



RECYCLE

REUSE

REDUCE

Sustainable Stories

Presented by Nirvana CPH

Hosted by G . F Smith

Contributors:
SharpEnd
Studio Alistair Gibbs

Nirvana CPH presents the ‘Sustainable Stories’ Exhibition at the London Design Festival 2019

London, September 2019. Nirvana CPH is delighted to announce its ‘Sustainable Stories’ Exhibition at the London Design Festival in collaboration with SharpEnd from 18th September 2019 – 16th October 2019.

This interactive exhibition presents 5 ‘Sustainable Stories’ for the modern brand & consumer which demystifies the issues surrounding sustainability and how it impacts our every-day lives as well as presenting future production solutions in sustainable packaging.

The featured stories focus on the materials where the need for sustainability initiatives are most relevant; glass, paper, metal, textile and plastic. Each story will include the key ingredients to the success of a brand or a product; consumer education, production transparency, innovation and closed loop material scenarios for minimal use of resources. Examples of where technology can help with both minimizing the environmental impact as well as communicating the sustainable story will also be showcased.

The exhibition is hosted at the G . F Smith Show Space; alongside their collection of innovative and technically advanced papers.

Spencer Wallace, Founder at Nirvana CPH, comments:

“Humans learn from stories and experiences every day. The issue of sustainability is today’s largest challenge. It will become the next revolution. Within Nirvana CPH, it is central to everything we produce and we wanted to explain its relevance through a series of informative stories. We’re honoured to have partnered with Alistair Gibbs, SharpEnd and G . F Smith to present this exciting exhibition”

Katie Kubrak, Material & Insight Producer at Nirvana CPH / PhD Candidate at Royal College of Art comments:

“ When bringing this exhibition to life, we wanted to delve into why sustainability cannot be designed backwards. Our aim is that these stories inspire individuals and brands that they can make changes and a real difference. Nirvana CPH can support and navigate these challenges to provide the right sustainable changes to suit a brand’s needs”.

Nirvana CPH will be hosting a talks program throughout the exhibition, with leading industry voices, which include:

Cameron Worth, CEO and founder of SharpEnd – The Agency of Things™ will detail how sustainability initiatives can be aided and driven by IoT-led solutions. He will explore recent case studies in this space, including a behavioural change programme for Unilver and SharpEnd’s recent research project with Horizon 2020 to reduce consumer confusion around recycling.

Natasha Franck, Founder and Chief Executive Officer of Eon, the leading Digital Identity platform across fashion, apparel and retail. Eon is spearheading the Connect Fashion Global Initiative – an industry-wide initiative to establish the shared foundation for circular economy. Connect Fashion is introducing CircularID™ – the global standard and digital system for identification and management of products in the circular economy, all of which Natasha will be outlining in her talk.

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For more information contact:

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Editor's Notes:

Tickets are complimentary and are available to book here:

<https://www.eventbrite.co.uk/e/sustainable-stories-exhibition-launch-tickets-63976209565>

Location:

G . F Smith Show Space, 27-28 Eastcastle St, Fitzrovia, London W1W 8DH

Key dates & times:

Exhibition dates: 18th September 2019 – 16th October 2019

10am till 5pm, Mon-Fri

Launch event: 18th September 2019, 17:30-21:00

www.nirvanacph.com/materials-insight

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About Nirvana CPH

At Nirvana, we believe in the power of ideas. Our goal is to harness this power and bring these ideas to life through the process of Creative Production. We produce the most elegant, innovative solutions for the most ambitious, challenging projects.

Whether embryonic or fully-formed, visual or verbal, 2D or 3D, graphic or filmic, and brought to us by a client, advertising or design agency, we develop ideas and protect their integrity from conception to delivery.

Working closely with creators from multiple disciplines on the one hand, and our extensive network of trusted and respected suppliers on the other, we challenge the conventional, breathing life into projects in the physical and digital space. And, at the end of it all, we ensure they reach the right people, at the right time, in exactly the right form.

Our key services cover Total Project Management, Material Research & Development, Print & Packaging, Visual Merchandising & Display, Digital Content, Studio Services, Distribution and Brand Partnerships.

G . F Smith: 1885 Onwards

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