

APPLICATION FORM - Submission Details

Submission Date : 05/03/2019 6:48 pm

Unique Submission ID	60
Terms and Conditions acceptance	Yes
First Name	Joris
Middle Name	
Last Name	Vanbriel
Artistic Name	VYDC
Team Members	2
Nationality	Belgian
Gender	Male
Date of Birth	
Mobile Number	
Country	Belgium
State / Province	
Town / City	Antwerp
Street Address 1	
Street Address 2	
Postcode / Zip	
University (just for students)	
Document	
Document Number	

Prize Category	Design
Project Title	ecoBirdy - Charlie Chair
Source of the used material	discarded plastic toys collected in Belgian schools during our school programme
Type of plastic involved	ecoethylene® from 100% recycled plastic
Other materials involved	
Years of production	2018
Edition	ecoBirdy debut collection, launched in 2018
Weight and Dimensions	2.9kg and 40x41x52cm, seat height 28cm
Manufactured by	ecoBirdy bvba
Describe your project accurately and how you developed your idea	<p>ECOBIRDY TRANSFORMS OLD PLASTIC TOYS INTO BEAUTIFUL DESIGN FURNITURE How can we explain the circular economy to children? ecoBirdy does it with product design. The team recycles discarded plastic toys into colourful, speckled, kid-sized furniture that's comfortable and easy to clean. Each step in the supply chain that leads to the manufacture of the products takes place in Europe, ensuring social and environmental responsibility. Following an in-depth two-year study period exploring how to sustainably recycle plastic toys, ecoBirdy started to create design pieces that are entirely made of recycled plastic waste and can easily be recycled again. Based in Belgian fashion and design capital Antwerp, the designers have not only created design pieces, but a whole system from the collection and recycling of old, unused plastic toys to the design and production of the furniture. An accompanying storybook and school-programme have been designed to introduce youngsters to the concept of circular design and inspire them to contribute to a more sustainable future. Due to accurate sorting, cleaning and grinding during the recycling process, the plastic of all products is absolutely free from harmful chemicals. It is clean, pure and 100% safe. In the words of ecoBirdy's designers: "Plastic toys use plastic more intensively than other consumer goods. Our aim is to free our ecosystem from the sea of plastic waste. As we use innovative technologies, made for the reuse of plastic, there is no need to add any pigments or resin."</p> <p>CHARLIE, THE CHAIR Each curve of the chair is made for the comfort of the kids. Charlie is both light and stable, a combination that makes it simple for kids to move and yet not easy to tip over. Charlie can be used both indoors and outdoors.</p>

Picture 1 - Cover



Picture 2 - Designer Portrait



Picture 3



Picture 4



Picture 5



Picture 6



Picture 7



Picture 8



Picture 9



Picture 10



URL

<https://www.youtube.com/watch?v=xdXdZ70iju8>

URL

URL

URL

Email

Modified Date