



Working to Close the LOOP and Promote REUSE



Exhibitions, Workshops, Presentations and Supporting Collateral

Exhibitions: Reusing inner tubes has evolved over the years—spanning craft to high design. Designers and artists around the globe are working with used inner tubes to create beautiful and refined objects, accessories, and jewelry that have been recognized for their quality and ingenuity.

Workshops: Inner tubes are still not a commonly used material. Demos on cutting and punching techniques, and methods for assembly, provide tutorials for creating with this alternative “raw” material.

Presentations: This rhizome-like project takes a unique, broad-based approach to sustainability by collectively harnessing various levels of design—data, technologies, products, experiences, systems, and implications—to blend inspired design and human interaction to facilitate needed systemic change.

Supporting Collateral: Catalog and online resources to reinforce and expand upon exhibition, workshop and presentation content. <https://rubberimpact.org/upcycled>

DESIGN & FUNCTION:

- **Exhibitions, Workshops, Presentations and Supporting Collateral:** modular components that can be used individually and collectively to broaden awareness, provide education, and delight the viewer with surprising alternative uses for this material
- The design activist approach merges compelling and thought provoking visual content with data and ethics
- Motivate communities to disrupt their waste stream and pressure industry and government for more mindful handling and higher level recycling of transportation rubber
- Raise awareness about rubber microplastics pollution and advocate for transportation rubber reuse and recycling over grind. Recent studies show that 30% of ocean microplastics are actually rubber

BENEFITS of Exhibitions, Workshops, Presentations and Supporting Collateral:

- Content relevant to pressing dialogues around global circular economies
- Can be coordinated with the establishment of campus material ecosystems
- Provides a range of community engagements for awareness and action around inner tubes reuse
- Presenting examples focused on beauty and craftsmanship draw attention, encouraging direct contact with an unexpectedly engaging and fun material.
- Appropriate for a variety of venues from museums to academic institutions to pop-ups

Reach your sustainability goals. Perfect for alumni / funder outreach!



▲ Curated works present a range of projects using waste inner tube material

RECOGNITION: The Rubber Impact Project was longlisted in the international Dezeen Design Awards 2020 Sustainable Design Category, further validating the approach of simultaneously leveraging design, art, education, communication, and material research as relevant and innovative.

The Rubber Impact Project seeks to engage communities to adopt a mindset and culture of reuse; to create a waste flow that incorporates reuse of inner tube rubber into a circular rubber ecology; and to pressure the rubber industry to move toward greater sustainability and environmental responsibility.

The Rubber Impact Project received the 2019 IMPACT Award from California College of the Art’s Center for IMPACT given for groundbreaking approaches and solutions in the field of sustainability and social impact through the lens of art & design.

For more information please visit www.rubberimpact.org