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TRENDS SHAKER

Architexture - From Advertising Board to Cardboard !

 By Trends Shaker on Sep 10, 2015

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Frédéric Croonenberghs started his career in publicity but passionate by photography, he created, **PRINT-On PLEX**. A company printing images on plexiglas or aluminium to give a deeper sensation to the picture . During a trip in Italy he had a life-changing encounter. Back then he discovered a collection of furnitures only made by **recycled cardboard** and decided to import the idea.

Architexture-cardboard is the exclusive representative of "**Kubedesign**", born from a encounter between a boxes factory and an architect. Both playing with cardboard as a architectural item. Kubedesign is a collection of furnitures and items made from recycled cardboard offering armchairs, lamps and many other designed objects. **Frédéric Croonenberghs is, of course, in the center of this project !**



Handmade cardboard furnitures are a good way to **reinterpret the environment** and create an **unexpected atmosphere** either at work or at home. Each product is **customizable, resistant** and **solid**.



Lightweight, easily **removable**, **waterproof** and **transportable**, those furnitures and diverse objects stick together thanks to a natural glue.



The impervious surfaces are easy to clean with solvent-free or abrasive-free products.

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"Materials of the future come from one of the oldest materials...."



Find more information [here](#)!

