

Avantium's Releaf and Hoogvliet Jongerius debut "From Plants to Plastic" at Milan Design Week 2026

AMSTERDAM, 7 April 2026, 18:00 hrs CEST – Avantium N.V., a pioneer in renewable and circular polymer materials, announces that releaf® - its brand for the plant-based and circular polymer PEF - has partnered with design studio Hoogvliet Jongerius to present *From Plants to Plastic*, a new installation at Masterly – The Dutch in Milano during Milan Design Week 2026. The exhibition brings together material innovation and narrative design in a mini-collection made from releaf®, featuring a cabinet with PEF decoration, a yarn-covered bench, a flake-molded side table, and a family of stackable bowls.

At the heart of the collaboration is releaf®, Avantium's plant-based and circular polymer made from renewable feedstock. Releaf® offers a significantly lower carbon footprint than traditional plastics while delivering strong mechanical and barrier performance suited for packaging, films, fibers, textiles, and interior applications. Its versatility allows designers and brands to explore new material expressions while reducing dependence on fossil-based plastics.

"Releaf® gives designers an extraordinary level of versatility," says Jean Lai, Manager Marketing & Branding at Avantium. "Because it is plant-based, recyclable, and adaptable across formats - from films and fibres to solid components- it allows creators to rethink materials without compromising performance. We are honored to work with Nienke Hoogvliet. Her creative approach allows us to demonstrate just how beautiful and versatile releaf® can be, proving that sustainable materials are every bit as functional as they are visually compelling. This collaboration shows how one polymer can move seamlessly between packaging, textiles and interior objects, opening a world of possibilities for circular design."

Nienke Hoogvliet adds: "Exploring releaf® as a design material opened up an inspiring process of experimentation, discovery, and translation. While developing new textures and forms was exciting, it was equally important to transform these technical samples into tactile, emotionally engaging objects. Technical innovations can sometimes feel distant or abstract; by revealing their beauty and physicality, these objects become storytellers of a meaningful and urgent narrative. We need to rethink how we produce and consume, and releaf® offers a promising response to one of the most pressing material challenges of our time: plastic. We hope this mini-collection inspires others to join us in shaping a fossil-free future."



avantium



Press release

Press Day Milan Design Week

From Plants to Plastic will be on view from April 21–26 2026 at Palazzo Giureconsulti. A special Press Day takes place on April 20, 2026 at 14:00, offering media an exclusive first look and discussion with the designers and Avantium's releaf® team. Media interested in attending are kindly requested to confirm their attendance by April 17, 2026 by contacting:

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About releaf® (made by Avantium)

Releaf® is the ingredient brand for PEF, a next-generation, plant-based polyester for fossil-free packaging and textiles. Combining high performance with full recyclability and a lower carbon footprint, Releaf® helps brands shift from oil to plants without compromising function or aesthetics. Learn more at www.releaf.bio.

About Hoogvliet Jongerius

Hoogvliet Jongerius, founded by Nienke Hoogvliet and Tim Jongerius, explores the relationship between people, society, and nature through material-driven design. Their projects, including the VALUE//VALUES carpet series on textile transparency, have been featured in museums and publications worldwide. Visit www.nienkehoogvliet.nl.

About Avantium

Avantium is a pioneering commercial-stage company focused on renewable & circular polymer materials. Avantium develops and commercializes innovative technologies for the production of materials based on sustainable carbon feedstocks, i.e. carbon from biomass or carbon from the air (CO₂). The most advanced technology is the YXY® Technology that catalytically converts plant-based sugars into FDCA (furandicarboxylic acid), the key building block for the sustainable plastic PEF (polyethylene furanoate). PEF is known under the brand name releaf®, an EU registered trademark of Avantium. Avantium has successfully demonstrated the YXY® Technology at its pilot plant in Geleen, the Netherlands, and is in the process of starting the world's first commercial plant for FDCA in Delfzijl, the Netherlands. Avantium works in partnership with like-minded companies around the globe to develop revolutionary renewable chemistry solutions from invention to commercial scale.