



GREEN ISLAND **Eco-design, Creativity, Landscape**

presents

URBAN BEE HIVE PARK + HONEY BAR NYC A project by **Claudia Zanfi/Atelier del Paesaggio**

NEW YORK DESIGN WEEK / WANTED DESIGN

Industry City – Brooklyn

May 17-23, 2017, 11am – 6pm

Press Preview: May 16, 5pm – 7pm

Opening Night Celebration
May 16, 7pm – 11pm (by invitation only)

The first **HONEY BAR in New York City** makes its debut in Brooklyn, in the spaces of the Industry City. It is a mobile kiosk, offering tasting experiences from local producers, innovative ways to serve honey, and a type of architecture which draws on a repeatable and versatile module, designed to be installed in various environments or cities around the world. A new concept of **STREET HONEY BAR** in which, from the tasting of different honeys to the most diverse gourmet couplings, nectar becomes a genuine lifestyle.

And indeed the age-old link between architecture and nature is what inspired us to come up with the first example in New York City of an **ECO-DESIGN URBAN HIVE PARK**: a project originating from an idea by Claudia Zanfi, art historian and botanist, in order to rethink the hive in a contemporary key, entrusting designers and artists from around the world with the task of applying creativity to an element of great importance in terms of environmental sustainability. The hive thus become an eco-design object, to be installed on rooftops or in private gardens, shaping the home of our sentinels of the environment like pieces of sculpture.

Organized as part of the New York Design Week in Brooklyn, in the spaces of the Industry City – Wanted Design District, this brand of New York creativity has been invited by GREEN ISLAND to form part of an international network designed to rethink all that which concerns the world of beekeeping. Thus, around the first Honey Bar a new concept emerges of objects used to serve honey, designed by the studio **Design Group Italia**; a Bee Hive Park with installations of hives created by the designers **Capoco + Crozier Design**; architecture inspired by hives through the stylistic details caught in the shots of the photographer **Paul Clemence**; bio-tastings with various kinds

of low food-mile nectar, produced on the rooftops of New York and in local farms, such as **Bee Raw Honey, Brooklyn Queen, and Hubbell Farms**; as well as workshops dedicated to families, created by the **City Growers** association, an organization that deals with creating dialogue between local communities on themes such as urban agriculture and biodiversity.

The first GREEN ISLAND/HONEY BAR of New York City, a mobile and versatile element, a reproducible and customizable project, features various novelties, including:

1) *The Art of Serving Honey* is expressed through the objects designed especially for the occasion by the **Design Group Italia** studio, exclusively for Green Island/Urban Bee Hives New York and produced using 3D printing. A reappraisal of the traditional tools, rethought with new functions and iconic patterns, drawing on the world of beekeeping. *HoneyBull*, with its elegant morphology, created through the assembly of small hexagons, and *Nido*, with its iconic geometries and a study behind it on the ergonomics of the handle, represent a contemporary evolution of an object which has remained unchanged over time. Instead, *DipperBall* offers a different kind of purpose, decidedly avant-garde: the spoon splits into two parts – bulb and handle – held together by a magnet (protected by a covering so as not to come into direct contact with the honey). The bulb floats inside the honey, and with a simple movement may be joined to the handle, thus preventing the honey from being wasted when cleaning after use. Dedicated to the classic honey / tea combination, *In-Honey* is inspired by the traditional tea infuser, redesigned here as a tool to contain honey and immerse it directly into the hot drink: the nectar melts homogeneously throughout the cup, offering a totalizing tasting experience.

2) The *Gaze of the Photographer* **Paul Clemence** on the architectural details captured by his lens in a great number of cities around the world, is displayed in the gigantography – printed by Flavor Paper, made in Brooklyn – which will envelop the whole Green Island/Urban Bee Hives space inside the Industry City. The imagery comes across as a series of beehives, and seamlessly covers both the wall and the floor, thus reflecting the close relationship between nature and architecture. The hand of man and the inspiration of nature unfold in a single whole, leaving space for new interpretations and imagination, and the daring visual and perspectival path invites onlookers to grasp the subtle nuances hidden inside a city and to sense all its hidden details.

3) *Bee Hive Park* by **Capoco + Crozier Design** presents an installation of beehives rethought in a contemporary key, planned and created by the designer duo in the Brooklyn workshop. The Urban Hives are made of wood, in the traditional yellow color, and each one is endowed with a solar power LED system which lights up during the night, glowing from within the beehive to show the symbol of the bee applied to each hive. Immersed in a floral cascade as a sign of the pollination cycle, the Urban Hives redefine the formal language of *Alveare Urbano*. And in a city like New York where a great number of rooftops host homes for bees and a delicious low or no food-mile honey is produced, they evoke a new and close relationship between design and ecology, opening up innovative paths towards sustainability and creativity.

4) The universe of beekeeping is also recounted through *Tastings of Local Honey*s (on the evenings of Tuesday, May 16 and the weekend of May 20-21), as well as workshops staged by *Atelier del Paesaggio* and held by the non-profit organization based in New York, **City Growers**, on SUNDAY, MAY 21 (4pm – 6pm) inside the Green Island/Urban Bee Hives space.

GREEN ISLAND, an international project founded by Claudia Zanfi 16 years ago and dedicated to urban biodiversity through cultural initiatives, exhibition projects, awareness raising on themes of sustainability, brings to New York its own innovative vision entitled *Alveari Urbani* – winner of the EXPO in CITTÀ' 2015 award in Milan last year. *Urban Bee Hives* – part of an itinerary focusing on the safeguarding of bees and the valorization of the territory – is a dialog between nature, design, crafts and ecology which revolves around our sentinels of the environment and their fine nectar, and in the words of Claudia Zanfi, “a project in which plants, men and insects may cooperate towards a vision of a new form of landscape and environment.”



Green Island: Honey Bar + Urban Hives
A project by Claudia Zanfi/Atelier del Paesaggio
Anna Casotti, New York Producer

NEW YORK DESIGN WEEK / WANTED DESIGN

Industry City
220 36th St #2-A, Brooklyn

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acasotti.nyc@gmail.com

