

# FURNITURE UPCYCLING

the future of repurpose and re-use



**Danilo Di Michele**  
concept and curator Brand&Stone  
President and CEO DDM Branding

**Born in Italy in 1965, having started his career as a consultant of the company Calvin Klein leading its global partnership licenses strategies and operations. Since 1997, has now lived in Miami where he oversees his company's headquarter.**

**A visionary, CEO Level Executive, who leads companies through the challenges of change. He is the founder and president of DDM Branding since 1993, a period in which the international experience has been enriched with offices in different parts of the globe.**

**Projected to the future, he follows the new generations and the latest trends of the digital age, adopting and developing communication strategies.**

**Graduated in architecture at the Milan Polytechnic, she immediately began working as a journalist in the design/architecture field for specialized magazines (La Mia Casa and Casaviva).**

**In addition to writing for Starbene, Casa Facile, Icon and Panorama. Then she worked for R101 as an author first and as a technology expert later. In 2015 she started writing for Icon Design along with Michele Lupi.**

**Today she actively collaborates with Interni, Domus, AD Italia and IFDM, She is Editor in Chief of Home Italia (Italian and Chinese editions and the US edition) and Design consultant of Grazia.**



**Marina Jonna**  
Editor in chief di Home Italia  
(Italy, China and USA Edition)



Castagna Massimo  
Architect



Chery Jerry  
CEO BiancoBianco



Chevalier Simonne  
Artist and Interior Designer



Joelsson Sofia  
Interior Designer



Mercier Christophe  
Hotelier Cà Di Dio Hotel



Raimondi Malerba Marcantonio  
Designer



Zamberlan Renato  
Co-Owner & Creative Director  
Casamania / Horm

# What is upcycling?

# When did it become a matter of influence?

# What are the advantages of upcycling over recycling?

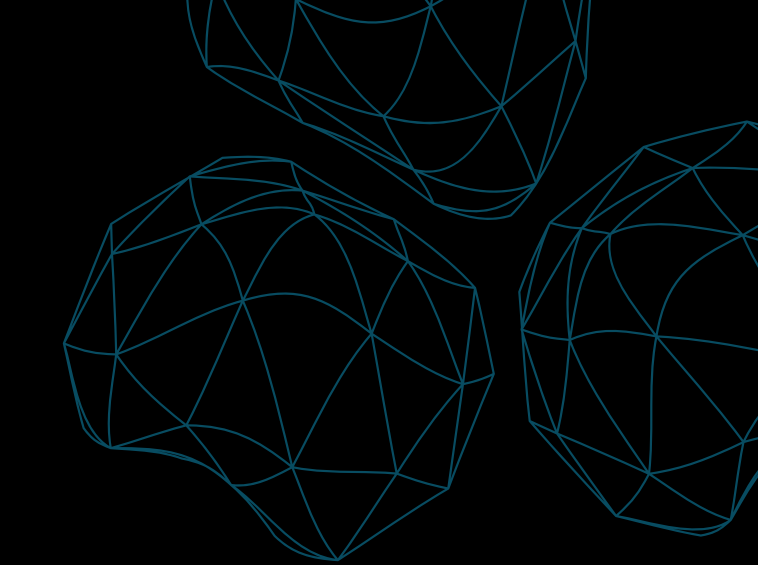
# Where can I start?



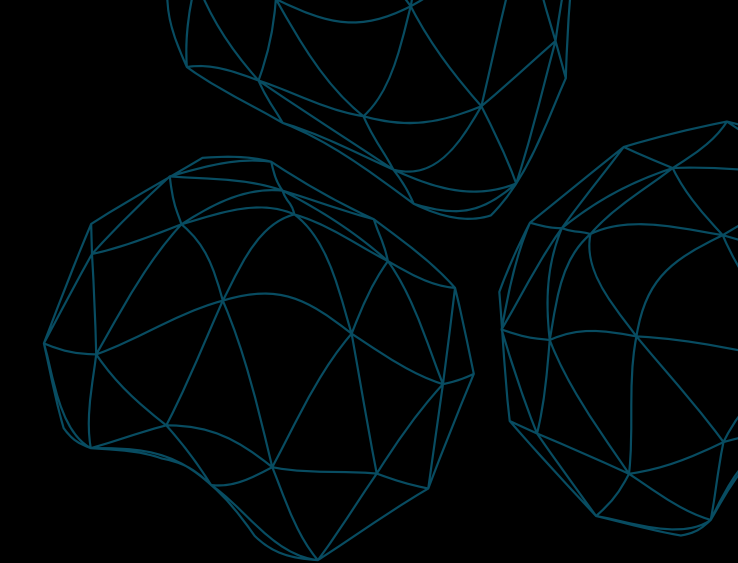
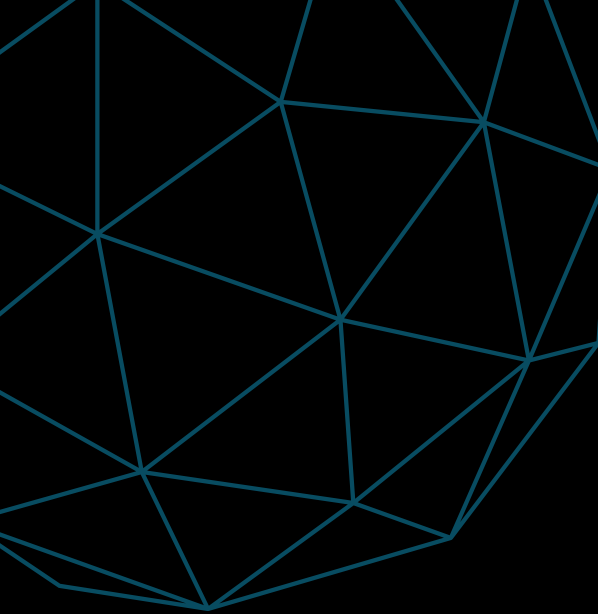
**I have a great idea but can't find  
the right materials...**



**It's all very nice but, where do I find the time to devote myself to these things?**



**Any idea for your next upcycling?**



**Thank you**

