

## LONDON SCULPTURE SPEAKS SUSTAINABLE WOOD

Two new 5.5 metre interactive sculptures, situated in Kings Cross, London will greet locals and commuters from 13 September 2019 in a bid to further the conversation about the capital's mental health. The sculptures will be made from PEFC-certified Douglas Fir from leading French timber supplier Piveteaubois and supported by France-Douglas – a key association promoting the use of French Douglas Fir.

Multi-award-winning British designer Steuart Padwick has once again teamed up with Time to Change – the mental health campaign run by Mind and Rethink Mental Illness, to create the sculptures – 'Talk To Me'. The sculptures will be situated along King's Boulevard in Kings Cross, from 13 to 22 September as part of this year's designjunction – a design festival that will take over key locations in the newly renovated King's Cross area as part of The London Design Festival. Talk to Me is a hopeful piece, reminding us that through communication with one another the weight many of us carry can be lessened. Padwick designed the sculptures in sustainable PEFC-certified Douglas Fir to convey a warmth and humanity in stark contrast to the strict cuboid shapes and 'concrete' blocks made from natural acrylic stone.

"We are thrilled to be involved with Talk To Me," said Elisabeth Piveteau-Boley, Piveteaubois Export Sales Manager for the UK & Ireland. "Timber's natural and organic properties add a wonderful calming element to the design. The structure is made from sapfree Douglas Fir glulam, which is a naturally durable timber species that can resist the elements. It is PEFC-certified and as such was sourced from a trusted, ethical and responsibly managed forest in France. The overall effect is stunning."

The series progresses from the standing figure carrying the burden on its shoulders to resting against it – highlighting that whilst the burden may not be overtly visible it is often not far away. As passers-by approach the interactive giant cuboid timber figures, a proximity sensor is triggered, and they begin to voice poignant and uplifting words. These conversations start to crack the 'burden' to release a glowing light. "Many of us carry issues and burdens that hold us down and hold us back," says Steuart Padwick. "Even when the burden is not overtly holding them down it is rarely far away. That is why one piece has the burden clearly on the shoulders, and with the other sitting piece, the burden is to one side – perhaps forgotten for a moment but always near."

Talk To Me was designed and built within 12 weeks with minimal funding. All materials were donated and almost all people and companies worked pro bono. To get involved in the campaign this year visit:

[www.steuartpadwick.co.uk/talktome](http://www.steuartpadwick.co.uk/talktome)

Join the conversation on **#talktomeLDN** **#designjunction** **#timetochange**

For more information visit: [www.piveteaubois.com/en](http://www.piveteaubois.com/en)

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### Editors Notes

**PIVETEAUBOIS** has been at the heart of the French timber sector for 70 years and is one of Europe's leading softwood sawmillers and manufacturers of timber products for the construction, landscaping and energy sectors and is also France's number one supplier of wood pellets. Operating from three key processing sites in Sainte-Florence and Egletons in France and Wiele in Poland, the family-firm promotes timber as an environmentally sound material as well as bringing innovative design and robust technology to the timber supply chain. Its services include wood processing as well as designing, manufacturing and delivering high-quality and advanced timber products ranging from sawn timber, structural components, CLT and glulam to cladding, decking and UC4 fencing and landscaping products. [www.piveteaubois.com/en](http://www.piveteaubois.com/en) **Twitter:**

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**The Programme for the Endorsement of Forest Certification (PEFC)** is an international non-profit, non-governmental organisation dedicated to promoting Sustainable Forest Management (SFM) through independent third-party certification. As a member of a global alliance, it works by endorsing national forest certification systems developed collaboratively by all interested stakeholders and tailored to local priorities and conditions.

[www.pefc.co.uk](http://www.pefc.co.uk) **Twitter: @PEFC UK**

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