



Press release September 4, 2020

Provocative exhibition at Yksi Expo

Dealing with plastic differently, we have to and it is possible

Plastic is considered a cheap material, which is why we easily throw it away. With all its consequences. High time to look at plastic differently and deal with it differently. Hence the title 'Rethinking Plastic, Redesign the production cycle of the world's most reviled material', from the surprising and provocative exhibition on display at Yksi Expo. It is also the start of an extensive two-year program at Yksi Expo on the theme of plastic in all its aspects.

We now realize the urgency of plastic as an environmental problem, but at the same time it is a very useful material and a world without plastic is hard to imagine. Think of applications in the medical field, in the field of electricity, cars and planes and in household appliances. So we have to think differently about plastic as a material and deal with it differently. Designers play a crucial role in this necessary transition. When developing alternatives. When designing in such a way that plastic products last longer and can be separated better and therefore easier to recycle. In devising methods and systems to collect plastic in a meaningful way. When reusing and upcycling plastic in new products. And certainly when creating (emotional) value so that users experience plastic differently.

The exhibition Rethinking Plastic shows many surprising examples on the basis of six themes. From leek waste for packaging lamb's lettuce to mealworms that eat polystyrene foam and convert it into protein. From a fully circular bicycle made of plastic to a plastic-like material made from discarded egg and nut shells. As well as beautiful vases made from cigarette filters or from handcrafted PVC waste. See attachment for extensive info on participant.

The exhibition is the start of an extensive two-year program at Yksi Expo with changing exhibitions, lectures, workshops and film evenings around the theme plastic. Students from various design courses will also work on this theme. The first in the series were students from the Koning Willem I College in Den Bosch, Media Art & Performance department. The surprising results of their projects can now also be seen at Yksi Expo.

Rethinking Plastic is a collaboration of Yksi Connect, Yksi Expo, Searious Business and Dutch Design Foundation and was established with the support of Stichting Stokroos en Cultuur Eindhoven and support from Moonen Packaging and Oerlemans Packaging.

As the Embassy of Rethinking Plastic, Yksi Expo will be part of the Wolrd Design Embassies, a program of the Dutch Design Foundation, during the upcoming Dutch Design Week.

For the editors, not for publication: see attachment for extensive info on participant

*The official opening of Rethinking Plastic will take place on Saturday 19 September (World Cleanup Day) from 4 p.m., with a performance by Rogier de Nijs, who makes music with plastic waste (BEAT Plastic Waste). Please register if you would like to be present as a representative of the media. Info and registration: Leonne Cuppen, tel. +31 6 10573108, rethinkingplastic@yksi.nl
See also www.yksiexpo.nl and www.rethinkingplastic.eu*

Note for the editor (not for publication): For more information about the exhibition and / or marketing material please contact:
Yksi Connect / +31-(0)40-7805034 / +31-(0)6-10573108- connect@yksi.nl - www.yksiexpo.nl

Yksi Expo organizes exhibitions to highlight the work of sustainable designers.

Yksi Connect connects designers with the industry, provides inspiration, gives directions and resolves issues.
They draw their strength from collaborations and cross-fertilizations.