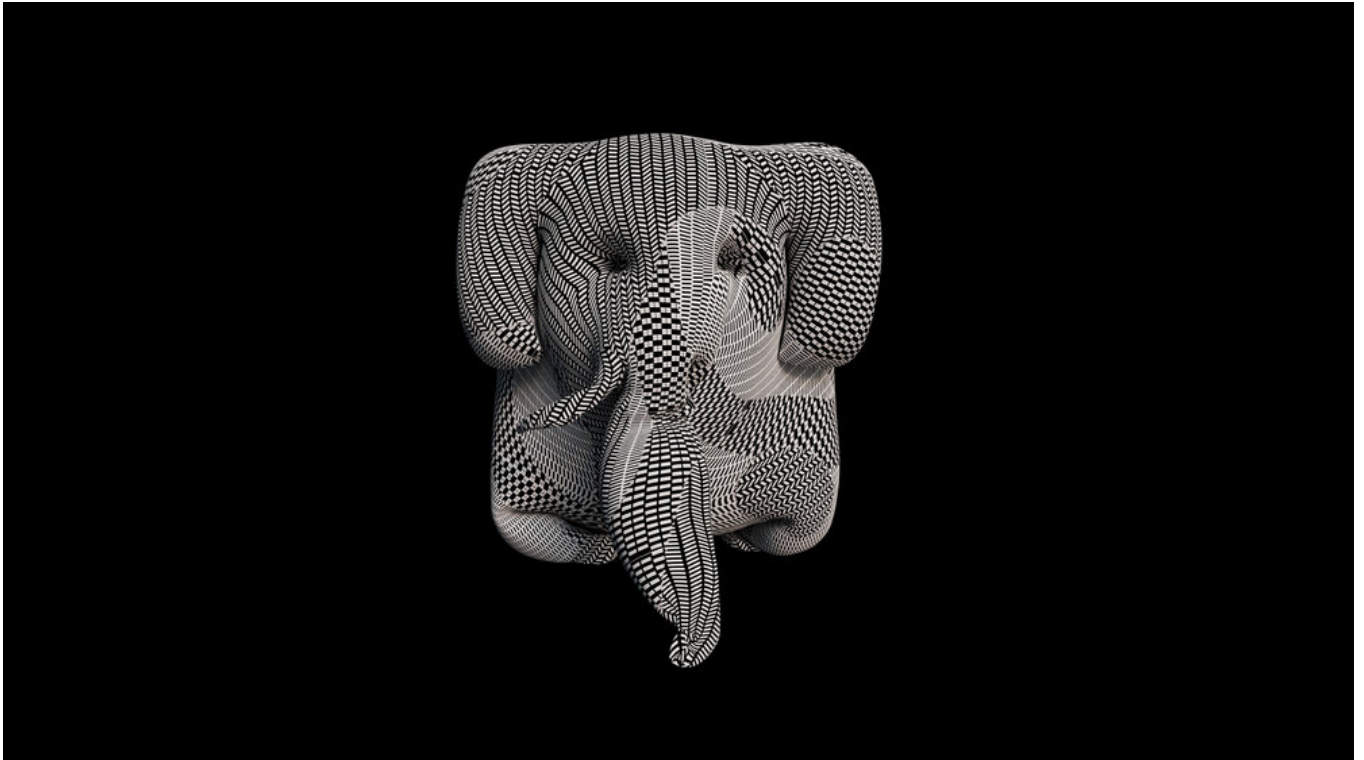


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🕒 15 March 2023, 11:23 (CET)



The Elephant in The Room presenting the heroes shaping the textile supply chain at Milan Design Week

The Elephant in the Room is a supply chain exhibition held from 17 - 23 April 2023 (location to be announced soon). The exhibition is a free experience that celebrates the textile creation process. Explore the works of heroes shaping the future of the supply chain and listen to the story of the changemakers behind the change.

Presented by [BYBORRE](#) in partnership with supply chain partners [The Woolmark Company](#), [Santoni](#), [Groz-Beckert](#), [Mayer & Cie](#) and [Südwolle Group](#), and renowned furniture design brands [Montis](#), [Arco](#), and [Lensvelt](#), The Elephant in The Room brings together the past, present and future of textile creation in the heart of Milan. The exhibition and experience grants access to and shows the various steps involved in the textile supply chain, from sourcing materials to the creation of finished products. Informative exhibits provide a better understanding of the complexities and challenges in this industry.

Over the course of three days, the consortium of partners are hosting panel discussions to bring together experts in design, architecture and material to discuss transparency, collaboration and co-design, and the importance of a (fair) supply chain. In addition, recently launched initiative [THE NEW STIJL](#) by [...,staat](#) will host a series of talks with creatives across different disciplines and styles, including [Sabine Marcelis](#), Amber Jae Slooten ([The Fabricant](#)) and Bas Timmer ([Sheltersuit](#)).

Find the overview of the Talks Program below. Registration for the Industry- and Design Talks will open soon, subject to availability.

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Morning Industry Talks hosted by Supply Chain Partners and [Het Nieuwe Instituut](#)

17 - 19 April 2023, 10:00 - 11:00

* Doors open at 09:30

Transparency Throughout The Supply Chain

Monday, April 17, 10:00 - 11:00

Panel discussion with pioneers in seamless knitting [Santoni](#) (Patrick Silva), furniture design brand [Arco](#) (Jorre van Ast) and a special guest (to be announced soon).

Importance Of A (Fair) Supply Chain

Tuesday April 18, 10:00 - 11:00

Panel discussion with world leading suppliers of circular knitting machines [Mayer & Cie](#) (Wolfgang Müller) , furniture design brand [Montis](#) (Mariëlle van der Aa, Paul van den Berg) and a special guest (to be announced soon).

Collaboration and Co-Design With The supply Chain

Wednesday 19 April, 10:00 - 11:00

Panel discussion with global authority on Merino wool [The Woolmark Company](#) (Francesco Magri), world leading provider of industrial machine needles [Groz-Beckert](#) (Florian Mingramm) and British menswear designer [Saul Nash](#).

Afternoon Design Talks curated by [THE NEW STIJL](#)

17 & 18 April 2023, 14:00 - 16:00

* Doors open at 13:30

Borre Akkersdijk ([BYBORRE](#)), Sabine Marcelis and a special guest (to be announced soon)
Monday, April 17, 14:00 - 16:00

Amber Jae Slooten ([The Fabricant](#)), Bas Timmer ([Sheltersuit](#)) and a special guest (to be announced soon)
Tuesday 18 April, 14:00 - 16:00

Exclusive Talk with Borre Akkersdijk, Fabio Novembre moderated by Sara Sozzani Maino (invite only)

Wednesday, April 19, 15:30 - 16:00 uur

Press tours with Borre Akkersdijk available upon request. Please contact press@byborre.com for press assets and other requests.

ABOUT BYBORRE

BYBORRE combines technology and textile expertise to bring a new standard to the industry by unlocking material innovation, sharing its vast experience on circular knitting and making their transparent supply-chain available to all clients. They believe that, without the much-needed transparency, positive change is impossible.

Borre Akkersdijk and Arnoud Haverlag founded BYBORRE in 2015 to realize their ultimate mission to inspire and enable an entire generation of creators to make better and more responsible textiles for everyday products. Together with their international team of 50+ specialists, they took on the responsibility to push the boundaries of the conventional textile industry, make responsible textiles more accessible through material innovation, digital design services, and on-demand production.

The company previously raised €3.2 million in a 2020 series A investment round, funding the accelerated development of on-demand design tool Create™. Create™ has welcomed over 1000+ users and 300+ brands worldwide (2022) including Natuzzi, Herman Miller, Palace Skateboards and Porter Yoshida & Co.

To further expand its platform, BYBORRE introduced Textiles™ in 2022. Textiles is a growing library of ready-to-order textiles created from traceable materials and suitable for a wide range of end-use cases, as opposed to the industry wastefully made to stock production status quo. The quality is primarily driven by choosing materials that support longevity, made with BYBORRE's signature circular knitting techniques and curated stock of certified yarns.

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