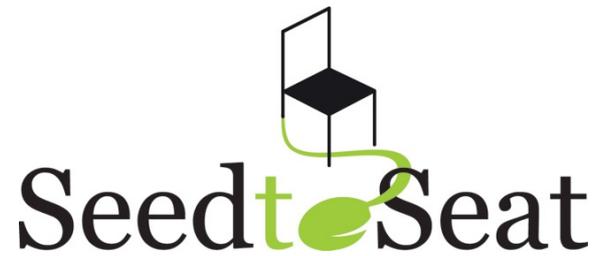


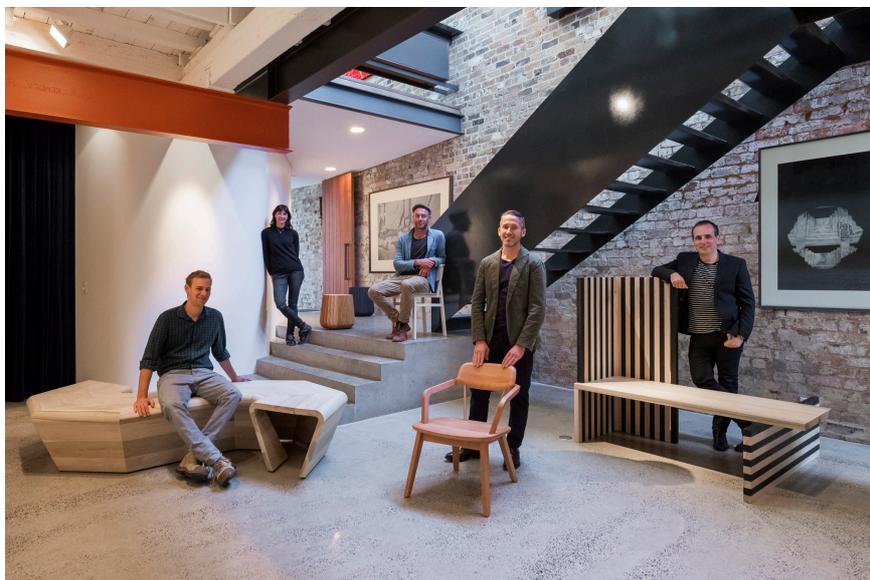
PRESS RELEASE: Embargoed until 2nd June 2016



A collaboration with 6 of the most prominent and exciting designers in Australia and New Zealand. With Seed to Seat, the American Hardwood Export Council asks, “What is the true environmental impact of design?”

The word sustainable has almost become design rhetoric. Whilst many well-intentioned designers claim sustainability in their approach to their work, there is often little solid evidence to support them in making those claims.

Adam Goodrum, Greg Natale, Anne-Claire Petre, Ben Percy, Todd Hammond and David Trubridge have collaborated with AHEC to demonstrate that sustainability can have substance. The designs are unveiled this week at Denfair in Melbourne.



The Australian Designers with their Seed to Seat Designs. Credit: Tom Ferguson Photography

In response to a open brief for ‘something to sit on’ made from American hardwood lumber, each designer has created a piece made from American cherry, tulipwood or red oak and, in Trubridge’s case, thermally-modified American ash. The full environmental impact of each completed design has been calculated.



*Stripped by Greg Natale in American red oak and tulipwood.
Credit: Tom Ferguson Photography*

Both Evostyle in Sydney and David Trubridge in Whakatu, who manufactured the pieces, collected data on all inputs in terms of materials, energy usage, transport and wastage. From this information, AHEC is producing a profile for each design drawing on data from their Life Cycle Assessment research for 19 hardwood species. Life Cycle Assessment is a scientific tool that helps industry to establish environmental frameworks that have real meaning and assess true sustainability. The result will present the cradle-to-grave impact of creating each product across six categories. The most topical impact category is global warming potential (GWP), or carbon footprint.

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Don Chairs by Adam Goodrum in American tulipwood and cherry Credit: Tom Ferguson Photography

For each design, AHEC has also calculated how many seconds it would take for the wood used to make the piece to grow naturally in the US hardwood forest. The forest covers 120 million hectares. Hardwood trees are selectively harvested and replaced with new growth through natural regeneration. Regeneration outstrips harvest and this vast resource increases by 130 million cubic metres every year. **AHEC has calculated that it would take a mere 2.2 seconds for all the wood used in the 6 Seed to Seat designs to grow in the US hardwood forest.**



David Trubridge creates 'Aleni' in thermally-modified American ash. Credit: David Trubridge

Rod Wiles, Director of AHEC for Oceania said of the project ***"We're very excited, not only by the calibre of the designers involved in this project, but also by the fabulous pieces that have been created in these versatile, yet less well-known American hardwood species. We've seen for a long time that Australia and New Zealand have a real commitment to sustainable design in principle and through this project we can demonstrate what that means in reality – an opportunity for us to show, and learn, what works and what design elements make a difference to the environment"***

The designs are on show at DEN FAIR 2-4th June (<http://www.denfair.com.au>)

For more information and full environmental data visit www.seedtoseat.info

Facebook: [americanhardwoodANZ](https://www.facebook.com/americanhardwoodANZ)

Instagram: [ahec_anz](https://www.instagram.com/ahec_anz)

-Ends-

Notes for the editor:

Image credit:

Tom Ferguson Photography

Image credit (David Trubridge):

David Trubridge

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Hi and low res images can be obtained through the website or through the link below:

<https://www.dropbox.com/sh/tgwqe264i0pej4b/AADn63nL8P3eU8tHEC4U9Prqa?dl=0>

ABOUT AHEC

For approaching 30 years the American Hardwood Export Council (AHEC) has been at the forefront of wood promotion globally, successfully building awareness and understanding of American hardwoods. AHEC's support for creative design projects around the world demonstrates the performance potential of these sustainable materials.

<http://americanhardwood.org>

Manufacturer:

Evostyle, Sydney, Australia

<http://evostyle.com.au>

American cherry, red oak & tulipwood donated by **Mathews Timber (Australia):**

<http://mathewstimber.com.au>

Thermally-modified American ash (CAMBIA) donated by **Timspec (New Zealand)** and **Northland Forest Products (USA)**

<http://www.timspec.co.nz>

<http://www.cambiawood.com>

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