

FRESH IDEAS

and solutions to creating our sustainable future...

SRD Change 10 : Graduate Sustainable Design Exhibition



Bush Fire Cube compostable bottles and slow fashion

Australia's best and brightest show their abilities, imagination and focus on sustainable design at the 7th annual exhibition organized by the Society for Responsible Design (SRD).

"The time for just talking about sustainability is over. We need ideas, and we need action." said Greg Campbell SRD convenor and curator of the exhibition. "Above all, we really need industry to start investing in these solutions."

UNSW College of Fine Arts, Design graduate Sara Spence is exhibiting her compostable bottle and is already in talks with drinks manufacturer Frucor to get her design to market. "They are really interested in implementing my design which uses a completely recyclable and biodegradable form of plastic made from vegetable starch, called PLA (Polylactic acid). When they go into production, I think there'll be pressure on their competitors to follow suit. I'm hoping that will then trickle down to food packaging, medical packaging and to other companies that use plastic in such vast quantities."

The "Fire Cube" design by fellow exhibitor, Renzo Barriga-Larriviere, is a response to the need for emergency shelters if trapped by a bushfire. "Most people living in the bush will only experience a destructive bushfire that endangers them and their property once in their lifetime, if ever. Conventional fire shelters do very little to promote fire safety in everyday life and are only useful in the midst of a major fire emergency. The Fire Cube is a shelter that can provide fire safety, is affordable, socially and environmentally relevant and provides an alternative to drastic measures such as concrete bunkers or underground shelters."

Slow fashion is also well represented and is a response to mainstream fashion's damaging environmental and social effects. The slow movement began in Italy with slow food and now embraces everything from slow travel, slow money and slow exercise to slow cities and slow sex. "Knowing about the problems associated with it, I needed to find a way to enjoy and create fashion far more than just producing garments." said Jessica Robertson. "So I researched traditional techniques of producing textiles such as weaving and felting to create my collection. I really like taking the time to enjoy the process."

Fashion is becoming a real star of sustainable design. "Once you have created your fashion items using responsible processes and materials, you can be out there selling through boutiques and agents worldwide, without the expensive start-up costs of industrial design." said Greg from SRD. "One of our previous exhibitors, Rachel Cassar won a major design competition in Italy from a field of over 600 entrants worldwide. She's now running a successful sustainable fashion business, including selling through an agent in Los Angeles."

Greg says that "we can create and grow more responsible design solutions via generating interest, providing input, promotion, notoriety, prizes, encouragement and accelerate the whole process via showcases such as the SRD Change 10 exhibition."

"We need to move quickly and get governments, corporations and universities to work together, as many of the world's toxic issues can be eradicated through clever design thinking, research and application."

SRD Change 10 is on from Aug 2 - 15 at pyd. building 197 Young St Waterloo and is part of Sydney Design 10 presented by the Powerhouse Museum. <http://www.sydneydesign.com.au> <http://www.srdchange.org>

Exhibitors... a sneak preview:

Sara Spence - 'Love Bottle' A compostable bottle made from PLA (polylactide) being commercially developed for H2GO. Polylactides are plant based and thereby remove the petrochemicals that are common in most other plastics. Incorporated within this design is the intent to promote communication, interaction and awareness through senses and design achieving a sense of responsibility. If we look after the products which we use on a regular basis and ensure they are used responsibly, we are showing signs of respect and love for them. (jpg1)

continues... /2



Renzo Barriga-Larriviere - 'The Fire Cube' This proposal is for a shelter that can provide fire safety during a bushfire attack and that delivers an innovative solution that is affordable, socially and environmentally relevant to the bush-life values. It provides an alternative to drastic measures such as concrete bunkers or underground shelters, thus promoting the ownership of a fire shelter without imposing a major or unnecessary-perceived economic investment. (jpg2)



Jessica Robertson – 'Slow Palette' Slow Fashion and Textile Design – a semi-couture womenswear fashion collection produced in a Slow Design framework. In opposition to the current Fast Fashion system built on mass production, mass consumption and mass disposal – Slow Palette is created using traditional, sustainable and ethical techniques, products and practices that are Local, Transparent and Collaborative. (jpg3)



For more information on SRD Change 10 please contact -

Greg Campbell (Convenor/Curator)
Society for Responsible Design
Phone: 0417 289 601
Email: srdchange10@inet.net.au
New Website: launching soon at...
<http://www.srdchange.org>

Jessica Robertson (Exhibition co-organiser)
Fashion and Textile Graduate
Phone: 0414 636 348
Email: jessicaandroberson@gmail.com

Web: http://www.srd.org.au/News_Events.html
Sydney Design: <http://www.sydneydesign.com.au>

Additional Editors Notes:

Please email for any Hi-Res pictures or logos you require for a 24hr turnaround.

- * Responsible Design is an integral element to resolving many of the current day issues.
- * Design CAN ask questions, challenge conventional thinking and offer solutions.

What is the SRD: The Society for Responsible Design is a Not-For-Profit and Registered Environmental Organisation promoting since 1989 best practice sustainable design options addressing issues of environmental change, sustainability, social equity, responsibility and community.

A major objective of the SRD is to support and promote collaboration between educators of all design streams, designers using sustainable responsible design practices, companies embracing corporate responsibility, manufacturers and the public. By doing so we advance information, research and education for significantly better built and living environments, products, services and resource management.