

RO PLASTIC PRIZE 2021

....and the Prize goes to

September 9th - The Netherlands, UK and Spain are the winners of the three categories of the third edition of the international challenge RoGUILTLESSPLASTIC, the project founded and curated by Rossana Orlandi and her daughter Nicoletta Orlandi Brugnani.

- **For Emotion on Communication, wins**

MARIA KOIJCK with THIS IS THE WASTE OF ONE OPERATION, MY OPERATION

The winner "In this film you see me, Maria Koijsck, lay in the middle of an incredible amount of waste from just one surgery, my surgery.

In August 2019 I got diagnosed with breast cancer. They had to remove my entire left breast. After a successful recovery, I recently got a deep lap surgery where they gave me an entire new breast of my own bodily materials.

I am so grateful for their craftsmanship and the chance to feel beautiful again, but during this process I discovered that 60% of the surgery materials used for this operation is disposable.

For example: the stainless steel scissors that are flown in from Japan, are used for one cut before they end up in the bin.

I asked the doctors to collect all of the surgery materials used for my operation, to get a clear idea of how much it really was. I was in shock when I saw 6 bags full of plastic waste.

I am incredibly grateful for my recovery but I am also in disbelief when I see the waste that's been used for just one operation, my operation.

As an artist I've spend years on shedding light on the current situation considering plastic waste. It raises a question:

Humans always seek to 'get better', but what is the cost to our environment?"

It is essential tu use Virgin Plastic in Medicine, but at the same time it is important to continue to innovate technologically to be able to recycle this type of plastic as well.

- **For Responsible Innovation Projects, wins**

TOM MEADES with GOMI SPEAKER - World's first portable speaker to be powered by waste

British sustainable design company Gomi is giving 50,000 battery cells from Lime's London e-bikes a second life, by transforming them into beautiful, zero-waste portable bluetooth speakers - made from recycled plastic bag waste.

Damaged Lime e-bike battery cells power 100% of the speakers, and the ultra-modern marbled casing is created using 100% recycled plastic bag waste, which has been saved from landfill and incineration.

Each battery cell is carefully removed, cleaned and rigorously tested for capacity, before being used to create the new range of speakers, which are available in four colours - Lime Green, Black Mono, Blue Ocean and Birthday Cake.

The sleek design looks great at home, but the sound quality and 20 hour battery life also makes it perfect outdoors - the speakers come with a 'repairs-for-life' return service to ensure they never need to be thrown away unnecessarily.

The partnership between Gomi and Lime will give more than 50,000 e-bike batteries a second life. The speakers originally launched on Kickstarter in March 2021, where they have been oversubscribed in preorders from all over the world.

- **For Urban and Public Furniture Design, wins**

ÁLVARO CATALÁN DE OCÓN with PLASTIC RIVERS

Capturing aerial views of four of the World's worst offending rivers in terms of plastic waste, the Madrid-based designer has fabricated a series of rugs in collaboration with GAN Rugs: YANGTZE, INDUS, GANGES, and NIGER from recycled PET, utilizing the technique of hand tufting to bring these visions of our unravelling yet interwoven World to life.

Each of the PLASTIC RIVERS pieces hides behind their somewhat digital aesthetic the irreplaceable human component of manual work and a call to action: to break the cycle of plastic waste that ends up in our seas and oceans. Álvaro Catalán de Ocón, who is credited with a pragmatic and reductionist vision, has gained recognition and acclaim thanks to his continent spanning 'PET lamps'; a

project focused on plastic reuse. Plastic Rivers pivots to recycling, and speaks to the necessity to raise awareness, through craftsmanship, of one of the great global problems of the industrial age.

Project purpose: Local Communities in the Philippines and the Hospitality & Food and Beverage Industry in Qatar.

Sustainability is the key of the nowadays design world. Rotate, designed to be printed in 3D, can be obtained by using recycled and recyclable plastic (ABS, PP, PE, PET) from other dispenser's waste (production and post-consumer).

The Ro Plastic Prize, that for this edition has had the Partnership of Qatar Museums, awards the winner of each category with a prize of 10.000 euros to be used for the development, production and commercialization of the submitted project. In addition, the winning projects will be exhibited in Doha Qatar in 2022.