

# Cupcrete by Samira and Sepideh Kharazan Wins Bronze in A' Sustainable Products, Projects and Green Design Award

*Innovative Recycled Paper Cup Concrete Recognized for Eco-Friendly Design and Versatility*

COMO, CO, ITALY, September 23, 2024 /EINPresswire.com/ -- The A' [Design Award](#), a highly respected award in the field of [sustainable product](#) design, has announced Cupcrete by [Samira and Sepideh Kharazan](#) as the Bronze winner in the Sustainable Products, Projects and Green Design category. This prestigious recognition highlights the significance of Cupcrete's innovative approach to transforming recycled paper cups into an eco-friendly concrete alternative.

Cupcrete's groundbreaking design aligns perfectly with the growing demand for sustainable solutions in the construction and design industries. By addressing the challenges of paper cup recycling and offering a practical, environmentally friendly alternative to traditional concrete, Cupcrete has the potential to revolutionize the way we approach building materials and waste management.

What sets Cupcrete apart is its unique composition and production process. Through a novel method developed by Samira and Sepideh Kharazan, paper cups are transformed into a cotton-like material that can be blended with cement and other recycled materials to create a versatile, lightweight concrete. This innovative approach not only diverts waste from landfills but also results in a material with enhanced acoustic and thermal insulation properties, making it ideal for various applications in construction, furniture, and home accessories.

The recognition from the A' Sustainable Products, Projects and Green Design Award serves as a



testament to the ingenuity and dedication of the Cupcrete team. It not only validates their efforts but also inspires them to continue pushing the boundaries of sustainable design and explore new possibilities for Cupcrete's applications. This award is expected to generate increased interest in Cupcrete and foster collaborations with industry partners who share a commitment to environmental sustainability.

Cupcrete was designed by sisters Samira and Sepideh Kharazan, who combined their expertise in architecture, product design, and software engineering to develop this innovative solution.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=161364>

#### About Samira and Sepideh Kharazan

Meet Samira and Sepideh, two sisters from Italy whose unique journeys have led them to excel in their respective fields. Samira, fueled by her passion for architecture, building, and product design, has made significant contributions as an architect and showroom designer for prestigious fashion brands. As the creative director of Elenore Milan, she continues to make her mark in the fashion world. Sepideh, with a background in software engineering, has become a Cloud Solution Architect while also exploring her passion for design. Together, they embody the perfect balance of creativity, innovation, and dedication, inspiring others with their remarkable achievements.

#### About Bronze A' Design Award

The Bronze A' Design Award recognizes notable designs that demonstrate creativity, practicality, and potential to positively influence industry standards. Winning designs are acknowledged for their professional execution and effective blending of form and function. The selection process involves blind peer review by an expert jury panel based on pre-established evaluation criteria. Bronze A' Design Award winners in the Sustainable Products, Projects and Green Design category excel in areas such as innovative material use, energy efficiency, waste reduction, recyclability, and social impact.

#### About A' Design Award

The A' Design Award is an international, juried design competition organized across all industries since 2008. Its mission is to recognize and promote superior products and projects that advance society and create a better world through good design. By celebrating remarkable achievements and showcasing pioneering designs on a global stage, the A' Design Award drives inspiration and advancement in the design community. The rigorous selection process involves blind peer review by an influential jury panel of design professionals, industry experts, journalists, and academics.

Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and participate with their projects at <https://sustainableproductaward.com>

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