

Closca Mask, design at the service of reflection in times of the coronavirus



Looking at the new Closca Mask, it might seem that the claim of the brand, "**Inspire Change**", was created by and for it and thinking about these enclosed months.

But no.

It is simply that both concepts, the mask and the motto, respond to the same spirit of Closca: **practical and beautiful design at the service of reflection.**

This spirit had already been recognized by the world with the Gold award in the Delta ADI-FAD 2016 and the Red Dot Design awards in 2015 and 2017. Their products are featured not only on their website but also in design cathedrals such as the MoMA and Guggenheim museums in New York, the Centre Pompidou in Paris or the Victoria and Albert museum in London.

But what is Closca Mask? The innovative **reusable mask** by the Valencian company (Spain) redesigns the unexpected symbol of the pandemic. The mask has become the icon of the "Age of the Coronavirus", but much earlier it was already a characteristic object of the 21st century.

As you know, it is the century of the unbreathable air of the big cities, full of NOX and 2.5 particulate matters, far above the levels established by the World Health Organization.

"I wish there didn't have to be a design mask to get out there"

The air can't be seen (close up), but it immediately **forces you to look** at all the photos from New Delhi, Beijing, New York, Madrid, London...

Polluted air takes the form of masks. They're what you see in passers-by. That's all you notice. Masks are transgressive because they impose a change.

Closca Mask covers our mouths, but it speaks loudly on behalf of the brand. It makes us remember that there is an urban environment that sickens and **kills millions of people every year**.

Closca proposes that we redefine aesthetics and functionality in that adverse environment to reform it. Their mission is to raise awareness and provide sustainability in your daily life.

Carlos Ferrando is the CEO and founder and is very clear about this: "I wish there didn't have to be a design mask to be able to go out on the streets". He believes that a **cultural change** will come because "for the first time for many people, we will stop seeing the facial expressions of those around us".

And, at a time when we greet each other with clasping elbows and a tender hug seems like a crime, we wonder if he is not right.

So should we buy them or what? It's up to you. But, mostly, we have to think about them. Design applied to change can only make sense if we think about **the contexts**.

That is why the Closca Mask proposal seeks to "achieve a better future", **more sustainable, reflective, honest and beautiful**. Less disposable and more persistent, more authentic.

A world without masks, in short.

With Closca Mask, Carlos Ferrando wants to raise awareness. He wants to make you think: yes, masks are necessary today, but let's ask ourselves why. And let's think about **what has to change** so that we don't need them anymore.

Functional design... and an unexpected function

Closca Mask is designed to help you avoid **smog, pollution, microorganisms and pollen**.

But then came something no one expected: COVID-19.

Closca has found in the sudden pandemic an even more urgent utility than air pollution and a broader reach than the big city and more diverse than its buyer persona.

The new reality rules, but this mask was prepared. It's meant to last, it's **washable**, foldable (and you keep it in its nice bag), comfortable and suitable for different adult sizes, because it has a velcro clasp.

It is available in white, grey and black, each with five variations.

The anti-coronavirus function is achieved with the same filters used in **FFP2 masks**, homologated for this purpose. The mask comes with six filters. You insert one in the interior compartment and you are ready to go out.

Since they don't rub against anything, they don't touch your face, nor do you wet them with your breath... they last longer.

Obviously, the coronavirus has disrupted the plans of the company. And who hasn't been affected? Carlos Ferrando says that "we had agreements with major global brands", which have been put on standby, but the brand still believes in its principles. "In the purpose of the brand we will find the strengths in the face of adversity".

What philosophy is that? **The commitment to what is practical and beautiful, no matter what**. Carlos Ferrando stands up for the values the company holds since 2013: "We know how to make designs, icons and symbols and make them useful".

In short, everything at Closca focuses on facilitating sustainable urban micro-mobility (leave your home with Closca Helmet); providing solutions for polluted air (breathe easy with Closca Mask); and reducing single-use plastics (drink water without throwing away plastic with Closca Bottle and locate water fountains with Closca Water App).

Donation program. The success of a co-responsible community

The positive transformation that Closca advocates is also in the hands of their customers. The Closca Mask is on pre-sale at www.closca.com, non-profit, since every unit sold will turn into a donation of five more sanitary masks for the population at risk: health workers and our grandparents, the most vulnerable.

Closca will donate more than **10,000 sanitary masks**, starting with the staff of the Alzira hospital (Valencia, Spain) and high-risk groups. They will extend this solidarity initiative to more hospitals and high-risk groups in other countries, thanks to the purchases/donations of their customers, who in the first two days of the launch have already surpassed that number.

The motto "Inspire Change" could not be more appropriate today. A change in the production model, in priorities and in aesthetics.

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ANNEX

ABOUT CARLOS FERRANDO, CEO, AND FOUNDER OF CLOSCA

Carlos Ferrando, from the booklet of inventions to serial entrepreneurship (and always with purpose)

Born in Valencia, Spain, in 1977, Carlos Ferrando is today the CEO of CLOSCA, a company that goes beyond its iconic products - sold in museums such as New York's MoMA or London's Victoria & Albert - to inspire and drive a global movement.

"This is only the beginning," says the entrepreneur. The history of the brand began when, at just 10 years old, he wrote the "Libreta de Inventos de Carlos" (Carlos's Book of Inventions). Years later, the universe he designed as a child became something bigger.

Carlos, an industrial engineer, and marketing expert works with his team from his hometown to develop the CLOSCA concept every day. Together, they grow the ecosystem of CLOSCA - a term that in Valencian can mean helmet but also shell or skull - embracing products and ideas that promote a more sustainable, contemporary and beautifully practical world.

Carlos studied Industrial Engineering at the Polytechnic University of Valencia (UPV) before completing a Master's degree in marketing and sales at Cranfield University and the Lancaster School of Management. After working in product engineering and sales until he was 30 years old, a vital turn of events led him to become a serial entrepreneur just over five years ago.

Carlos is building CLOSCA as a brand and platform, developing insightful concepts and helping to deploy the Valencian business ecosystem. He does so through his association with the UPV -IDEASUPV- and also through his functions as a professor in the Master in Startup Administration and in the Executive MBA of the same university. Carlos is also a member of the board of directors of the Valencian Association of Startups. "Valencian companies have to base their business models on internationalization, one of the keys to success in the current economic context. Our products designed in Valencia are competing successfully around the world and we must continue to bet on Spanish startups as the engine of our economy.

ABOUT CLOSCA:

CLOSCA, since 2013, a small project doing great things

The company specializes in design and innovation by creating products such as helmets and bottles that promote a more sustainable future and aspires to become a global movement while reimagining how business can transform the world.

CLOSCA has won several awards as an innovative startup:

- IDEAS Institute Award (Universitat Politècnica de València) 2015
- Prize in the 5Ucv startup category of the Generalitat Valenciana 2015 - Winner from Spain in the Climate-KIC accelerator program 2015

Carlos Ferrando has been selected by Richard Branson, founder of Virgin, as one of 50 'Exceptional Leaders' at the last networking event held on Necker Island, the private island of the magnate and philanthropist in the Virgin Islands.

Closca products are sold in:



Recognitions and awards:

