**INSPIRAMAIS: 13th EDITION OF +ESTAMPA IS IN TUNE**

**WITH THE NEW CONSUMPTION STANCE**

*The Project is geared towards the conscious consumer and revolutionary spirit of the 70's to present unique illustrations, designs, patterns and prints inspired by National flora.*

The 20th edition of Inspiramais, Latin America's only innovation and materials design exhibit, will take place in January, on the 14th and 15th, celebrating 10 years of bold releases for the market, which will be presented at special spaces, such as +Estampa.

The project, which is in its thirteenth edition, is a platform for presenting surface design studio works through which illustrations, designs, patterns and prints are marketed, and not printed fabric.

In this edition, the partnership with Abit brings designers from renowned fashion brands to develop prototypes using the prints. Studios can suggest ways to finalize the process and the designer will be responsible for the planning and industrial procedure. Studios are able to support companies or designers in completing the entire methodology for each type of stamping process.

Absorbing the theme of the season, SYNCHRONIA - which deals with the interpretation and reinterpretation of concepts, linked to the free spirit mood of the 70s, +Estampa draws an analogy between a new, more conscious consumer behavior with the revolution of the seventies.

“With a world so interested in circular processes, we are increasingly in tune with sustainability. We need to be creative and understand the desire for consumption of this new customer, who is interested in the reuse of materials, their composition and origin, and organic materials. And in the 70s, we found several references, linking creativity, identity, nature and color, fundamental elements of the creative process”, says Lucius Vilar, project curator and consultant at the Assintecal Design Center.

"With this new consumer, who is connected to the environment, we believe in prints and plant surfaces, landscapes and flowers. This season we will explore our diverse flora, creating interesting new color charts and charming combinations”, explains Villar.

In this edition, +Estampa integrates the companies: Estúdio Lúdico, Estúdio Rapó Creative, Estúdio Rocha, Luv Design, Servam Stampa Studio and Textrend. It is worth noting that, under the consultant's coordination, each one developed an exclusive print for Preview2021\_II. To print the motifs, the project also counted on commitment from the partner R.Mello.

The +Estampa project is a realization of Associação Brasileira de Empresas de Componentes para Couro, Calçados e Artefatos [Brazilian Association of Leather, Footwear and Artifact Components Companies] (Assintecal), Associação Brasileira da Indústria Têxtil e de Confecção [Brazilian Association of Textile and Clothing Industry] (Abit), Centro das Indústrias de Curtume do Brasil [Brazilian Tannery Industries Center] (CICB) and APEX.

Admission to Inspiramais is free for industry professionals and will take place at the Pro Magno Event Center in São Paulo. More information can be obtained at www.inspiramais.com.br.

**Information for the press**

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