

GuiltlessPlastic PRESENTS

RO PLASTIC-MASTER'S PIECES

calling artists to reuse and reinvent plastic waste

Studio Job / Ciao Sandro

Earlier this year Rossana called us and told us about this project and I thought; plastic is bronze - interesting. I think those industrial rotation moulded products like jerry cans and buckets, aesthetically are perfectly designed, they are beautiful and durable objects in their form, so why throw them away? Right now I am looking back on our body of work over the last 20 years and the everyday and humble objects have been a major them in our work, this contemporary follow up seemed to naturally progress the footsteps of our work.

I thought about the question; why is plastic so bad, the conclusion is that those plastic everyday products are not bad or ugly at all, the only thing that is a problem is how we treat them. When I was young you'd get milk in a glass bottle and an apple packed only in its own skin, now plastic is unnecessarily layered on everything we buy. We want to show the beauty of these everyday objects that we treat as functional slaves. Plastic is just a matter of how you use it, to re-use and to keep it. By combining pop art elements, such as the hands of Mickey mouse, there is a nod to the mass consumption of the famous chains. Plastic

started to be introduced in the 19th century as a solution , celluloid was the first substitute for using real animal tortoiseshell, and Bakelite as an alternative for porcelain . It was seen as futuristic and luxurious alternative.

It all started with a positive ideological mindset of the precious, but then transformed over the years into wild consumption of the throw away, single-use and low end. This project for us is about uplifting of the normal or everyday, appreciation of the tools around you. By

not throwing these pieces away then recycling isn't even necessary. Although with this new collection

Containers III we do not claim to solve the problem of plastics, we just try to elevate them into desirable objects. It's a mind-set.

