

The current **linear economic model** is causing the exhaustion of natural resources, creating **irreparable and unprecedented damage** to our ecosystem.

Drawing inspiration from the cycles of nature, **Krill Design**, therefore, stands in antagonism to the *"take, make, dispose of"* model, and proposes a paradigm that fights the scarcity of resources and collaborates in environmental regeneration by working on the creation of disruptive solutions, to achieve a future in where **sustainable practices are the norm, recycled materials** and **design** the leitmotif of a **zero-impact** lifestyle.

Krill Design offers design products for home furnishings made with recycled materials from the food supply chain. Through technological innovation and creativity, furniture products are born from a 100% circular economy.

Krill's design contributes to the creation of a new culture to keep **existing and available materials alive, showing their hidden value** for the benefit of the environment and people.

Contact with the territory and the creation of local networks become a distinctive and indispensable element for creating a new environmental, productive, and consumer awareness.

Krill Design, therefore, offers a responsible production chain model based on:

- The **design** of the products enhances the organic material of origin through elegant lines and material surfaces that give back sensations linked to the world of nature.

- The production of **new biomaterials** deriving from organic waste from the food chain. What is considered waste today is just a missed opportunity to create something new with sustainable materials capable of reducing its environmental impact.

- The creation of **widespread manufacturing**, based on digital manufacturing to be able to produce on-demand through 3D printing. Thanks to the ad hoc design for each product, production efficiency is achieved in terms of time, aesthetics, and waste that few other production methods offer.

- Involvement of the local community and generation of a **zero km circular economy**. Social value is created with the collaboration of the community, creating a network of local operators, who participate as suppliers of food waste, producers in widespread 3D printing hubs, and who offer their cooperation in the points of sale. Furthermore, the use of local resources has a positive social impact, which allows a real benefit to local economies, increasing their self-sufficiency.

More than a hundred years ago, plastics caused a revolution in the manufacturing of goods and product design, bringing new features and establishing itself on the global market as an essential material. Today, in the same way, we can contribute to generating a new revolution, by contributing to the integration of new materials, which promotes the use of sustainable materials by making a concrete contribution to the community and the environment.

**This manifesto represents our will to trigger this revolution and to involve as many people, organizations, and communities as possible in the creation of a better future in synergy with nature.**