

Wudeward

URBAN FOREST PRODUCTS, LLC

Presents

URBAN(wood)ENCOUNTER 2012



FOR IMMEDIATE RELEASE

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BE INSPIRED AND LEARN ABOUT AN ABUNDANT SUSTAINABLE RESOURCE

*The Design Within Reach Milwaukee Studio Hosts URBAN(wood)Encounter –
An Inspirational Exhibit of Furniture Made with Urban Wood*

MILWAUKEE, WI (February 16, 2012) – Wudeward Urban Forest Products, LLC is pleased to announce the return of URBAN(wood)ENCOUNTER, a unique furniture design exhibition at Design Within Reach in the Third Ward during Gallery Night April 20–21, 2012.

Urban(wood)Encounter is an exhibition designed to challenge furniture makers and designers to create inspiring and thoughtful furniture from a regionally abundant and underutilized natural resource - Urban Wood(*see the attached Urban Wood fact sheet*). The goal of the exhibit is to educate furniture makers, designers, and the public about this valuable resource. “Together we can think differently about sustainability and see the beauty of a resource that may literally be right outside our doors,” says Dwayne Sperber, furniture maker, event coordinator, and owner of Wudeward Urban Forest Products, LLC.

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This year's exhibit brings together an exciting mix of talented furniture makers (*currently 16 participants and 20 furniture pieces*) ranging from a 17-year-old high school student and talented MIAD and UW-Madison students to innovative and renowned professionals (*see the attached list of exhibitors and available websites*).

Once again the exhibitors were challenged to design a functional piece of furniture using Urban Wood as the predominant media in an effort to educate, promote, and inspire others to use this resource. "From modern to traditional, the competition is open to the full range of styles but must showcase Urban Wood as the main resource," describes Sperber. "The wood must be obtained from a source within a 150-mile radius of Milwaukee. Other media can be incorporated into the design as long as the focus remains on the wood."

A panel of respected creative professionals representing the Milwaukee design, architecture, development, and art communities will judge the entries based on the following criteria:

- Does the design highlight the value of this resource?
- What is the story behind the wood used?
- The overall execution of the design including craftsmanship and attention to detail.

The judges include interior designer Nancy Miller, WRID (Form & Function, Inc.) as well as sustainable building focused professionals Tom Kubala (The Kubala Washatko Architects, Inc.), Monique Charlier (Rivet, LLC) and Juli Kaufman (Fix Development). First and second place awards as well as student awards will recognize exceptional submissions that truly highlight the beauty of Urban Wood and the importance of utilizing this resource. (*Prizes provided by Wudeward Urban Forest Products and Woodcraft of Milwaukee.*)

For more information on the exhibit or to learn more about Urban Wood, contact Dwayne Sperber (262-442-4654 / www.wudeward.com). Be sure to mark your calendars for Friday, April 20th from 5:00 to 9:00 pm and Saturday, April 21st from 10:00 am – 5:00 pm to view this environmentally conscious exhibit at Design Within Reach – 167 N. Broadway in the Third Ward.

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URBAN WOOD FACT and RESOURCE SHEET

- Today there are about 4 billion urban trees in the U.S., with another 70 billion growing in metropolitan areas.
- The number of trees, and hence the volume of wood, removed annually from our nation's urban forests is significant. Estimates of removal (due to pests, wind storms, construction, hazard trees, etc.) range from 16 to 38 million green tons per year. (If these removals were sawn into boards, they would produce nearly 30 percent of the hardwood lumber produced annually in the United States.)
- There is a growing movement by groups of community officials, wood-using industries, arborists, tree care firms, researchers, public agencies, non-profit organizations, and others to convert urban "waste" wood to useful products.
- Municipalities are faced not only with the volume of tree removals but with the associated financial costs as well. Rising labor and transportation costs, increased landfill or tipping fees, and lost opportunity costs (money that cannot be spent elsewhere in the community) create a financial burden for managers of municipal tree programs. Even if disposal costs were not an issue, landfill space is dwindling, and tree disposal in landfills has been either outlawed or reduced by regulations in many States.
- Capturing the highest and best use of removed urban wood puts less strain on our natural habitats and forests to supply us with usable wood products and building materials. This is an important step in protecting our forests and reducing our overall ecological footprint.

2012 URBAN(wood)ENCOUNTER Exhibitors

- Michael Doerr
<http://www.michaeldoerr.com/>
- Hongtao Zhou
<http://hongtaozhou.com>
- Mike Jarvi
<http://www.mikejarvi.com/>
- Paul Morrison
<http://www.thewoodcycle.com/>
- Anthony Kajfez
<http://www.akartistry.com/>
- Dwayne Sperber
<http://wudeward.com/furniture.html>