

From Pitch To Press. Notice how the language in a well-crafted PR pitch (below) influences even the published work of a respected writer (right).

When Los Angeles based product designer and Art Center grad Shawn Littrell read about a [bark beetle epidemic devastating forests across the Western United States](#), he did what any good designer does—turned tragedy into functionality. Literally. Littrell’s limited edition turned wood MvCvT tables (an acronym for Man vs. Climate Change vs. Trees) are a purposeful re-purposing of bark beetle ravaged dead timber, culled from the mountains just outside Los Angeles.



MvCvT veers green at every turn. Its split plank construction requires a minimal amount of machine work, meaning less CO2 is released back into the atmosphere during manufacture than with traditional furniture. Littrell opts for leaving the wood unfinished, allowing each piece to generate its own natural patina without the need of chemicals or unnatural finishes. And because the raw materials are sourced locally from groves originally slated for destruction by the U.S. Forest Service due to the beetle infestation, Littrell is one designer who’s thinning the forest for a good reason.

The Man vs. Climate Change vs. Trees name came about because Littrell believes an issue like climate change can become so abstract that it’s hard for people to relate to on a personal basis. He explains, “The title tries to relate

climate change to something people understand: Trees. Billions of trees have died so the title is asking people to hopefully acknowledge that, so we can have a dialogue about it.”

A limited number of signed, numbered pieces are currently on view and sale at the Bergamot Station art gallery Samuel Freeman in Santa Monica. www.samuelfreeman.com

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Designer Shawn Littrell gives new life to beetle-ravaged trees

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When Los Angeles-based designer [Shawn Littrell](#) read about an invasive [bark beetle epidemic](#) devastating our local forests, he was inspired to repurpose the beetle-ravaged timber.

Littrell’s turned-wood MvCvT tables (an acronym for Man vs. Climate Change vs. Trees), left, does just that. The tables, which cost about \$800, are made from wood culled from groves just outside Los Angeles — timber that was slated for destruction by the U.S. Forest Service.

The split-plank tables are 16.5 inches tall and 12.5 inches in diameter and are unfinished, which allows each piece to generate its own natural patina. Look for the limited-edition pieces — each signed, numbered pieces — at [Samuel Freeman Gallery](#) at Bergamot Station in Santa Monica. For more information and gallery hours, call (310) 449-1479.



— Lisa Boone