



NOT COMPROMISED:
HUMANS and NATURE at their best!

Milan, March 2025

NOT COMPROMISED HUMANS and NATURE at their best! PRESENTS THE NEW EDITIONS OF THE ELEPHANT FOOTPRINT SEAT – COMMISSIONED TO ARCHITECT BOONSERM PREMTHADA.

After the success at MDW 2024, **NOT COMPROMISED** returns with **two new versions** of the **ELEPHANT FOOTPRINT seat**, which continue to embody an audacious fusion of concepts between design, nature, and spirituality.

Entirely made with sustainable materials—a mix of elephant dung, shells, and sand, dyed with roots, barks, leaves, and pigments—the seats reflect the vision of the architect and the philosophy of **NOT COMPROMISED**, which aims **to explore new social paradigms through art, design, and architecture.**

The new versions of the seats stand out for their use of materials and the new design: **ELEPHANT FOOTPRINT 2025 – a limited edition of 10 pieces** – features organic brick plates on wooden bases with cut-out handles and a low backrest.

ELEPHANT FOOTPRINT 2025 – handcrafted production – is entirely made of wood, also featuring the low backrest design.

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The seats, when arranged side by side, form a bench with potential uses both in **domestic and museum settings**, evoking a reflection, characteristic of past contemplative structures, on the need to establish a powerful connection with nature.

"The bas-relief imprint of an elephant is like a reflection on the grandeur and importance of elephants, which, although unable to be physically brought into the city, are represented through these 'tangible memories' that evoke their majesty," comments architect Premthada.

The collaboration between **NOT COMPROMISED** and **Boonserm Premthada** aims to transform **each piece** into **an experience that invites reflection and responsible action**.

It is not only Premthada's first furniture design project but also a powerful message about our relationship with the Earth, nature, and the living beings that inhabit it.

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Boonserm Premthada, born in Bangkok in 1966, is renowned for his unique approach to architecture, which blends intuition and sustainability. The founder of **BANGKOK PROJECT STUDIO**, he has completed numerous constructions within the framework of a government project called “**Elephant World**,” aimed at protecting and enhancing the habitat of elephants. These buildings highlight his nature-respecting vision and commitment to preserving local cultures while creating self-sustaining communities.

In 2025, his Elephant World project, which includes bricks made from elephant dung, was acquired by the **MoMA in New York**, where it is featured as part of the exhibition 216 Down to Earth.

In Italy, Boonserm Premthada will present a new work at the **Triennale Milano** as part of the **24th International Exhibition**, titled Inequalities, taking place from May 13 to November 9, 2025.

At the same time, he has been invited to the 19th **International Architecture Exhibition of the Venice Biennale**, curated by Carlo Ratti, which will run from May 10 to November 23, 2025. "Projects like the Elephant Chapel, which uses elephant dung to create bricks, redefine what is possible, transforming nature's waste into a resource for construction," comments the curator.

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NOT COMPROMISED, founded by the design duo Birgit Lohmann and Massimo Mini (and directed by Pietro Mini), aims to explore new social models, using art, architecture, and design as tools for reflection and change.

The collections represent a commitment to uncompromising quality. They explore our deep connection with nature, and the collaboration with Boonserm Premthada—ranging from conceptualization and research to significant artistic operation—reaches its conclusion. With these two new editions, **NOT COMPROMISED** reaffirms its creative manifesto and is moving towards a new collaboration for 2026.

[Instagram/notcompromised](https://www.instagram.com/notcompromised)

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