

**GuiltlessPlastic** PRESENTS

## **RO PLASTIC-MASTER'S PIECES**

calling artists to reuse and reinvent plastic waste

### Marcel Wanders / Reuse Bottle Composition

Reusing objects removes the guilt of throwing them away. As modernism considers the past irrelevant, there is a concern and question regarding the disposable nature of the things we create today. To express his opposition to an increasingly apathetic, throw away culture, Marcel Wanders presents at an exhibition in which he reuses good design. Selecting a bottle designed by his friend, Ross Lovegrove, Marcel reuses it over and over – making the point that good design can inspire the keeping of objects. With this gesture, Marcel Wanders wants to invite people to reuse objects instead of simply recycle them. Previously considered the holy grail to solving all our ecological problems, recycling only perpetuates and legitimizes frivolous mindless consumption. A better attitude is to buy better and reuse. During Salone del Mobile, the reused bottle will be placed under a glass dome on top of a pedestal. It will be part of Rossana Orlandi's initiative 'Make Plastics Guiltless', an exhibition that can be visited at Museo Nazionale Scienza e Tecnologia Leonardo da Vinci. This item will then be auctioned, with the proceedings going to a foundation to help solve our plastics problem.

**Marcel Wanders** is a leading product and interior design studio located in the creative capital of Amsterdam, with over 1,900 + iconic product and interior design experiences all around the globe for private clients and premium brands such as Alessi, Baccarat, Bisazza, Christofle, Kosé Corporation/ Decorté, Flos, KLM, Hyatt Hotels Corporation, LH&E Group, Louis Vuitton, Miramar Group, Morgans Hotel Group, Puma among scores of others. Under Marcel Wanders' creative leadership and creative direction, and with the support of Gabriele Chiave as creative director since 2014, Marcel Wanders employs 52 design and communication experts. In an environment where everyone perceives, breathes and lives creativity across a multitude of projects from in-flight tableware to cosmetics packaging to hospitality interiors.

