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Young talents are encouraged by Yksi Expo Rethinking Plastic challenge

As part of the Rethinking Plastic programme, Yksi Expo - together with the Stokroos Foundation - has developed assignments for five young designers from the Yksi Expo Young Talent team. As an incentive to take them a step further in their development and career. The participating talents are Shahar Livne, Polina Baikina, Soowon Chae, Iris Bekkers and Yoon Seok Heon. They will show the final results during the Dutch Design Week (16-24 October 2021).

Another view on plastic

Rethinking Plastic stands for a 'different view on plastic'. Because yes, 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. So we have to think differently about plastic as a material and deal with it differently. Designers play a crucial role in this. They devise and develop alternatives and can design in such a way that products last longer and the materials are easier to separate and therefore easier to recycle. And when reused or recycled, they can turn it into useful and beautiful new products. With extra (emotional) value, so that users deal with plastic differently. We call that upcycling.

Rethinking Plastic consists of a main exhibition that is constantly being renewed, with changing side exhibitions and presentations. Students from various design courses have also been working on the theme of plastic and various exhibitions and presentations have been created around this theme in the Netherlands and abroad.

Rethinking Plastic challenge

Young designers are increasingly interested in sustainability and circularity. But many of them struggle to further develop and market their innovative ideas, concepts and products. It is especially difficult to find entrances to companies. In addition, they are looking for expertise and up-to-date knowledge about sustainable and circular innovation.

Leonne Cuppen (Yksi Connect) has selected five young designers from the Yksi Expo Young Talent Team to deepen their work, based on the research they started during their studies. They received coaching and were brought into contact with relevant manufacturers, knowledge institutions and experts. The Stokroos Foundation has provided a subsidy for this project.

See appendix for an explanation of the projects.

Yksi Expo is a platform connecting design, technology, architecture and other creative disciplines around sustainable and circular design. Yksi Expo has initiated a Young Talent Team. Talented graduates of Design Academy, Eindhoven University of Technology and other design educations can profit from a (free) workplace. In return they contribute to the activities of Yksi Expo. They receive supervision, are connected to the network of Yksi Expo and get the chance to present themselves. It's like an apprenticeship where they can learn and work after their official education. It has been proven to work as a stepping stone for their careers.

Stichting Stokroos has been established by drs. P.A.H.M. Deiters (1952-2017). His love for people, nature and art inspired him to contribute to a better world. His initiative to support designers in their development and projects through a is exemplary. Stichting Stokroos started in 2005 with the goal to (financially) support expression of art and culture, especially visual arts and design.

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- rethinkingplastic@yksi.nl - www.yksiexpo.nl –
www.rethinkingplastic.eu

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.