

PUBL33

Mie Hørlyck Mogensen

SMALLrevolution

Date of Birth: - Gender: Female

Applied as: Team

Denmark

Education: Master of Fine Arts

Urban and Public Design

SMALLrevolution - from Waste to Wealth

SMALLrevolution is a Danish start-up company born from the idea of responsible production and the need to care for our environment. Our circular business model is based on a vision of using local production to transform local plastic waste into thoughtful, beautiful and functional products. We are giving plastic waste a new narrative, a new value and a new life.

All our products are circular which means they are made from one type of recycled plastic waste and once returned can be recycled again up to six times. The plastic waste we use is sourced locally in Denmark or Scandinavia and our production is local in Denmark as well.

We also offer products to commercial clients where we transform their own plastic waste into bespoke furniture. These are then returned for use in their headquarters or gifted to employees and clients providing them with a circular and locally produced product.

Since our products can be recycled into new ones our goal is to create a return service. We will take back products that are broken or unwanted to redesign them and return them to their original owner or give them a new home. This is the SMALLrevolution we plan to introduce by the end of 2022.

Source of plastic: Our plastic waste locally sourced and carefully selected pre- and post-consumer waste.

Type of plastic: At SMALLrevolution we source 100% PE and 100% PP for our production.

Other Materials Involved: SMALLrevolution is based on a mono-material principle to ensure circularity of our products. We do not mix or add any other materials.

Dimensions: Mabel: 32x32x42cm + 3kg, Annie Table: 45x45x42 + 8kg

Already in production?: Yes

Produced by: We collaborate with Dan Hill(production) and Genplast(processing)

Video presentation of the project:

Did you participate in other contests with the same project?:

no

Website: www.smallrevolution.dk

Link all'application:

<https://drive.google.com/open?id=1ksvttbmykrR1y9YWq1ikjoHXGAP9JOdi>