



# ATHENS

## 27-28 FEB.

27 & 28 February 2020

# Circular Cultures

*Crafting the Future II*

## Overview

The circular economy is the hottest topic for industries across the world right now, and along with the changes that online technologies and bio-manufacturing are bringing us, we are on the cusp of a series of new industrial revolutions that will affect all our lives. “Europe is currently in the midst of two transitions: the creation of a more circular economy and the digital revolution. These two major developments have the power to transform our economy and society.” (European Policy Centre, Hedberg *et al* 2019)<sup>1</sup>

The environmental and economic benefits of going circular are clearly evidenced and widely articulated already – organisations like the Ellen MacArthur Foundation and the New Economics Foundation provide us with this information and the drivers to change. But what about the social and cultural effects of these changes? How will people benefit and how will our daily lives change as a result of these shifts? What can designers and educators do to innovate and steer us in the direction that is right and just for all of us, not just big business?

The aim of this year’s programme is to explore the circular economy through the holistic lens of *circular design*; through creativity and social innovation. New recycled and recyclable materials provide us with novel ways to reduce waste and virgin resource use, but how can

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<sup>1</sup> <https://www.climate-kic.org/wp-content/uploads/2019/07/DRCE.pdf>

these materials also help with the quality of life for everyone scattered throughout these diverse supply chains? What do designers and businesses have to do differently to become circular? How will consumers wardrobe and purse be affected? **What can we learn from the past to design a better (design / fashion) industry for the future?**

The programme aims to help us build essential bridges between stakeholders – from bottom-up (e.g. activist groups, small brands and craftsmen) to top-down (official policies, multi-national brands); from educators to users. The aim is to help build inclusive circles through exploring and appreciating new creative flows. The themes we are going to explore cover emerging circular economies and new materials, new models for culture and business, and new mindsets and behaviors.

# Programme

**Thursday 27 February**

## Materials

The new circular materials will change the way we design, make, use and dispose of all goods. In this first session, the speakers will explore new industry and production systems, from synthetic materials and new natural materials, and those 'wicked blends' that buck these neat loops. Our future wardrobes may be made of materials that come from waste food, or from the ocean and beaches.

- Dr. Kate Goldsworthy, designer Co-Director of the Centre for Circular Design | Natural & Synthetic Materials
- Professor Carole Collet, Professor in Design for Sustainable Futures at Central Saint Martins| The Future of Bio Design
- Seetal Solanki, Founder and Director of Ma-tt-er | Communicating with Circular Materials

## Models

The circular materials will be part of, and even drive, new cultural and historic perspectives. How can we design for circular systems, services, models, business, networks and communities? How can we create new modes of consumption and generate disruptive business models? What kind of spaces will we need to enable this creativity to flourish?

- Edwina Ehrman, Senior Curator at the V&A | Cultural Models: Curating and Communicating from the Archive
- Eating the Goober, sustainable brand | Circular Business Models

## Mindsets

In this session the speakers will explore different value systems. Can we design future behaviours? What tools and experiences will enable and support mindset change? The speakers will explore design approaches towards waste that can change our perception of what we need to value in the future.

- Nick Gant, Designer, Research mentor at the University of Brighton | Remaking Meaning: working with people & waste
- Hannah Carter, Communications and Campaigns Officer at London Waste & Recycling Board) | Changing Behaviours: Love Not Landfill

## Panel Discussions

Making Circles: This first panel session brings together a selection of the speakers to explore what opportunities and problems lie ahead. What's it like to be a circular designer and be in business? What are the main challenges and opportunities?

- Eating the Goober
- Makerversity community
- Nick Gant
- Kate Goldsworthy

Old Circles, New Circles: This panel is about understanding the richness of cultural past and see the potential models for future generations. How can we use existing archives to show us more sustainable ways to design, make and use fashion? How can we create archives for the future, to preserve and share knowledge to help us with our circular challenges?

- Marco Rendina, Co-Founder & CTO at Europeana Fashion International Association
- Edwina Ehrman
- Seetal Solanki

## Suitcase Showcase

Tactile and interactive textiles and materials table top installation by speakers who have been invited to bring work that can be handled by the audience.

## Friday 28 February

### Workshops

The second day of the event will offer three workshops which will allow participants to experience some of these ideas in more immersive sessions.

- Love Not Landfill by Hannah Carter
- Your Materials Portrait by Seetal Solanki
- Circular Systems and Social Value by Nick Gant

**Circular Cultures** is co-organised by the **British Council** and **Onassis Culture** and is curated in collaboration with **Centre for Circular Design**.

# Speakers Bios

## Dr Kate Goldsworthy

Kate is a designer and academic working to bridge science, industry and design through multidisciplinary & practice-led research. Kate is Co-Director of the Centre for Circular Design. Projects currently include Mistra Future Fashion (2015-2019), the EU Horizon 2020 project, Trash-2-Cash (2015-2018) and a longstanding working relationship with Worn Again, a revolutionary new recycling-tech company based in the UK.

She first began her research with Textiles Environment Design (TED), and the Textile Futures research Centre (TFRC) at the University of the Arts London in 2005 with the first UK practice-based doctorate focused on 'designing for the circular economy'. Her Laser Finishing process, developed in 2008, enables fully closed-loop recycling of polyester fibres at end of life, and has been exhibited internationally.

She is currently a member of the EPSRC Forum in Manufacturing Research and was named by the Guardian as one of their top ten circular economy experts in 2015.

## Carole Collet

Carole Collet is Professor in Design for Sustainable Futures at Central Saint Martins, University of the Arts, London where she has been appointed CSM-LVMH Director of Sustainable Innovation in 2017. In this role, Collet set up Maison/0, an incubator of sustainable intelligence designed to provoke creative practices and challenge our collective futures. Collet is also Director of the Design & Living Systems Lab, a research lab that explores the interface of biological sciences and design to propose new sustainable models of biofabrication.

Carole Collet has dedicated her career to developing a new sustainable vision for design and founded the Masters of Textile Futures at Central Saint Martins in 2000. Her research focuses on exploring the intersection of biology and design to explore innovative and disruptive sustainable design propositions. She curated the first international exhibition that explores biodesign via the lens of sustainability in 2013 ('Alive, New Design Frontiers').

Her curatorial approach questions the emerging role of the designer when working with living materials and technologies such as synthetic biology and establishes an original framework for designing with the living. Her design research project Biolacehas been exhibited around the world in 26 international showcases including the Universal Expo in 2015 and has been widely cited in book publications and catalogues. One of Collet's characteristics is that she takes on different research roles, from designer, to curator and educator. This enables her to develop an informed critique of both the design outputs and the design contexts, from making knowledge to framing knowledge.

Carole's work has been featured in international exhibitions and she regularly contributes to conferences on the subject of textile futures, biodesign, biomimicry, synthetic biology, future manufacturing and bio-materiality, sustainable design, design for the bioeconomy and climate change.

## Ma-tt-er (London, UK)

**Seetal Solanki** is a materials designer, researcher and educator based in London. She is Founder and Director of Ma-tt-er, a materials research design studio, consultancy and school, advising, designing, communicating and educating what materials are and can be in order to implement a more responsible future. She believes that in a time of climate crisis the use, consumption and production of materials are a key to creating effective outcomes. Author of "Why Materials Matter" (2018) and a Tutor at the Royal College of Art. She was made an

Honorary Fellow at Hereford College of the Arts and received her Fellowship at the RSA in 2018 and holds an MA in Textile Futures from Central Saint Martins. She's had the privilege to work with NIKE, Selfridges, World Water Day, IKEA/SPACE10, Google, The Design Museum London, Oslo Architecture Triennale, Keynote for Design Canberra Festival, MAK Vienna Biennale, Hyundai, Ace & Tate, It's Nice That and her work has been widely featured internationally.

[ma-tt-er.org](http://ma-tt-er.org)

## **Edwina Ehrman**

Edwina Ehrman is a Senior Curator at the V&A, with a specialism in nineteenth century fashion and textiles and the history of London fashion.

Edwina has worked for two of Britain's leading collections of fashion and textiles, the V&A and the Museum of London. She has curated many exhibitions and gallery displays and is an experienced public speaker and author.

## **Christina Hayman (General Manager of Makerversity London)**

Makerversity is a pioneering community of maker businesses. They provide space, tools and cutting-edge workshop facilities as well as opportunities for collaborations, projects, investment and funding. Makerversity are focused on supporting professional 'makers' – that means anyone who is in the business of making for a living: designers, engineers, entrepreneurs, technologists, inventors, craftsmen, technicians or artists. The community is a mixture of freelancers, a start ups and design studios.

[makerversity.org](http://makerversity.org)

## **Marco Rendina (Co-Founder & CTO @ Europeana Fashion International Association)**

Marco is a metadata specialist and senior project manager. He has focused his activity on different innovative aspects of digitization of historical and audiovisual archives, from metadata standards to database design and information retrieval techniques. He is the co-founder and CTO of the Europeana Fashion International Association, which is running a thematic aggregator for fashion heritage that brings together more than 30 international public and private archives and museums.

## **Community 21 (Brighton, UK)**

**Nick Gant** is an award-winning designer and published researcher whose consultancy and research impacts on global, industrial companies as well as governing bodies and civic communities in the UK and overseas. He has developed practice-based and applied approaches to social and sustainable design and material innovation over twenty years working within the elevation of the value and acceptability of waste materials and circular economies in fashion, design, the built environment and contemporary culture.

His work has led to innovation and policy change in a number of partner organisations and has been invited to present research to The House of Lords, The Department of Communities and Local Government, The Cabinet Office and The Rural Commission. He is a research mentor at The University of Brighton and teaches across art, design and environment programmes, he co-wrote the acclaimed MA in Sustainable Design.

[community21.org](http://community21.org)

## **Hannah Carter (Communications and Campaigns Officer at London Waste & Recycling Board)**

Love Not Landfill is a campaign which wants to encourage young Londoners to donate their unwanted clothes to charity, put them in clothes banks, swap them, borrow them and buy second-hand.

The campaign is co-funded by EU Life and London Waste and Recycling Board ([LWARB](#)), and is part of the European Clothing Action Plan ([ECAP](#)) project. [ECAP](#) aims to bring environmental and economic benefit to the clothing sector through a range of work packages co-funded by selected European partners and is co-ordinated by [WRAP](#).

## **Eating the Goober**

'Super goober' was the magic peanut that would miraculously transform Goofy, the cartoon character, into "Super Goof". Metaphorically, "Eating the Goober" represents the effort to reveal our very own superhero alter ego. We support the global sustainable fashion movement by respecting humans, animals & environment. Our production is made locally manufactured by craftsmen with fair treatment of workers at every stage of production. We use high quality materials and we never use animal leather nor silk. We love upcycling and the process of creating something new out of what is considered as waste by others.

<https://www.eatingthegoober.com/>

## **Thela**

Théla crochets and sews products with yarn made from discarded plastic bags, preventing plastic waste from filling our landfills and polluting our oceans.

<https://thela.eco/>