

PARTNERSHIP PROPOSAL

COLLECTING CORK CREATING CHANGE

A JOINT INITIATIVE BY ROCKWELL GROUP, AMORIM, BLUEWELL & SOUTHERN GLAZER'S WINE & SPIRITS





ABOUT US

Cork Collective is a joint initiative by Rockwell Group, Amorim, Bluewell, and Southern Glazer's Wine & Spirits with an aim to embrace cork as a 100% natural and reusable resource overlooked in the hospitality industry.

Through the collection, recycling, and repurposing of cork stoppers, our mission is to unite hospitality and design to envision new possibilities for recycled cork.




RECYCLED CORK BY THE NUMBERS



Amorim Cork Composites researches, develops, and manufactures eco-friendly, high-performance cork composite solutions for multiple industries, supplied in block form.

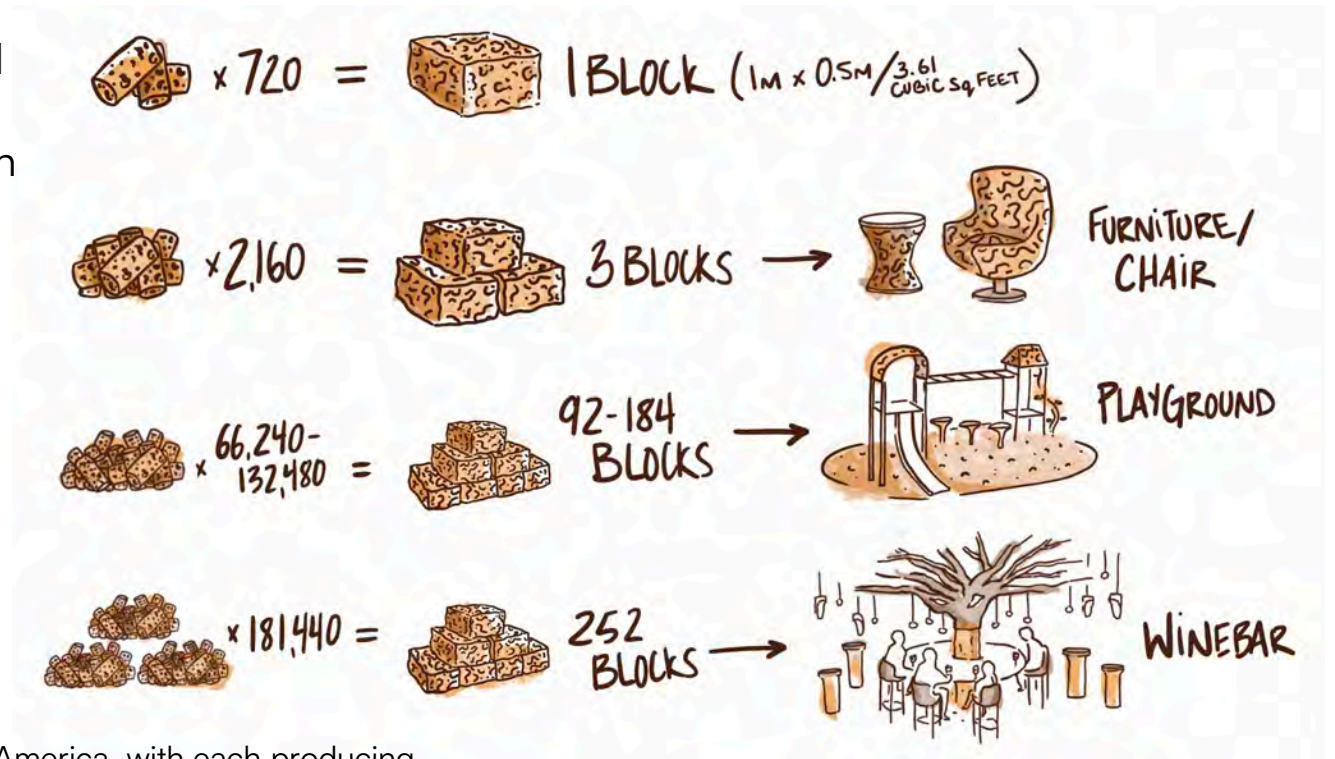
The diagram illustrates various sizes and potential end-use applications.

 The dimensions of these blocks are 640 x 940 x 200mm or 1000 x 500 x 200mm.

 To produce one standard block of medium density, requires approx. 720 cork stoppers.

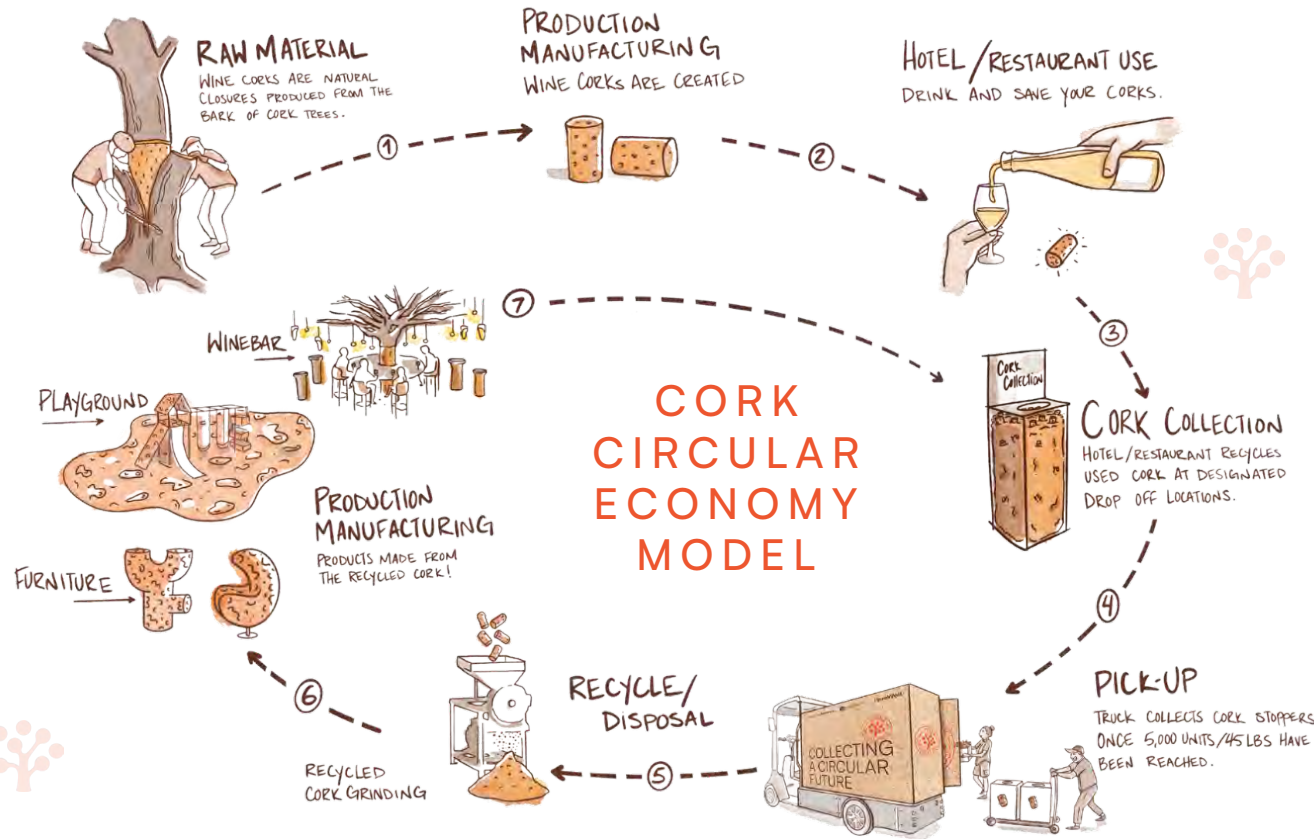
Sample Scenario:

The Nobu Restaurant Group operates 21 establishments in North America, with each producing around 12,500 corks annually, totaling approximately 250,000 corks collected per year.





CRAFTING A CIRCULAR ECONOMY FOR CORK



We envision a “closed-loop” system where resources are reused, recycled, and regenerated to minimize waste and promote sustainability.

Cork Collective will forge partnerships with restaurants and hospitality networks to institute a large-scale collection and recycling system, effectively connecting essential points and collaborators. This initiative will pave the way for a circular economy of cork.



NYC PILOT CORK COLLECTION PROGRAM

To make a meaningful impact, Cork Collective embraces contributors of all sizes, from small businesses to larger organizations, and offer flexible participation to accommodate various capacities. Our custom collection bin, featuring a durable, water-resistant cork lid, is designed for ease of use.

Equipped with a reusable shell and a detachable liner, it ensures simple maintenance. Depending on the volume, the removable liner can be shipped or picked up by Cork Collective's eco-friendly EV truck.



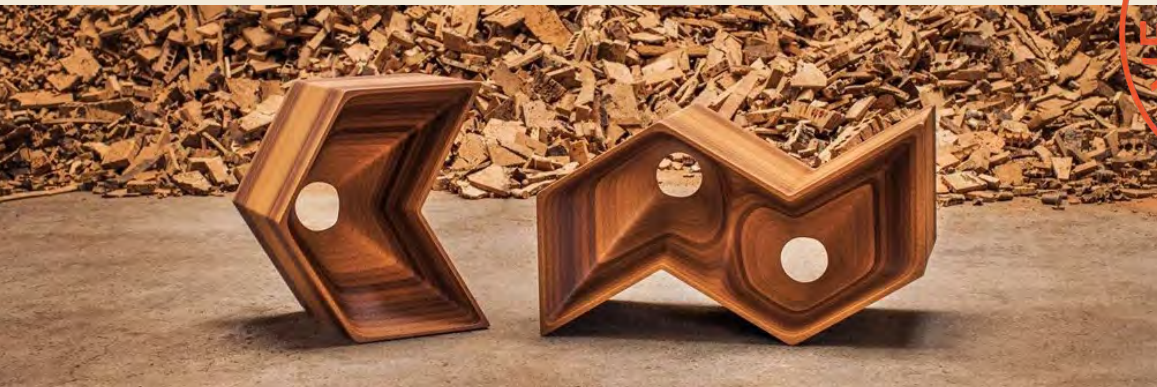


NYC PILOT CORK COLLECTION PROGRAM



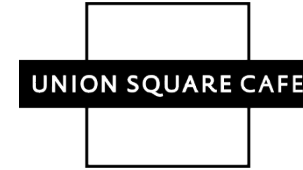
By transforming these discarded materials into vibrant playground surfaces and other community enhancements, we envision making a tangible impact on sustainability and community well-being.

The pilot sets the stage for expanding our program nationally and showcasing the incredible potential of cork recycling.





Cork Collective is enthusiastic about expanding our list of participants.



BOWERY MEAT COMPANY





UNCORKED: OVERVIEW

(Un)Corked, an immersive, traveling exhibition, will debut during Salone del Mobile in 2025, with dynamic programs and events that support discussions, education, and community engagement around recycled cork and a circular cork economy. The event and education space brings cork's wide-ranging capabilities to life—while also serving as a conversation convener. In addition to creating the ultimate gathering place during Salone, the venue will further establish and telegraph Cork Collective's mission to a global audience. (Un)Corked will take place in the heart of Brera, a district known for its Arts and Design prominence.

LOCATION:

-Via Solferino, 31, Milan, Italy

TIMING:

During Salone del Mobile April 7 - 11, 2025
(Exact duration TBD)



(Un)Corked
Traveling Wine Bar
+ Cork Exhibition








UNCORKED: THE EXPERIENCE

(Un)Corked will become the destination during Salone del Mobile 2025, drawing international attendees and locals alike. Featuring diverse on-site experiences like installations, panels, live demos, dinners, and wine tastings- (Un)Corked will creatively illustrate and reinforce the versatility of cork and its many uses.

Brands will have the opportunity to align with the exhibition's themes of craft and sustainability while reaching the upper-echelon of the creative class including high-profile artists, designers, and innovators.

EXHIBITION CONTENT:

-  On-site Cork Collection + Wine Tastings
-  On-site Manufacturing Demo + Education with a Takeaway
-  Exhibitions of Student Competition + AMORIM Collaborations
-  Circular Economy + Design Talks / Forums
-  Slow Food / Chef Program -Private Tastings +Dinners





UNCORKED: PROJECTED REACH & AUDIENCE PROFILE



Salone del Mobile attracts the best of the creative class: high profile artists, designers and leading innovators across the design industry and expands into creative leaders in fashion, technology, automotive, and more. To maximize visibility and attendance, (Un)Corked will be supported with a robust PR and marketing plan. Projected reach includes:

Projected Press & Media



Projections for Salone del Mobile

307K+

VISITORS

5K+

ACCREDITED
JOURNALISTS

65%

INTERNATIONAL
BUYERS + INDUSTRY

20M+

SOCIAL MEDIA
IMPRESSIONS

181+

COUNTRIES
REPRESENTED

300M+

PRESS IMPRESSIONS



STUDENT DESIGN EXHIBITION & COMPETITION



To showcase the results of the special graduate-level studio, a selection of the student prototypes will be on view at (Un)Corked during Salone del Mobile. Six students will have the opportunity to present their ideas to a global design jury.



PARSONS X AMORIM EXHIBITION DURING NYCXDESIGN 2023

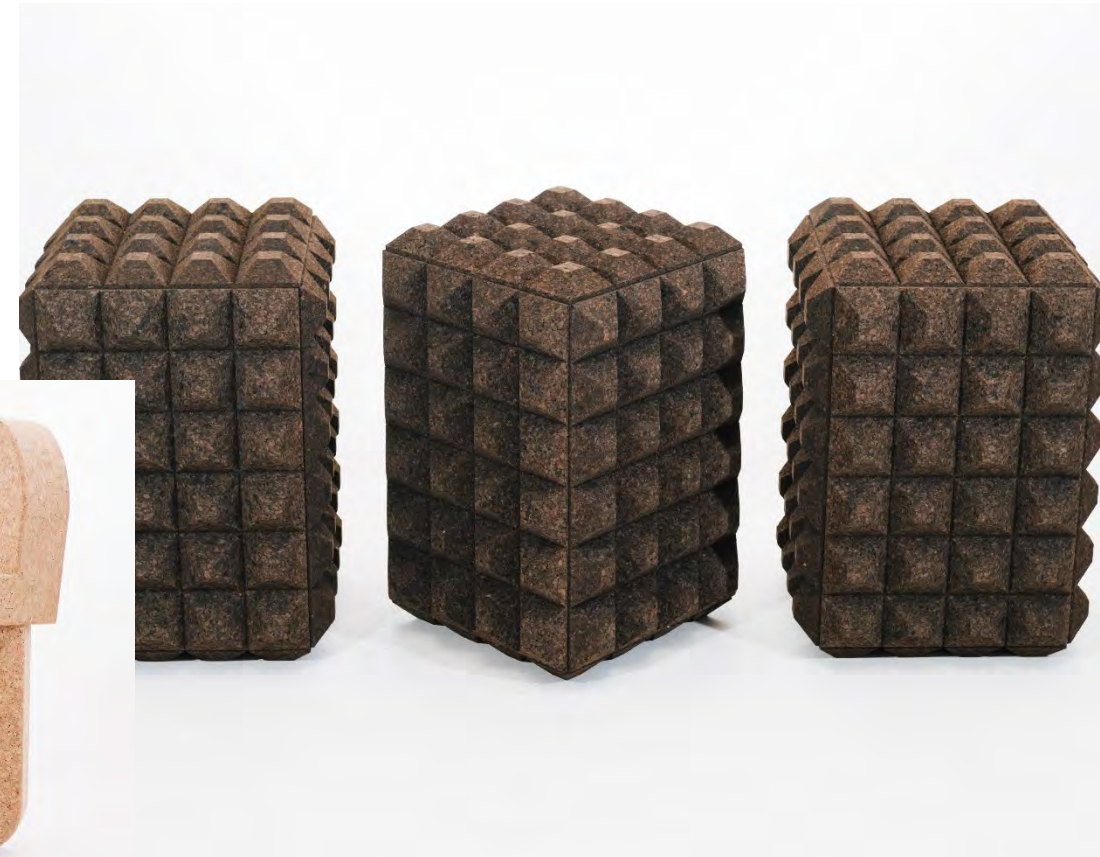


PARSONS X AMORIM EXHIBITION DURING NYCXDESIGN 2023

STUDENT DESIGN EXHIBITION & COMPETITION

Prospective Competition Jurors

- Cristina Rios de Amorim, Amorim
- Paola Antonelli, The Museum of Modern Art
- Jochen Eisenbrand, Chief Curator, Vitra Design Museum
- Yves Behar, Fuse Project
- Daniel Michalik, Designer and Professor at Parsons School of Design
- Joseph Grima, Space Caviar / Alcova / Design Academy Eindhoven
- Stefano Boeri, La Triennale di Milano Foundation
- Tatiana Bilbao, Tatiana Bilbao Estudio
- Janna Bystrykh, BYSTRYKH
- Tulga Beyerle, Museum für Kunst und Gewerbe Hamburg
- Nina Yashar, Nilufar





FOUNDING PARTNERS



rockwellgroup

David Rockwell, FAIA, is an award-winning American architect and designer. He is the founder and president of Rockwell Group, a 330-person cross-disciplinary architecture and design practice based in New York City with satellite offices in Madrid and Los Angeles. Known for his commitment to charitable organizations, David currently serves as Chair Emeritus of the Design Industries Foundation Fighting AIDS (DIFFA) and as a board member of Citymeals on Wheels, New York Restoration Project, and the American Theatre Wing.

AMORIM CORK



Founded in 1870 by the Amorim family, the company has grown to become the largest producer of natural wine cork closures in the world. With over 5.8 billion corks sold annually in more than 37 countries, Amorim corks are the gold standard for quality and performance. The company maintains absolute control over every aspect of manufacturing through vertical integration.



Southern Glazer's Wine & Spirits (Southern Glazer's) is the world's pre-eminent distributor of beverage alcohol, and proud to be a multi-generational, family-owned company. Today Southern operates in 44 states and distributes over 7,000 brands. Southern Glazer's takes pride in supporting the "Heart of Hospitality" on a national and local level through charitable initiatives, programs that uplift underrepresented communities, and an evolving commitment to environmental sustainability.



THANK YOU.

