

Seminar: Design, materials and plastic recycling

How to design with plastic - or for recycling?



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How to design with recycled plastic - or for recycling?

Important decisions are taken at the early design stage when form, aesthetics, user experience and properties of a product is laid down.

But how can designers support plastic recycling and positively influence later stage factors like cost and environmental performance? When and how should plastic recycling be integrated in the design process? And what are the pros and cons of using recycled plastic as raw material from a designers point of view?

ResourceLAB invites actors from the plastic recycling value chain to join this seminar and learn more about how to integrate 'plastic recycling' at the product design stage.

We have invited BMW Group subsidiary Designworks to facilitate a workshop and tell about their experiences with design for recycling and design with recycled plastic material.

The seminar will be a mixture of theoretical input, case studies and small workshop sessions with the objective of providing knowledge in the area of 'Design, materials and plastic recycling'.

Key focus points will be:

- The use of recycled plastic from a designers perspective – from inspiration to implementation
- Tools and methods to help find suitable materials and foster the choice for recycled plastics
- Potentials and challenges – early supplier integrations and new ways of product development
- Practical insights and learning via case studies

The seminar will focus on both the methodology and process, "how to" design for plastic recycling, and more technical material design considerations.

Please note that the workshop will be held in English.

Meet the speakers

Designworks

A BMW Group Company



Designworks is a BMW owned design company offering services to both BMW and external partners. It is a global design consultancy based in California with design studios in München and Shanghai.

Anne Farken works as associate director of Sustainability and Creative Consulting at BMW Designworks. Since 2009, Anne Farken has been responsible for the development of the integrated sustainability consulting competence at Designworks.

Also joining from Designworks is lead designer Ramon Hofer.

ISKOS — BERLIN



Boris Berlin, industrial designer mDd, graduate of the Institute of Applied Arts and Design, St. Petersburg 1975.

Boris has worked in Denmark since 1983 under BORIS BERLIN DESIGN. In 1987, he became co-founder and partner of KOMPLOT Design. His products have received numerous design awards and distinctions and are represented in several design museums around the world. Since 2010 co-founder and partner of ISKOS-BERLIN Design.

Boris has different experiences working with recycled materials, fx. an injection-moulded wood-fibre composite chair for the Danish design brand Muuto which is 100% recyclable.

harritsorensen



HarritSorensen is a Danish industrial design firm founded in 1991 by partners Thomas Harrit and Nicolai Sørensen.

With offices located just north of Copenhagen, HarritSorensen provides design services to a wide variety of clients all over the world in industries ranging from high-tech medical equipment, toys and furniture, to traffic solutions, farming and more.

Nicolai Sørensen will talk about experiences and pitfalls in relation to industrial designs with focus on recycling.

Program

- 09.30** **Registration and breakfast**
- 10.00** **Welcome and presentation of seminar**
by Rasmus Nielsen, design engineer and environmental specialist at ResourceLab, FORCE Technology
- 10.05** **Introduction to ResourceLAB**
by Trine Erdal, manager of ResourceLAB and head of business development, FORCE Technology
- 10.15** **SEMINAR: Design and plastic recycling: Bridging the gap from vision to practice - Part 1**
Facilitated by BMW Group Designworks (DW)
- Anne Farken, associate director at BMW Group Designworks
 - Ramon Hofer, lead designer at BMW Group Designworks
- Integrated Materials Intelligence**
Introduction lecture to BMW DW's systemic and integral design approach and overview of the seminar
- Tools and Methods**
Overview of suitable tools for inspiration, materials research and evaluation to support the Design Process (e.g. Materials Database, Eco- and Cost Audit, information acquisition, CES Selector)
- Hard and Soft Factors of Materials**
Consideration and balance of emotional (visual, sensual, sound, story potential) and technical qualities of materials
- 12.00** **Lunch and networking**
- 13.00** **SEMINAR : Design and plastic recycling: Bridging the gap from vision to practice - Part 2**
- Design with regenerates and recycling in mind**
How to integrate recycled plastics at the very early concept stage and throughout the design process – from inspiration to implementation
- Outlook on a collaborative product development**
Potentials and challenges to enable sustainable material choices and business success by early supplier integration and a new way of product development
- Summary and wrap up**
- 15.00** **Case: Industrial design cases at HarritSorensen**
Important insights and pitfalls of design for recycling
by Nicolai Sørensen, partner at HarritSorensen
- 15.35** **Case: Industrial design cases at Iskos Berlin**
Perception of recycled materials and design for recycling
by Boris Berlin, co-founder and partner at KOMPLOT Design and ISKOS-BERLIN Design
- 15.55** **Closing remarks**
by Rasmus Nielsen, design engineer and environmental specialist at ResourceLab, FORCE Technology

The seminar is a co-operation between FORCE Technology, The Danish Plastics Federation and the Innovation Network for Environmental Technologies (Inno-MT).





Date, time and location

June 2nd 2016
9.30 am - 4.00 pm

FORCE Technology
Park Allé 345
2605 Brøndby
Denmark

Price

Free of charge.
Cancellation is possible until the 30th May 2016
A no-show fee of 500 DKK will be charged

Target group

The seminar is primarily targeted designers and companies that produce raw materials and plastic products from recycled plastic

Registration

Please register at www.force.dk/arrangementer no later than 26th May 2016

Further information

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