

## For Immediate Release

Contact:

Kate Tucker

Brentano

T: 847.657.8481

[ktucker@brentanofabrics.com](mailto:ktucker@brentanofabrics.com)

## Brentano Collaborates with MSI Smart Home

### Sustainable fabric designer contributes eco-friendly faux leather to exhibit

**Wheeling, IL (November 2011)** — The designers of the "Greenest Home in Chicago" have turned to Brentano as their source for environmentally friendly textiles for the third year. Brentano, the local expert in sustainable fabric design, first collaborated with the Museum of Science and Industry on the original installation of the *Smart Home: Green + Wired* exhibit in 2008. This year, *Scout*, a Chicago interior furnishings store, and technology blog Gizmodo have teamed up to create a completely new look for the home that combines uniquely repurposed pieces with the newest, most innovative technologies -- one of Brentano's polyurethane faux leathers a standout among them.

Brentano's pattern **Caress** covers a reclaimed Knoll sofa in the most prominent position on the first level of the 2011 *Smart Home*. *Scout's* owner Larry Vodak chose **Caress** for the way its substantial, supple construction emulates the hand and weight of real leather. With outstanding abrasion resistance and almost 250 lbs breaking strength, **Caress** can also handle the traffic of an exhibit that has hosted over 300,000 visitors. **Caress** carries the Brentano Green fabric label in line with MSI's goal for the *Smart Home* to introduce "the ways, big and small, to make eco-friendly living a part of everyday life."

### About the Smart House:

The fully-functioning modular *Smart Home* -- conceived by the Museum of Science and Industry, designed by architect **Michelle Kaufmann Designs™** and built by All American Homes® of Decatur, Ind. -- was opened to the public in May 2008 and due to its popularity has been redesigned each year. It was given the designation "Chicago's Greenest Home" after a comprehensive review of the home's plans, materials and design by the City of Chicago's *Chicago Green Homes Program*. Since its opening, the Museum has welcomed more than 250,000 guests on 30-minute guided tours that showcase the ways, big and small, that people can make eco-friendly living a part of their lives. Some of the green features that remain year to year include rooftop solar film, a 45-foot wind turbine, green-roof gardens and an interior that has been designed to maximize light and space.

### About Brentano:

Founded in 1990 by Design Director Iris Wang and her husband, President E-Kwan Chen, Brentano has grown from a modest beginning of eight patterns to an internationally represented textile house. Brentano's fabrics stem from Wang's philosophy of balancing beauty + performance. Their growing collection of eco-fabrics expands this ideology by demanding textiles meet thoroughly researched standards of environmental consciousness while maintaining their beauty. Having celebrated their 20th anniversary in 2010, Brentano continues to offer a variety of innovative and interesting textiles, including eco-friendly faux leather, high performance upholstery, fire-resistant, outdoor, Crypton, Nano-Tex and GreenShield fabrics. Please visit [www.brentanofabrics.com](http://www.brentanofabrics.com) for more information.

# BRENTANO™

260 Holbrook Drive  
Wheeling, IL 60090 USA  
T: 847.657.8481  
F: 847.657.8641



Surrounded by its established gardens, the Smart Home welcomes visitors in its niche at the Museum of Science and Industry.



"Recovering a vintage sofa in eco-friendly, biodegradable leather-like material makes smart use of old furniture."

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