



PARAWOOD VERSO COLLECTION BY SINEM HALLI FOR NEODECO WINS A' DESIGN AWARD 2025

Award-winning designer Sinem Halli's wall art, celebrated for combining aesthetics and sustainability, has received international recognition.

The Italy-based A' Design Award 2025, renowned for its global prestige, has honored NeoDeco's Parawood Verso product. Developed by award-winning industrial designer Sinem Halli, the piece stands out not only for its aesthetic appeal but also for its remarkable achievements in waste management and sustainability principles.

Parawood Verso, merging natural wood materials with modern forms, is distinguished by its three-dimensional visual effect and eco-friendly design built on a zero-waste principle. The collection consists of four complementary versions, each crafted using materials repurposed from the production of the others. With its minimalist design language, rhythmic surface transitions, and elegant silhouette, the series enhances interiors both as a complementary object and as a sculptural statement.

*"For me, the Parawood Collection is not just a product,
but a design manifesto that balances aesthetics with
sustainability and functionality,"*

says Sinem Halli. Through this work, she demonstrates once again how sustainability and aesthetics can successfully intersect.

Currently available in global markets primarily for export, Parawood Verso can also be acquired through direct inquiries by interior designers and design studios. With high user satisfaction and a strong visual identity, it has quickly become one of NeoDeco's standout collections.

Sinem Halli: An Interdisciplinary Design Language

Sinem Halli is an award-winning designer whose industrial design practice transcends the boundaries of scale, material, and sector through a multidisciplinary approach. Her work

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embraces sustainability not only through material selection but also by prioritizing waste reduction, component efficiency, and long-lasting use throughout the production process.

Halli's design approach is further reinforced by academic research. Her PhD studies at Istanbul Technical University aim to integrate artificial intelligence technologies with sustainable production models. She considers design not only in terms of form but also through its social, cultural, and environmental impact.

Having created award-winning projects across glass, furniture, packaging, branding, and food design, Halli adopts a design language that draws inspiration from local production cultures while remaining open to cross-sector collaborations (www.sinemhalli.com).

The internationally acclaimed Parawood Verso project represents one of the most current and prominent examples of this holistic approach.

Where Modern Design Meets Handcraft: NeoDeco

NeoDeco is a Turkiye-based brand offering handcrafted wall art that blends the natural beauty of wood and metal with a contemporary design sensibility. Each piece is shaped with an aesthetic design approach and expertly crafted, aiming to provide timeless elegance and visual balance to any interior.

Customers in the United States can access NeoDeco products via [Amazon.com/NEODECO](https://www.amazon.com/NEODECO). The entire collection is designed by internationally award-winning designer Sinem Halli, faithfully reflecting NeoDeco's artistic vision.

For collaboration inquiries or more detailed information, please feel free to contact us.

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<https://competition.adesignaward.com/press-kit.php?KIT=162318>

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