

we are

ATELIER
DES REFUSES



circular thinking for decorative pillows

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01 CONCEPT

The name **Atelier des Refusés** is inspired by the famous *Salon des Refusés*. A collection of works rejected by the official *Salon* held in Paris in 1863. Created to host the works of rejected authors, it actually contained true masterpieces, from Manet to Monet, Pissarro and many others who shortly afterwards became universally appreciated and valued ever since then.

We decided to use beautiful fabrics excluded from the manufacturing cycle giving life to our Atelier. Inspired by the famous Salon, in order to rescue and re-use high quality scraps from the best home textile companies: **leftovers, small and unusable scraps but also precious end-of-series items that would otherwise be thrown away** and that we recompose to create unique decorative pillows.

Our idea derives from here, a **circular economy project** that recovers and gives new life and value to quality scraps, transforming them into new products in just a few steps.

All cushions are designed by our art director and hand-made in Milano

WHY PILLOWS?

The link between fabrics and architecture has always been close and we know it very well because our background is interior design. This is why we decided to give life to this project, inserted moreover into a particular moment (the idea was born during the lockdown in December 2020), in which the close relationship between the pandemic and the home had the effect of increasing attention (and sales) in the furniture sector.

“Softest and Plushest” seem to be among the most sought after features in home shopping. The pillow, soft and welcoming, is also that element capable of setting an accent, changing the impact of a room, with little effort. For small changes that are enough to have a high impact on how we face our daily life.

“During the summer, furniture’s sales exceeded \$ 10 billion a month, which is higher than the same period in 2019. This makes sense: everyone was trying to make their homes more comfortable during a long period of home life. For many, comfort meant creating serene and orderly spaces that made their home feel like a refuge from the harsh realities of life in 2020”.

Elisabeth Segan

design and fashion journalist

“When the pandemic began, we saw people prioritizing comfort above everything else. They’re focused on their most essential human needs”

Simone Vingerhoets-Ziesmann

managing director for Ligne Roset Americas



02

WHY PILLOWS?

**joy, lightness, beauty, softness....
all you need is a pillow!**



circular thinking for decorative pillows

SAVING



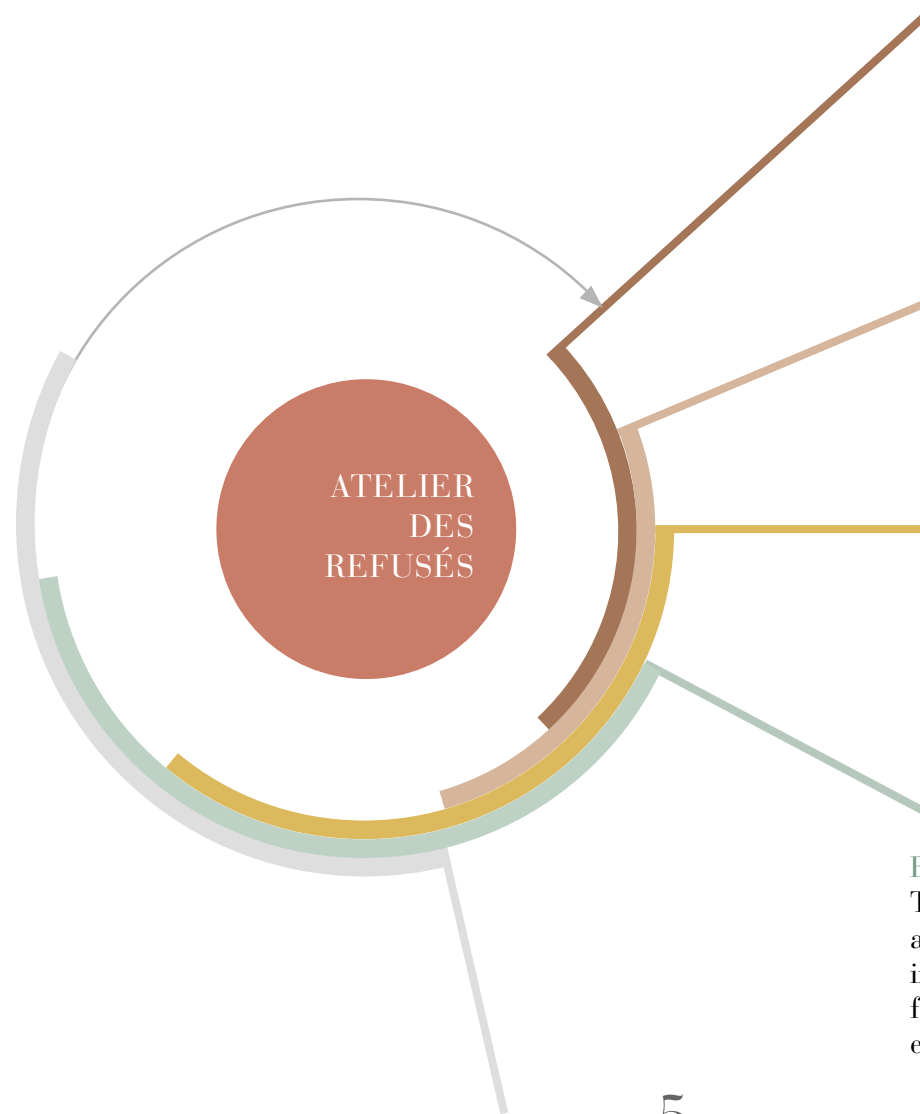
We rescue small leftovers from some of the best international home textile brands.

TRANSFORMING



We mix fabrics and textures to create big, small and very small decorative pillows while respecting the different types of materials. The outcomes are unique cushions, each one different from the other in colour, shape and texture. To reach the goal of “zero waste” we use the minimum number of cuts, therefore some cushions have unusual sizes.

03 PROCESS



1.

High quality textile companies
We select the best international home textile brands

2.

Leftover selection

From our brands selection we recover fabric waste, small pieces that are difficult to use and are often burnt. We also use small leftovers at the end of the series. This approach, combined with our selection, makes each pillow a unique piece

3.

Fabrics matching and ZERO WASTE

we trust our gut and our experience in combining scraps in a mix and match based on elegant assonances. We aim to ZERO WASTE when designing our products, following and adapting to the the dimension of the leftover

4.

Beauty, quality e culture

The result are pillows of different sizes, all unique pieces designed to enter into the most elegant homes but also for those who want to insert a refined element with an “accessible” price

5.

Sinergy

We work in synergy with textile brands, both representing a small step in their process of responsible and sustainable development as well as aiming to promote them and their products through our pillows and our communication.



IDENTITY

AdR was born from the idea of **recovering a “waste” to transform it into a value**, a product that everyone would like: decorative pillows with a refined aesthetic. The pillows are designed combining fabrics from high-end companies selected and matched by our art director as well as creator of the brand, Carolina Nisivoccia, an Italian architect with a long experience behind her. In the Atelier there are **unique pieces that are in harmony with each other**.

The dimensions and formats of the pillows vary with the variation of the remnants of recovery: there may therefore be cushions in the traditional format but also in more unusual sizes.

MISSION

Atelier des Refusés has a dual purpose:

- to create beautiful products that respond to the current need for comfort and decoration in the home;
- to pay attention to the environment contributing to reduce the waste of textile companies.

VISION

Working on the **extreme specialization in the production of decorative pillows to become the international reference** for those looking for a unique, elegant and fair product, still remaining a small reality where

everything is made with care of an Atelier and the production is ruled by the idea of quality selection. Giving everyone the opportunity to find their own pillow within an offer that will be extended from time to time with small, very accurate additions; entering everyone's home to modify the environment and mood with small touches.

For us, in fact, the **environment** is in the first place: the **domestic** one to which we can dedicate care through our pillows and the **natural** one to which we devote all our attention acting the reduction of waste.



Our rework of *Venere degli stracci*, Michelangelo Pistoletto, 1967

With Atelier des Refusés we apply the principles of circular economy with the aim of not interrupting the life cycle of waste that would **otherwise be unusable - in terms of size and quantity** - transforming it into a quality and sustainable furnishing accessory.



sinergia - synergy



economia circolare - circular economy



artigianalità - craftsmanship

AdR recovers high quality fabrics in synergy with some of the best textile companies of the world.

The concept of synergy (from the Greek *συνεργός*, meaning “to work together”) for us is fundamental, because “in general, it can be defined as the reaction of two or more agents working together to produce a result not obtainable individually”. (Source Wikipedia). Should we add anything else...?

The idea of a circular circuit of materials has now entered in our lives, by necessity, shifting the focus from simple sustainability to the desire to extend the life of products, stimulating the reduction of waste production through a regenerative circle. Hence our idea of recovering textile scraps - of quality - otherwise unusable, to transform them into a new product in a few steps. Research reports that the focus on eco-design is an accelerating trend that even received increased attention during the pandemic period, not only among companies but also among common people.

Every pillow is designed in Milano by our art director and carefully and lovingly hand- sewn by our expert seamstresses.

We carefully make the product quality control but since they are handmade, any possible imperfection is to be considered a feature and not a defect.

05

VALUES



qualità - *quality*



unicità - *uniqueness*



biodiversità - *biodiversity*

Quality is a priority for us, it embraces every aspect of our work: starting from the selection of leftover fabrics from the best textile companies in the world to the attention with which we combine them, to the care of manufacturing.

AdR loves uniqueness. Each cushion is a unique item created mixing and according different textiles. Each piece is conceived to be beautiful on its own. It goes without saying that ‘the more the merrier’, a soft and varied family of colours and energy, expressing what their creator loves to refer to as ‘harmonic biodiversity.’

Uniqueness can’t go without harmonic biodiversity. That for us means preserving identity, loving the differences, creating combinations in which each piece is on its own but as a whole acquires strengths and harmony - just as happens in nature.

AdR promotes biodiversity as a value that goes over the product: biodiversity, the unparalleled wealth of all living organisms on our planet, is at risk and we humans are the cause. We wish to remember that everyone, in his own small way, can do something.



06

PRODUCT



“The MIXING is way to far from being disorder.
The double rhythm does not give disharmony,
the CONTRAST is the prerequisite for every BEAUTY.”

Piero Portaluppi, architect, 1888 - 1967





“Nothing is created, nothing is destroyed,
everything is transformed.”
Antoine-Laurent Lavoisier, 1743 - 1794.

Everything can, and therefore must, find its own
second life: those that in the traditional system
are considered waste become a real resource.
Everything should work like a biological system.
In fact, in nature everything is functional and
everything is regenerated.



06

PRODUCT



from
ONE-OF-A-KIND



All our products are unique pieces.
No two pillows are the same: they are
different for color, texture, matching,
details.

to
SMALL COLLECTIONS



According to the available fabrics, in order to emphasize
their characteristics and dimensions, we create a model that is
then repeated to give life to a small collection made of unique
pieces.

06

PRODUCT_ sizes and details



SIZES and more: we have divided our pillows into sizes, because we not only have standard dimensions but some products are special dimensions to achieve our zero waste goal. There is also a special cathegory called **TAM-TAM**: very small pillows to give away together with a message.



every pillow has AdR hand-sewn logo so you can always be sure it's original



every pillow is unique and has its own identity number. Beside this, the tag tells who is the producer of the fabric



for very small or bigger cushions, our packaging, including a card with the narration of the brand name



the boxes for delivery with our stamped logo



08

BRANDS SYNERGY

As an old African proverb says,
*“If you want to go fast, go alone.
 If you want to go far, go together.”*

We believe that synergy is one of the essential words
 to look forward to.

We are already in synergy with:

Christian Fischbacher

Colefax&Fowler

Dedar Milano

Kvadrat

Vescom

AdR establishes a synergistic relationship with
 the companies for the recovery of leftover fabrics.
 Companies that are prestigious names in the world
 of home textile, who know the importance of a new
 attitude towards the Planet and who recognize even
 in small brands like ours a way of taking together one
 more step towards reducing our environmental impact.
 Thanks to the companies who already collaborate with
 us and thanks to those who will collaborate in the future.

09

FEATURED IN

**CASA
facile**

ELLE DECOR

A.CASAmagazine

la Repubblica

AD

**COSE
di
CASA**

Living

INTERNI

DESIGN STREET →

**dd
n**

VANITY FAIR

UNIVERSITY DELLA STORIA
vivimilano

**FOOD &
MOODS**
(CASA & DESIGN)

Gardenia

ELLE

LAVANGUARDIA

iO
il tuo spazio è un mondo

DESIGN TELLERS
il magazine che racconta il design

VILLE & CASALI

**mag
d'tagli**



“I felt more than ever the need to imagine a new, colourful, light, playful project, and why not, gentle to the planet”.

Carolina Nisivoccia

Carolina, architect, artistic director, professor, was born in Milan and grew up in the world of fashion and newspapers, with which she collaborated even before graduating from the Milan Polytechnic.

She works for private clients as well as for large national and international brands, for which she develops highly customized projects, both in Italy and abroad.

Atelier des Refusés springs out of an idea by Carolina, an architect by education with a natural inclination towards ethical design. is also the art director of the project, During the slow and silent months of lockdown Carolina found the energy to start off her new creative adventure which focuses on the words such as circular economy, lightness, uniqueness, and softness.

She believes that big changes come from small things. Think big, design small is her motto. That's why she decided to start with pillows.



11

COLOPHON



Atelier des Refusés

Concept and art direction Carolina Nisivoccia Architetto/cn:A Studio.

Photo Paolo Riolzi Studio page 2 - 3 - 5 - 6 - 7- 18 - 19 - 22

Photo Gianluca Cisternino page 34



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