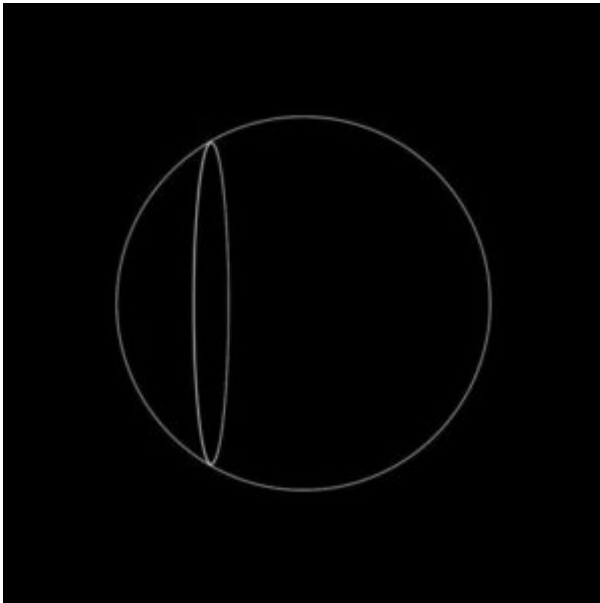


2A BLOG

Circular economy

MAKE, USE, RECYCLE



Adrian Alderman, 2024

Linear economy adopts the concept of “take, make, dispose”, throughout recent history, mankind has functioned in a manner that “seemed” the most efficient, mostly teaching what has been passed on to them. Due to factors like poverty and war, people rarely had the chance to reflect on their actions and whilst the consequence of the actions were not quite as magnanimous and clear as they are now. There was no reason to welcome change, it is only recently that a light has been shed on the dangers of such concepts and poorly interrogated methods. As the consequences of linear economy became increasingly harder to ignore, the main issue is the lack of research alongside the lack of ability to look beyond the process of production, without giving much thought to proper methods of disposal, let alone finding methods of eliminating waste completely. There are some signs of awareness that have

been raised in recent years and we witnessed a surge of activism regarding recycling and upcycling products from different organisations and companies. Less harmful methods of disposal is a start yet the idea of circular economy demands a more critical question, Why are we not producing differently? Instead of using raw materials that are finite and recycling them, we can reuse pre-existing materials so more of our ecosystem is preserved. Creating with a purpose is imperative to a circular economy, the idea of cradle to cradle highlights the importance of thinking of the products afterlife as much as the pre-production process. To envision the next product, natural resources can be returned to nature and manufactured resources can be returned to be re-manufactured into something useful. I have come across the concept in 2022 when I took part in design for planet festival in 2022 with the design council which tackled the climate crisis highlighting the crucial role of design in reimaging materials, reusing waste and contributing to the circular economy.

council, D. (2022)



shot by Hajer
Allenqawi



Design council, (2021)



Northumbria, (2022)



Northumbria, (2022)



shot by Hajer
Allenqawi

A particular project that piqued my interest was by a fashion communication student that created windproof jackets made from airbag scraps collected from car accidents, the idea I found most inspiring is the clever choice of material to repurpose, I have also created banners that were printed on recycled plastic that were later turned into a dress by the fashion design department. Working alongside a multidisciplinary group has inspired me and opened my eyes to what designers can achieve with the right mindset.

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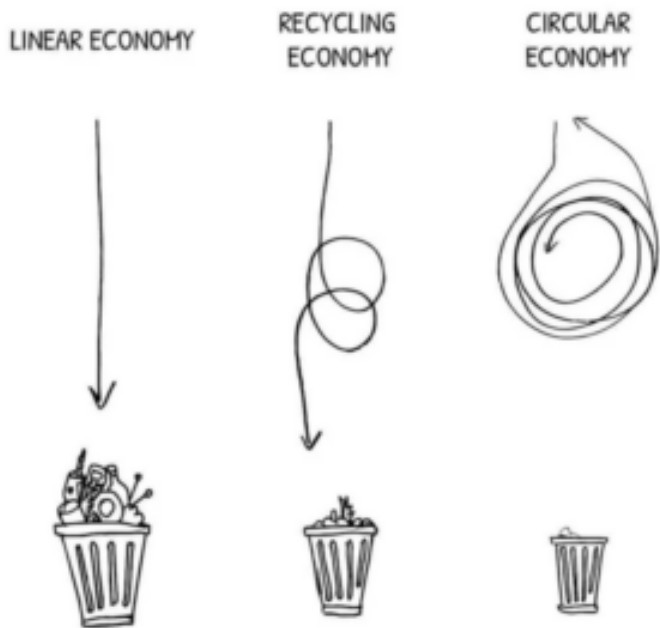
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1B BLOG

The Power Of Ethical production

The flaws of linear economy and cradle to grave concept



A Drop in the Ocean, (2024)

In the midst of a booming and ever changing economy, designers have developed the ability to produce at an accelerated pace with quick turnaround projects, and constant changing trends. Due to the high consumption rate of social networks, leading to short term satisfaction of obtaining new commodities and objects that are well and cleverly advertised, the success of young designers is being based on how many views or hits their work is obtaining, which is eventually leading to immense financial gain. This loop of constant production consumption, and profit contributes to the linear economy which is blinding designers and consumers of the jarring environmental impact caused by overconsumption and less costly methods of production. The newly emerging fast fashion and AI are extremely unregulated which are two of the many examples of consumerism. Designers possess a very powerful tool which is the ability to influence the public and the choices of thousands of people, without the environmental awareness of the correct methods within their practice, such as the ethos of design in terms of labour, material, and overall environmental impact. The powerful tool creates counter

intuitive results instead of relying on people or money hungry corporations to think and act more consciously. We can as designers encourage methods of ethical production in their field, such as the use of repurposed material, and the contribution to the circular economy. As well as the research into the post production methods, and proper disposal methods for the products. In a nutshell, encouraging designers to design with intention. There are designers that contribute to circular economy and the application of the integrating nature and culture in designs, and further encourages younger designers and displays the potential of being intuitive and intentional in your creations and the positive impact that can be created in the examples following.

According to Adling Tan in the online article The Artling, an Environmentally aware company called SMALLrevolution based in Copenhagen have implemented the concept of circular and sustainable solutions in the field of product design, slowly fixing the issue of plastic waste by recycling plastic and creating attractive pieces of furniture,

<https://smallrevolution.dk/>



b



Artling, (2021)

Another article states one of the best ecological designs was found in the field of architecture is the Vancouver land bridge by Jones & Jones architecture in simple terms “The Vancouver Land Bridge is a kind of a wildlife crossing that allows animals to cross human-made barriers in a safe way”, it is a very thought out design regarding sustainability in storing rain water and the preservation of agriculture.



confluence project, (2024)

Designers have the capability of making tremendous change by influencing people into a more environmentally positive earth through incorporating Nature and urban society. These conscious decisions of designers can set the future up for a more aware, ethical, and eager to change individuals for future generations. It is also the designers responsibility to persuade the public into a positive society that is eco-friendly and progressive.

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1A BLOG

Destruction of GAZA

The Environmental impact of the war in Palestine.



Anadolu, G. (2023)

"All war is a symptom of man's failure as a thinking animal"

– John Steinbeck Margita,D (2023)

Throughout history, wars are known for destruction and loss. The limelight falls on financial, political and human loss, a few ever consider the damage done to the factors that cannot be compensated or repaired, our climate, and environment. Destruction of ecosystems, pollution, displacement of species and land degradation, these are only a few of the devastating effects of wars. It is now more evident to witness these criminal acts due to the persistent recordings of such matters with statistical data in comparison with previous wars that were not accurately recorded. A preliminary assessment of environmental impact was conducted by the United Nation Environment Programme (UNEP) states that 2,692 buildings and an estimated 600,000 tons of debris resulting from bombings damaged the infrastructure of water and sanitation which causes a disaster to the public health. Due to the bombings, the soil is no longer arable which is a crucial cultural aspect of Palestinian people with their deep routed connection with agriculture. The report is 50 pages long with several factors which goes into extensive depth of environmental destruction that can only bring oneself to reflect on the damages committed and endured not only in the present time, but future generations as well. As the world now witnesses these catastrophise daily, the decline of empathy is noticeable and desensitisation of images that are far away of destruction are no longer sufficient. A Kuwaiti graphic designer, Mohammed Sharaf, titles his campaign "Awareless Campaign" that labels horrific images with environmental issues associated with the war in Gaza. The images are labelled "Plastic bags" due to the use of plastic bags to carry human remains, and "Ozone" as a mushroom cloud emerges

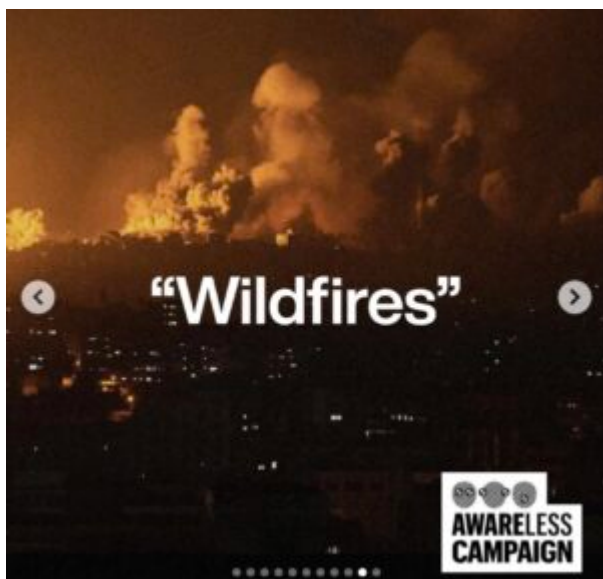
from the destruction of buildings.



IMAGES FROM DESIGNER
INSTAGRAM @Mohammadsharaf

published in 2024





During the lecture, the mention of war and its affects hit close to home as a Kuwaiti who learnt about the destruction that occurred during 1990 Gulf war where Kuwait's 700+ oilfields were set on fire releasing enormous amounts of carbon that evidently eliminated agriculture, animal habitats, and public health disasters.

Now witnessing these wars and destruction occurring on a daily basis, it is nothing but a disappointment and sadness that devours me and it is important to raise the questions on who is going to be responsible after the war is ended about all the loss of environment.

https://wedocs.unep.org/bitstream/handle/20.500.11822/45739/environmental_impact_conflict_Gaza.pdf?sequence=3&isAllowed=yre

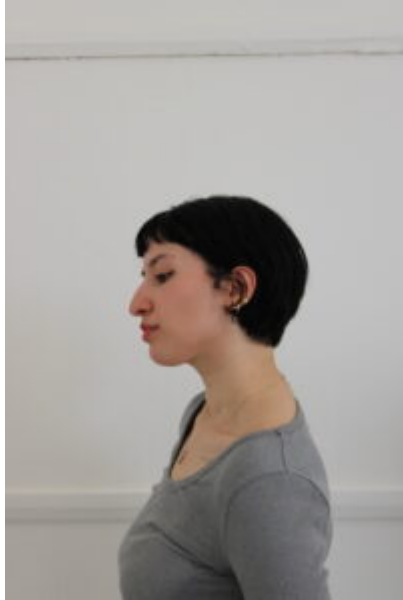
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<https://www.instagram.com/mohammadrsharaf/?hl=en>

INTRO



hello.

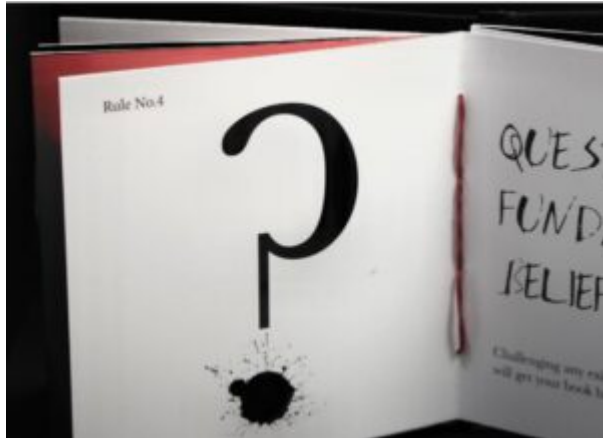
This is Hajer, a postgrad at ECA. I'm a Graphic Designer and an Artist dabbling in Mixed Media art forms. My favourite median being charcoal.





I'm interested in social change and activism. I have won two global awards in the categories of social justice and human rights for my anti book banning campaign "MISSING INK" and "TRANSCARE" about transgender healthcare. I decided to join ECA because I wanted to challenge myself and further push the

boundaries of what I can achieve and change in the world as a designer. I'm extremely interested in music, books, film, and photography. I'm eager to learn about environmental design due to the high level of environmental damage I've witnessed in my country, Kuwait.





I also have written my thesis for my undergraduate degree about greenwashing, which introduced me to the world of environmental design. The thesis was labelled "The influence of unethical design on human behaviour and consumption", I've explored many jarring examples of unethical design and the effects of greenwashing on the environment which led me to rethink the ethics behind my practice as a graphic designer. I wanted to be able to exercise a profession I love without inflicting damage to our environment, and that has expanded my interest into the topic alongside participating in a manifesto zine design "INK AND IMPACT" as part of responsible design week in 2024 and participating with "DESIGN DECLARES" in design council design for planet in 2022 while advocating for environmental change. My interest in design activism expanded and I found myself drawn and fascinated by the environmental impact of design, witnessing the irreversible damage done to the environment has lit up my desire to install change. I want to obtain the critical skills that allows a designer to implement change both In theory and in practice, and hopefully contribute to a more conscious society.

The piece of environmental design that has peaked my interest is related to a massive environmental issue in my country Kuwait, climate change has raised the temperature to an alarming extent, with the hot summers reaching up to 60 degrees celsius. Wind catchers were found in Kuwait in ruins of ancient air conditioning. There has always been a theme for indigenous architecture in Kuwait, and for the longest time, I believed it was a decorative architectural design, but this article proves that in ancient times, these decorative vents worked as a natural cooling system, utilising the material the houses were built from. **“it is an ingenious interior cooling system based on the flow of air, caught by openings in the tower superstructure,”** Windcatchers work by evaporative cooling. Heat converts water to vapour which takes heat with it as it evaporates, just like sweat does for the body.” The History Blog (2016)

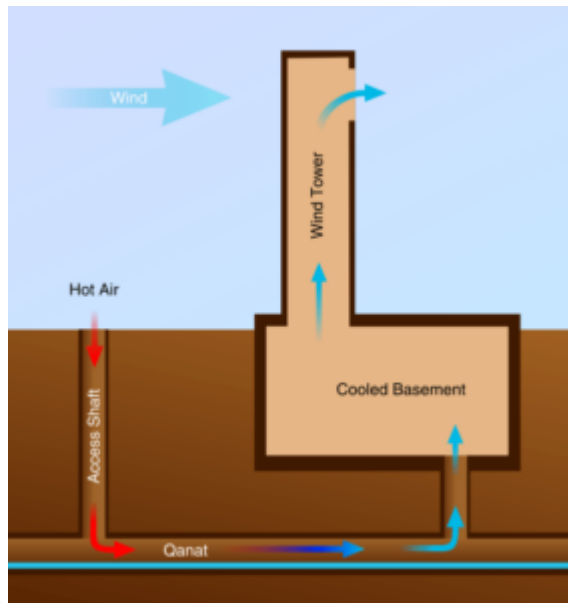


(Al

tuntaş, 2021)



(Al



tuntaş, 2021)

The History Blog, (2016)

This is an interesting discovery of how humans used to operate before the discovery of electricity, which led me to the thought that if this method is reintroduced to modern architecture, part of the finite energy consumption issue can be resolved and would serve as a natural solution to the raising temperatures, in a very circular and self sustained system.

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