

# WHAT DESIGN CAN DO

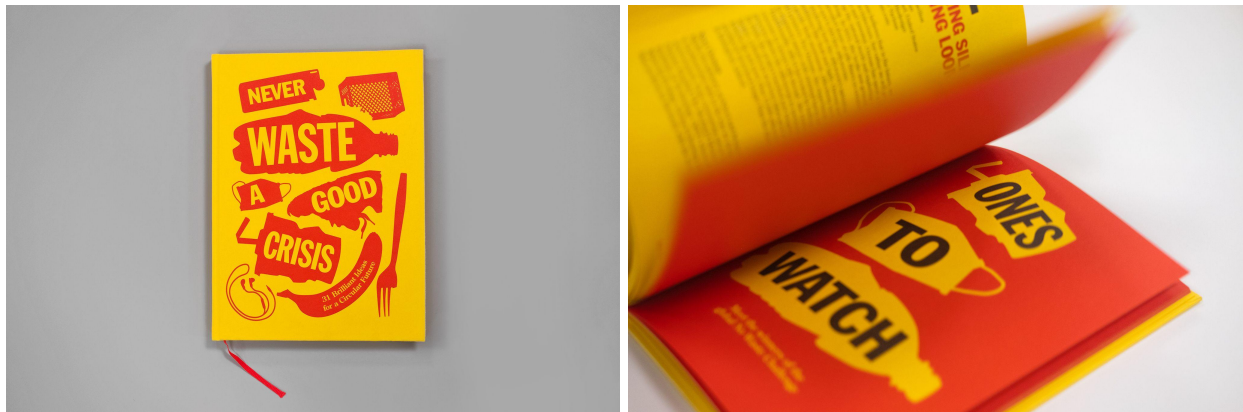
## PRESS RELEASE

### ***Never Waste A Good Crisis* presents 31 brilliant ideas for a circular future**

*Fifth publication by What Design Can Do celebrates the groundswell of creatives working to design out waste*

Amsterdam, 23 November 2021 – **In response to one of the greatest challenges of our time, a new yellow book by What Design Can Do is shining a spotlight on 31 creative optimists who are working to reinvent our relationship with waste. From building with bacteria to designing for disassembly, [Never Waste A Good Crisis](#) offers an exciting glimpse into the initiatives and experiments that bring us closer to a circular future.**

Today, we find ourselves at the precipice of multiple ecological crises. And by contributing to over-consumption and over-production, the creative industries have long been a part of the problem. The changemakers featured in this book show that we can do better. Design can (and must) be a part of the solution. As WDCD's creative director Richard van der Laken explains: 'Designers are in a unique position to change how things are made and what they are made of. This is a huge responsibility—and an opportunity. With this book, we want to throw our weight behind those creatives who dare to imagine different ways of living, creating and consuming, all within the boundaries of our planet.'



The trailblazers featured in the book reflect a wide variety of disciplines and hail from more than 20 different countries. Among them are luminaries like Fernando Laposse (Mexico), whose project *Totomoxtle* brings together agricultural waste and indigenous crafts; the inimitable Yasmeen Lari (Pakistan), who builds with mud and lime to create shelters that are zero-carbon and zero-waste, and Studio Formafantasma (Italy), whose artwork *Ore Streams* explores the pitfalls and politics of electronics recycling. *Never Waste A Good Crisis* also highlights an array of emerging designers, including the work of recent graduates like Valdis Steinarsdóttir (Iceland) and Carvey Maigue (Philippines).

One section of the book is dedicated entirely to the [16 winners of the global No Waste Challenge](#), a design competition initiated by WDCD and the IKEA Foundation. Here, we introduce the most inspiring visions from an open call that garnered more than a thousand entries. Some are big-picture ideas that approach notions like waste and value through a long lens. Others hone in on pressure points closer to home, delivering small hacks to shift consumer habits or make waste disposal safer for those who need it most. From repair clubs to living coffins, these are the concepts that are changing the field of circular design as we know it.

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## AMONGST THE 31 FEATURED PROJECTS ARE...

**The Slum Studio** by Sel Kofiga (Ghana) – The Slum Studio is a clothing brand and creative platform that produces colourful pieces using textile offcuts from second-hand markets across Ghana. Through storytelling and photography, the studio works to unveil the power structures implicated in globalised fashion production. As artist and founder Sel Kofiga says: ‘If you have the power to buy, you have the power to question the players involved.’

**Seaweed Cycle** by Studio Klarenbeek & Dros (Netherlands) – Like many others, Eric Klarenbeek and Maartje Dros believe that 3D printing will be a key craft of the circular economy. To demonstrate this, they have developed an alternative biomaterial called weed-ware. The process begins at the sea, where algae is harvested in collaboration with local farmers. It is then cultivated, dried and processed to create a flexible polymer that can be used to 3D print just about anything, from shampoo bottles to tableware and furniture.

**Pimp My Carroça** by Thiago Mundano (Brazil) – Born and raised in São Paulo, Thiago Mundano is a graffiti artist who is known for his politically-charged artwork. He initiated Pimp My Carroça in 2012 to advocate for the rights of waste-pickers in Brazil through the use of art, education and collective participation. In the years since, Pimp My Carroça has grown into a full-fledged movement, serving both waste collectors and generators through a mobile app and a network of volunteers in more than 40 cities.



The Slum Studio. Photo: Keren Lasme.



Seaweed Cycle, Balancing Landscape series.  
Photo: Studio Klarenbeek & Dros.



Pimp My Carroça. Photo: Pimp My Carroça / Thiago Mundano.

All together, these ideas serve as much-needed signposts for a new economy in the making. Each one is as much a reason to be optimistic, as it is an urgent call-to-action. As design philosopher Alice Rawsthorn puts it: ‘This is the moment, not just to tweak at things, but to think laterally about how our world should be redesigned.’

*Never Waste a Good Crisis* was made possible thanks to the support of Fedrigoni Papers and Zwaan Lenoir printing. The book is now available for order at [www.whatdesigncando.com](http://www.whatdesigncando.com).

## CONTACT

Images of the book and the featured projects can be downloaded via [WDCD's Press Kit](#). With any press enquiries, please contact Alison Pasquariello at [alison@whatdesigncando.com](mailto:alison@whatdesigncando.com).