

**MATERIAL  
:: DRIVEN**

**MaterialDriven** is a Dallas, London and Bilbao-based materials consultancy and library. The company acts an interface between the developers of innovative materials for design—ranging from established manufacturers and startups to solo-makers—and the entities who want to learn about and implement these materials. Leveraging a vast in-house physical materials library, expert knowledge, and a global network of material-makers, the company provides three broad types of services.

The first, *MaterialDriven's Consultancy* allows the company to assist brands, studios and institutions in their journey to better, often more sustainable products, spaces or packaging. Providing in-depth research, trends, sourcing and introductions to suppliers, the company has worked with clients ranging from consumer goods giants, beauty and spirits brands, fashion houses, architectural studios, top hotel chains and more. Within this umbrella, the company also provides an art consultancy services, creating and project managing the delivery of large-scale immersive installations for the public spaces in retail and hotel projects, all focused on cutting edge and sensory materials. Continued overleaf—



**Our Commercial clients include...**

**Adjaye Associates**

The second, MaterialDriven's *Curatorial* arm is engaging in the design and delivery of vast and themed materials exhibitions, for clients such as trade shows in the architecture, interior design and packaging sectors, as well as museums and other institutions. Since 2016, the company has curated such large and immersive exhibits for leading shows and museums all over Europe, and more recently in the US.

Finally, with *Education* as one of its chief goals, MaterialDriven creates lectures, talks, demonstrative and hands-on workshops for an array of audiences—from high schoolers to university students, and senior professionals. With an emphasis on pertinent themes such as sustainability, the circular economy, design for health and well-being, and bio-design, the company creates educational programs that are both short and long-term and has worked with over 30 universities and schools in the EU and US. The company's leadership—Purva Chawla and Adele Orcajada—are regular guest lecturers and board members for several design schools in the EU and the US, as well as regular contributors to magazines, web journals in the world of design.



**Our Curatorial clients and partners include...**



Kunsthochschule für Medien Köln  
Academy of Media Arts Cologne



**Our Educational clients and partners include...**



## **PURVA CHAWLA**

Founder and Partner at  
MaterialDriven

After practicing as an architect in the United States and India, Purva founded MaterialDriven in 2016. In launching the (then) online platform, her goal was to create a space where innovative materials and their manufacturing could be broadcast in an open source format. Since then, MaterialDriven's growth into a consultancy, curatorial agency, and materials library, based in the US, UK, and Spain, has allowed her to promote sustainable and circular design, and support material developers in their journey from innovative prototype to market. Her work at MaterialDriven has resulted in a variety of outcomes—from research, writing and teaching, to new product design and spatial development.

In addition to consulting and curatorial work for MaterialDriven's clients—ranging from brands in fashion, and consumer goods to architecture, retail and hospitality—Purva pursues her passion for design education by delivering lectures, sustainability focused courses and workshops for universities and institutions across the globe.

She is slated to take on the role of Adjunct Faculty at Southern Methodist University in Texas in Fall 2023, with the introduction of her new course 'Materials for Sustainability', as part of the Masters in Sustainability and Development Program at the Lyle School of Engineering. She is a graduate of the University of Pennsylvania's School of Design in Philadelphia, and the Sushant School of Art and Architecture in New Delhi, India.



## **ADELE ORCAJADA**

Partner at MaterialDriven

Adele has been a material researcher, librarian and curator since 2014, having worked for the architectural studios HMKM and the material consultancy The SCIN Gallery as a materials expert, before becoming a partner at MaterialDriven, where she continues to explore material innovation with brands and institutions.

Adele, a Central Saint Martins graduate, has a background as a fashion accessories designer and product developer, sourcing materials and transforming them into products for high street fashion brands as well as fair trade initiatives. During this time she developed an in-depth knowledge and expertise on local and indigenous materials as well as the ethical, social practice of the making process in different communities. She has lectured at fashion and design schools in Spain and the UK, including IED, ESNE, Central Saint Martins, Royal College of Arts and Kingston, as well as on online educational platforms such as La Tecnocreativa. Adele also regularly contributes to talks such as Fashion Revolution's Open Studio at Harvey Nichols, Craftinnova, Bilbao Design Week or 100% Design, on cutting edge topics such as material innovation, sustainability and circular economy. Her essay *Embodying the Invisible* has been published in *The Slow Grind* by Laundry Arts Service.

Adele is also currently the Academic Director at the Basque BioDesign Center, in Bilbao, a space dedicated to biodesign, technology and the development of sustainable materials for design and architecture. Other roles include Senior Lecturer in Material Innovation as well as Program Lead for Circular Economy and Design, both at IED Kunthsal in Bilbao.