

yksi connect expo



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Exhibition about circular design at Westfield San Francisco Centre Clean Revolution; Dutch Design for a better world

Handbags made from the stomach of a cow and leather made from palm leaves. Handbags made from the stomach of a cow and leather made from palm leaves. Trendy sneakers with a sole of recycled gum, and jeans that can be leased. On September 13-14 the exhibition “Clean Revolution: Dutch Design for a Better World” will be on show Under the Dome at Westfield San Francisco Centre. About 40 designers from the Netherlands will present interesting and innovative products, projects and concepts that contribute to a circular economy. The exhibition is organized by the Consulate General of the Netherlands in San Francisco, as part of their participation in the Global Climate Action Summit taking place in San Francisco September 13-14. The opening will be carried out by Stientje van Veldhoven, the Dutch State Secretary for Infrastructure and Water Management.

“Take Ambition to the Next Level” is the slogan of the Global Climate Action Summit in San Francisco. Designers can and must play an active role in guiding us on the road to a better future. They can think of concepts, create products, develop services, and build environments that are not only functional, useful, aesthetically pleasing, and user-oriented, but also sustainable and contribute to a circular economy.

The exhibition “Clean Revolution” shows intriguing examples of designers from the Netherlands who take up the challenge to minimize the use of non-renewable resources, create sustainable products, and reduce the amount of waste, when possible to zero. One example is closing the cycle by transforming trash into new products. They do this with the typical characteristics of Dutch Design: minimalistic, experimental, innovative, unconventional, and with a sense of humor.

One of the themes of the exhibition is “Waste Doesn’t Exist,” with examples of how virtually every product, waste material or leftover can be reused. Another one is “Dirty, Ugly, Useless.” Designers can point at the value of under-appreciated and everyday materials and can seduce consumers to start using these. Creating new value — not only economically but also aesthetically and emotionally — is one of the main challenges that designers face in this process.

Nature can be their best teacher. It not only provides us with many useful and renewable materials, but it also has abundant cases of brilliant engineering and design. In the end,

nature is the best example of a regenerative, circular system. Achieving a sustainable world does not necessarily require changes in the quality of our lives, nor does it require loss of revenues or extra costs for manufacturers and other economic agents. A circular economy requires another mindset. It provides new challenges, chances, and business opportunities. This is the main message of the exhibition "Clean Revolution."

Thanks to the Consulate-General of the Kingdom of the Netherlands San Francisco, KLM and Westfield San Francisco Centre.

The exhibition is curated by Yksi Connect (Eindhoven), in collaboration with Studio Mixtura, Studio Volle Kracht and Walter van Hulst. In a challenging and imaginative way, the exhibition brings together the current themes of environment, sustainability, smart materials, well-being, health, safety, technology and creativity.

In 2015, Yksi Connect introduced the exhibition "Vert le Nord! Un panorama du design durable des Pays-Bas" in Paris during the international climate conference, COP21, which took place in Paris at the end of 2015. This exhibition has received a complete update especially for the Global Action Climate Summit.

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Yksi Expo organizes exhibitions to mainly highlight the work of Dutch designers.
Yksi Connect connects designers with the industry, provides inspiration, gives directions and resolves issues. They draw their strength from collaborations and cross-fertilizations.

Transformational changes are happening across the world and across all sectors as a result of technological innovation, new and creative policies and political will at all levels. States and regions, cities, businesses and investors are leading the charge on decarbonization of the global economy, pushing down global emissions by 2020 and setting the stage to reach net zero emissions by mid-century.

"Take Ambition to the Next Level" is the slogan of The Global Climate Action Summit in San Francisco. It calls for deeper worldwide commitments and accelerated action from states, regions, cities, companies, investors and citizens with respect to climate action.

Designers can and must play a role in this. They can guide us on the road to a better future. By creating products, built environment, services and concepts that are not only functional and useful, aesthetic and user-oriented, but above all sustainable.

This exhibition shows a collection of Dutch designers who take this responsibility and take up the challenge to come up with innovative ideas that contribute to the solutions instead of aggravating the problems.

For example by using low-impact materials - non-toxic, sustainably produced or recycled materials - and making sure the products and the manufacturing processes are energy efficient. The materials should come from nearby (local or bioregional), sustainably managed renewable sources that can be composted when their usefulness has been exhausted. Some other designers make their product long-lasting and fit for reuse and recycling, to give them a commercial 'afterlife'.

All in all the total carbon footprint should be as minimal as possible. Not easy, but data from life-cycle assessment for any resource used are increasingly available.

Also there are the emotional aspect. The exhibition shows examples of how designers can increase the durability of relationships between people and products, through design. And how they can influence and change the mind-set of users and consumers towards ingredients, materials and resources that are considered as dirty, ugly or useless waste.

Another option of increasing sustainability is shifting the mode of consumption from personal ownership of products to provision of services which provide similar functions. Designers can develop attractive concepts for sharing and collaborative consumption.

The goal for any sustainable design should be to 'close the circles' in order to contribute to a circular economy: a regenerative system in which resource input and waste, emission, and energy leakage are minimised by slowing, closing, and narrowing energy and material loops. In contrast to a linear economy which is a 'take, make, dispose' model of production.

In this process nature can be a great source of inspiration. Designers can use natural materials or design products and systems on biological lines (biomimicry), use biobased materials and processes or apply biophilic design. In the end nature by itself is the perfect example of a circular and regenerative system.