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### **“Too Good to Waste” a Spotlight on species**

Calling all design professionals. Let’s take a different approach! “Let’s be more imaginative!” Let’s use materials that may not be our first choice. Let’s spotlight the diversity of American Hardwoods. They are **“Too Good To Waste,”** and the possibilities are endless.

Initiated by the American Hardwood Export Council (AHEC,) **“Too Good To Waste”** is an interactive installation made of American oak, maple, cherry and tulipwood - species “rarely found in home or furniture stores in Europe.” Designed by Benedetta Tagliabue – EMBT, manufactured by furniture makers Benchmark, and recently showcased at the Hay Festival Segovia-Spain, the project “seeks to question the validity of the current relationship between wood consumption and fashion.”

#### **AHEC’s objective**

The project not only celebrates “the variety of species and grades of hardwood that the forest naturally produces and regenerates, but the physical form of this installation will show the transformation of hardwood from its rawest form into the fine finish of cabinetry, expressing how furniture ultimately comes from the forest.” (David Venables – [AHEC’s](#) European Director)

#### **Some words from the Manufacturer**

“We have built a woodland from rough sawn vertical planks of American tulipwood, cherry, red oak and maple, and out of this woodland we are drawing finished pieces of furniture. We have kept the vertical stripes of the forest and extended them into the furniture, transforming them from the raw state of the tree trunks into the polished finish of the cabinet maker.” (Sean Sutcliffe – Co-founder of [Benchmark](#))

#### **This from the Architect**

“Imperfection can make a piece completely beautiful and unique, and I hope this project will convey the message that you can work with materials that are considered imperfect, and with skills, intelligence and curiosity you can transform them into something beautiful, unique and beloved.” (Benedetta Tagliabue – [EMBT](#))

**Bottom line:** “Due to color and fashion trends, demand is too often focused on just a few species, while many others are underused or left in the forest, which is a lost opportunity for design, and carbon storage. **“Too Good To Waste”** is an invitation to reflect on what needs to be considered if we want to contribute to a balanced and sustainable use of the forest.” For more on the work of AHEC, visit [www.americanhardwood.org](http://www.americanhardwood.org).

