

STARTING FROM THE END?

THERE
AND BACK AGAIN
STARTING FROM THE END

Reporting on the Centre for Circular Design's three days of talks and workshops.

Engaging the research community at UAL and beyond around the theme of designing for a circular economy. Challenging the way we view waste, make materials and define products, services and systems.

#UALResearch #ChelseaResearch

5th - 7th March 2019

DAY 1

DAY 2

DAY 3

UAL MA STUDENTS CATHRYN HALL LAETITIA FORST CIRCULAR ECONOMY WARDROBE WASTED | FAB HACK UAL PHILOSOPHY & INNOVATION LOVE NOT LANDFILL CIRCLE ECONOMY SOCIAL CIRCULAR SPEEDS MISTRA FUTURE FASHION TRASH2CASH EXHIBITION

↑
“The opportunity to present my work to students and professionals refined my thinking for my MA. It helped me clarify key issues and gave me a much needed confidence boost”
Kath Lovett
#TEACHING



#RESEARCH



#INTER-DISCIPLINARITY



#IMPACT



#NETWORKS

↑
“The thought provoking case studies forced us to think critically about the whole life cycle of a product”
anonymous feedback
#TOOLS



#KNOWLEDGE EXCHANGE

#IMPACT

Centre for Circular Design will expand and enhance public understanding of the University's key subject area of Environmental Change and its social, economic and cultural impact.

#INTER-DISCIPLINARITY

Centre for Circular Design will sustain our leadership in core areas of arts research and develop our subject portfolio to complement existing research strengths through interdisciplinary collaboration.

#RESEARCH

Centre for Circular Design will develop the quality and depth of our research activities, building on proven areas of research excellence and supporting the growth of new ways of thinking about the core subject areas.

#NETWORKS

Centre for Circular Design will develop greater opportunities for our staff to produce world-leading research that impacts on a wide international audience through providing a sustainable and supportive research environment.

#KNOWLEDGE EXCHANGE

Centre for Circular Design will ensure our research informs and impacts on the development of the art and design sector in the UK and internationally.

#TEACHING

Centre for Circular Design will work collaboratively across the sector and with our enterprise links to develop new and enhanced ways of supporting our PGR students.

#TOOLS

Centre for Circular Design will strengthen both physical/digital resources to support new research initiatives and expand audiences and impact for its research outputs and activities.

TABA 2019 was designed to contribute to the requirements of the UAL research centres objectives

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579 TICKETS SOLD, 250 ATTENDEES 2500+ SOCIAL MEDIA REACH





DAY 1

Day 1 brought together MA students from across courses at UAL to present their ongoing projects looking at designing for a more circular economy. Involving **UAL POST-GRADUATE STUDENTS** is key to this event. Students across the university are invited to apply to contribute to the presentations with their own research. The selected students take part in a new format of talks in which they receive constructive feedback from the experts, industry stakeholders, and academics in the audience. These work-in-progress presentations allow them to refine their approach to circular design and take it further in the completion of their degree, as well as they provide an opportunity to enhance their **VISIBILITY** in the field. This was followed by a brief presentation by Cathryn Anneka and Laetitia Forst, PhD researchers with the Centre for Circular Design, on their own **PHD RESEARCH** projects looking at mechanical recycling and design for disassembly for textiles. As a keynote to this first session, designer and PhD researcher with Glasgow University's Adam Smith Business School, Lynn Wilson presented insights from her experience with **ZERO WASTE SCOTLAND** and her research on user behaviours for a circular economy wardrobe. This **CROSS-DISCIPLINE** perspective on the different actors in a circular economy across cultures and fields, from design to policy making, allowed a better understanding of the complexity and challenges of designing for a circular future.

The afternoon session offered a choice of two **WORKSHOPS** "Wasted", by Cathryn Anneka, explored ways in which garments can be redesigned to allow for repeated recycling in existing and future systems. "Fab Hack", by Laetitia Forst, suggested a reflection on the potential of design for disassembly strategies to not only improve the recyclability of products, but also to drive innovation.

UAL MA STUDENTS
CATHRYN HALL
LAETITIA FORST
CIRCULAR ECONOMY WARDROBE
WASTED | FAB HACK

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Day 2 was held as a special session by the Circular Design Lab (CDL). CDL is a cross-UAL discussion group which aims to create a community of post-graduate **STUDENTS** across disciplines and develop an understanding of circular economy concepts that are applicable to current design practices.

This session opened the group to a broad **AUDIENCE** of students, researchers and industry representatives, and presented interdisciplinary approaches ranging from philosophy with **DR JAMIE BRASSETT**'s reading of Spinoza through speeds and slowness, to awareness raising in young fashion consumers with Ali Moore and Hannah Carter's presentation of the ECAP project carried out by the London Waste and Recycling Board and the Love not Landfill campaign. While the philosophical take on design urged the audience to consider materials as constantly moving, changing and possessing their own agency, for a deeper approach to design innovation, the Love not Landfill presentation delivered results on the impacts of education and social media campaigns on used garment recovery. Gwen Cunningham from the Amsterdam Fashion Institute and the **CIRCLE ECONOMY** programme, then presented insights from working with businesses in the complex systems of textile recycling. Through examples such as the progress of the FiberSort technology, or the work of the Denim Alliance, the talk showed that despite the challenges that we may encounter, the circular economy model provides a positive alternative to the current linear approach to textiles and fashion production.

In keeping with the open discussion format of the Circular Design Lab, the conversations were carried through with **NETWORKING** drinks.

**CIRCULAR
DESIGN
LAB**

#TEACHING



#IMPACT



#INTER-
DISCIPLINARITY

"It's equally important to share and dissect what is NOT working and what IS working. Then we can move forward."

Gwen Cunningham

#KNOWLEDGE
EXCHANGE



#NETWORKS

UAL PHILOSOPHY & INNOVATION

LOVE NOT LANDFILL

CIRCLE ECONOMY

SOCIAL



DAY 3

Day 3 started with a **CIRCULAR SPEEDS WORKSHOP** session looking at how we can design for slow and fast speeds of fashion within a circular economy. The participants were invited to re-think how products and materials travel through time, challenging perceptions of consumption and use habits by imagining ambitious design solutions for the circular economy.

The keynote lecture by Prof. Rebecca Earley and Dr. Kate Goldsworthy, co-directors of the **CENTRE FOR CIRCULAR DESIGN**, presented results from two international research projects. In the Trash-2-Cash project researchers joined multi-disciplinary teams to create **DESIGN-DRIVEN MATERIAL INNOVATIONS** for the clothing and automotive industries, using emerging technologies concerned with the chemical regeneration of waste. Researchers have created new prototypes from old textiles that are recyclable, and that also considered impacts from across the lifecycle spectrum at the outset; from users, to new business models and future recovery systems. The **TRASH-2-CASH** and the **MISTRA FUTURE FASHION** projects both use design methods to drive innovation for circularity in textiles. In the Mistra Future Fashion project researchers explored design to enable fully joined-up cycles of material use as the ultimate goal; but the 'Speed' of the cycle also needed to be considered in order to make informed and appropriate design choices. The aim of this project was to provide guidelines for cyclability, alongside new design concepts which bring these choices into sharp focus. Ultra-fast and super-slow fashion is the result. The conversations were represented in the lively **SOCIAL MEDIA** sharing and were carried through in the **NETWORKING** drinks around a pop-up display of the prototypes and results of the two research projects.

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anonymous feedback
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CIRCULAR SPEEDS



#RESEARCH



#INTER-DISCIPLINARITY



#KNOWLEDGE EXCHANGE



#IMPACT

EXHIBITION



#NETWORKS

MISTRA FUTURE FASHION
TRASH2CASH

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Hosted by: Centre for Circular Design & Circular Design Lab

Organised by: Cathryn Anneka Hall & Laetitia Forst

Funded by: UAL Post-Grad Community, PhD Student Initiative & Chelsea Staff Research Fund

Thank you to all our speakers:

MA Speakers

Kath Lovett

Kejun Lui

Elissa Brunato

Guest Speakers

Lynn Wilson

Dr Jamie Brassett

Ali Moore

Hannah Carter

Gwen Cunningham

Keynote Speakers

Professor Becky Earley

Dr Kate Goldsworthy

Photography

Eleonore Moreau

Unai Mateo Lopez

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