition and the molds used to craft it, the stone's aspect can vary wildly.

It is thus possible to play with a wide variety of shapes, textures, shades, and nuances.

This makes each product truly original and unique.

About Seta Zandi, eco-designer, and fabricant of ecological stone



Seta Zandi is an artist and researcher with a taste for ecological and environmental innovation.

She has always been fascinated by stone and has made it her profession; she obtained a PhD in Engineering and Mechanical Modelling of Rocks from the École des Mines de Paris. Seta then worked for several years as a rock mechanics specialist.

Also passionate about art and decoration, she decided to combine her engineering, research and decoration skills to design and manufacture sustainable, eco-responsible and high-quality products.

“Where most would see mere construction and household waste, I see inspiration! I deeply believe that we can build better and sustainably while consuming less.”

Embarking on the Phydiastone adventure



Because she wants her interior decoration to match her temperament, Seta is always looking for unique objects.

In 2018, while pregnant with twins, Seta was renovating her house and was looking for original and artistic tiles or credenzas for their kitchen that opened onto the living room.

Because she could not find anything she liked, she decided to create her own designs...

...but not just any old way!

Her career path, built around her passion for rocks and stones, made her keenly aware of the impact of our actions on the ecosystem. Seta realized how much we overexploit and destroy our own planet.

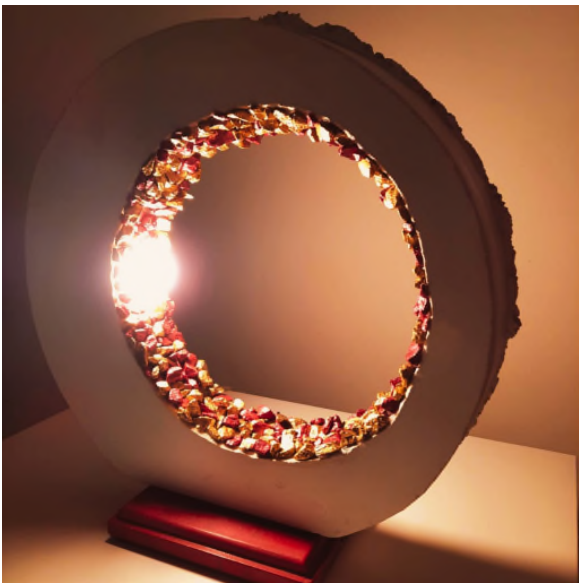
“In my own way, I wanted to do something positive for the environment, but also for my children and their future... And so, this pet project I had been working on gradually became my main business.”

Encouraged by her relatives, she has continued to hone her craft, motivated by her true passion for art, eco-design, and ecological innovation.

Today, thanks to her Phydiastone Workshop created in February 2022, Seta wishes to play a key role in influencing tomorrow's manufacturing and consumption methods, to move towards a more sustainable development.

Her creed: to promote the recovery of waste, and the use of construction materials that consume few natural resources.

She wishes to share these values with her customers, while creating superb pieces for the most beautiful public or private spaces around the world.



Learn more

Presentation: <https://www.relations-publiques.pro/wp-content/uploads/pros/20221114094129-p3-document-cmnr.pdf>

Website: <https://phydiastone.fr/>

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