

Cavallum, the iconic winebox that becomes a lamp, turns 10.

- We are celebrating its birthday with a special edition for next Christmas;**
- Through a shared production aimed at companies and individuals until the 30th of September;**
- The whole community will come together to produce the Cavallum with an irresistible price.**

In 2009, a design made in Barcelona caught the eyes of sustainability experts and creativity lovers: a winebox that transformed into an elegant table lamp. Cavallum immediately caught the attention of the world's press and was recognized by, among others, the **Global Innovation Report London 2009** as one of the nine most innovative designs in the world.

Cavallum was the **first packaging with a second life in the world** - that is, the first packaging conceived with a second use, far beyond simple packaging. 70% of the winebox turns into a new object: an elegant table lamp.

After 10 years, Cavallum still breathes freshness and charm and it's time to celebrate that. From the **10th of July to the 30th of September 2019**, companies and individuals can join the campaign and pre-order their Cavallum. **The goal is to reach 10,000 units.** The starting price is **9.95 €**, **a saving of up to 70%** in relation to the retail price.

Pre-order through the website www.ciclus.com/shareproduction/, which will open its doors on the 10th of July.

The production will be exclusively for those who join the campaign and will take place from October to November of this year. At the end of November, deliveries will be made so that **10,000 Cavallums** will have a new home for Christmas.

"We wanted to make a shared production and give a gift to the companies and people who reflect the same values as us, and want to do, but don't know how, a sustainable deed that thrills and lasts," explains Tati Guimarães, creator of Cavallum and founder of Ciclus, her creative lab.

"During these 10 years, we have moved many people towards our principles of promoting sustainability with creative designs that excite. We are delighted to celebrate this in a big way with all those who see us as a reference and are inspired, in some way, by us", says Tati.

Cavallum is the perfect Christmas gift to carry out branding in a surprising way.

"I believe that Cavallum lasts over time thanks to its unique concept that touches the soul and at the same time stimulates creativity. When they give it to you, you think you are receiving a bottle of wine and that's it. But once you interact with it, you turn it into an avant-garde lamp, of the highest quality and also eco-friendly, " says Tati.

The campaign has a video that explains how and why Cavallum was made and the goal of the campaign: <https://vimeo.com/346374249>

TO PARTICIPATE IN THE CAMPAIGN

- Visit the website <http://www.ciclus.com/shareproduction/> and complete the pre-order process.
- Every two weeks there is a new price for Cavallum. The starting price is 9.95 €.
- The campaign begins on the 10th of July and ends on the 30th of September.

ABOUT

Tati Guimarães and Ciclus.

Tati is a pioneer in Ecodesign and has more than 20 years of experience in the sector. Her products go beyond functionality creating an emotional bond. They are recognized worldwide, as Bakus, a best seller in the **MoMA (Museum of Modern Art in New York)**. In addition, with its creative lab Ciclus, founded in Barcelona in 2001, it has helped companies from all sectors to navigate the universe of sustainability in a creative way: generating a change of mentality and providing its clients with unique values through their designs like "emotional sustainability" and "packaging with a second life". Among its clients are **Heineken, Benetton** and **Fundació Joan Miró**.

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