IWWG Art Gallery

Presented by

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"One man’s trash is another man’s treasure"

- Waste may be defined as **unwanted or unusable material**, substances, or by-products.
- A high portion of waste is processed and eliminated through incineration and on landfills due to necessity but in most cases a significantly higher amount of waste can be recovered and recycled.
- Waste has become a very **important commodity** in a world where massive population growth and development have left the planet heavily depleted of its natural resources.
- Reusing, recycling and up-cycling waste into valuable, useful products is also the concern of **non-waste specialists**.
- Many creative people from different backgrounds, school children and students as well as artists, designers and couturiers have started **sourcing** the basic materials for their creations from waste.
- Globally, there is increasing amount of **exhibitions**, products and fashion shows featuring up-cycled waste (Sao Paolo, Mexico City, Hamburg etc.).
- Latest waste management studies are also paying more attention to recycling as the **means to survival** for many people in developing countries.
- We believe that discussions around these activities should be **incorporated** in waste management forums and **documented** in waste management journals.
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What is the IWWG Art Gallery?

A new feature on the IWWG website where ART, DESIGN and FASHION produced from waste are presented.
In the section PROJECTS undertakings from Universities, schools, social institutions, companies, public bodies, music and literature are presented. The exhibitions are carefully selected for their aesthetic and informative value.

“Every idea seems crazy at first”
How was the idea born?

The idea was born with “what if”.

**What if** IWWG expanded into a new project to give attention to other aspects of waste management such as up-cycling through the Arts?  
**What if** we created our own space to share what we found in galleries, journals, newspapers and exhibitions around the world?  
**What if** we challenged the waste experts to look at waste in a new light?  
**What if** we ventured outside our thinking and into a creativity to find new solutions?

After discussions between a social scientist from South Africa and a German waste expert the idea was conceptualized into the **IWWG Art Gallery**.

“Two little words can sum up creativity: ‘What if?’”
How does the Gallery function?

- We have structured the Gallery into 4 sections: Art, Design, Fashion and Projects (which include Music).
- We approach potential exhibitors or they approach us. The artists, designers and project leaders are asked to present themselves by giving us background information on their work, who they are and what motivated their effort.
- The information is evaluated and, if suitable, formatted to fit the layout of the Gallery.
- The technical aspects of what is being presented are considered and information about the waste compounds used by the artists are provided to emphasize the importance of recycling, reducing and reusing materials.
- Once uploaded, each exhibition is displayed for a definite period of time. We strive to provide the viewers with a stimulating variety of items as well to give different artists a chance to be visible.
- We do not advertise or sell the products but we do provide contact details on each of the exhibitors page to enable networking.

“Creativity is not a thing, it is a way”
What is the scope of this project?

- Making people aware of the hidden value that lies in waste and of the importance of reducing, reusing and recycling. **Building social responsibility.**
- Highlighting the potential of Art as an **indirect waste reductive strategy.**
- Engaging with different recycling and up-cycling activities across different socio-economic contexts.
- Showing that **waste compounds** can be the means to foster, develop and practice **creativity.**
- Drawing attention to the hidden “beauty” in waste.
- Providing a **platform** where artists and waste experts can exchange ideas and opinions and enter into an **interdisciplinary dialogue.** Building “alliances” between the Arts and the Sciences.
- Giving the work of universities, schools, institutions and individuals the opportunity to be **showcased** on an established platform of international waste management experts.
- Inspiring and promoting **Waste-to-Art** across different disciplines and professions.
- Being the **agents of change** and motivation towards creative waste solutions.
- **Entertaining and having fun!**

“This is the way we imagine the alliances and combinatorics we need for a sustainable society to work”

*(Recycling DesignPreis)*
What is the significance of this project for IWWG?

- Expanding the range of activities of IWWG
- Building capacity within IWWG
- Educating and inspiring through meaningful and purposeful Art
- Promoting social responsibility
- Promoting a multi-disciplinary approach to waste management
- Connecting people working in different disciplines and regions
- Promoting a mentality of waste avoidance, reusing and recycling
- Creating a different perception of waste
- Being agents of change and creativity

“Creativity is thinking up new things. Innovation is doing new things”
The Challenges of managing the Gallery

• Being the **curators** of an online gallery that is attractive, informative and inspiring
• Achieving greater **exposure and visibility**
• **Sourcing** original exhibition **material** that has a message, that is creative and that uses waste or waste compounds in the widest sense
• **Linking the disciplines** of Art, Design and Fashion (AR.DE.FA.) with Waste Management
• **Networking** and collaborating with international artists, designers, students and the up-cycling community
• Providing a “home” and a **platform** at IWWG for interdisciplinary dialogue and co-operation

“Creativity is born from risk”
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Ideas for Future Activities

• Connect the IWWG Art Gallery with other international projects, events, exhibitions and competitions
• Support or initiate Waste-to-Art education programs, events, courses, summer schools across various institutions
• Bring Waste-to-Art, Design, Fashion and Projects to the “SARDINIA 2015” in the form of a workshop
• Setting up a Task Group on Waste-to-Art
• A new IWWG page on Social Aspects of Waste Management

“Learn to see the statue that lurks within the block of marble”

(Quotes from “1001 Ways to Creativity”)
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... ART

Shadow Man, Greece
Shadow Man
Shadow Man
Shadow Man
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... ART

“What WEEE ARE”

By Alessio De Marchi
Italy
What WEEE ARE

Cockroach
What WEEE ARE

Mouse
What WEEE ARE
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... DESIGN

Sadika Keskes, Tunisia
Sadika Keskes

“Roman” vase made with recycled glass and metal
Sadika Keskes

Candle holders made with can and recycled glass
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... DESIGN

UMCEBO design

South Africa
UMCEBO design
UMCEBO design

Photo by Mike McFaul
UMCEBO design
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... FASHION

AKADEMIE JAK

Germany
Design for the “Henri Nannen Award”
Utilization of Waste Paper
Utilization of Waste Glass
Design Project “Work Wear”: “Butler”
Utilization of Overalls from Chimney Sweepers
Clouds float in the Tianzi Mountain
Circulatory Tianzi Mountain,
Clouds are singing in the Mountain.
Pasture grow immortally in the mountain,
They are the more the better while growing there.
... PROJECTS

Hangzhou Environmental Group Ltd
"Huitian" mean "no disposable people, no disposable objects", and things are cyclical. We design this magazine for Tianziling ecological park. We hope to be able to participate in media communication platforms so that more media can advertise us and more people can know us. Let’s work together to give a rebirth to waste.
Waste problems and our Lifestyle
by
Hiroshi Takatsuki
Japan
In the natural world, there is no such thing as waste

Note: The artificial concept “waste” was created by human beings
The birth of garbage-kind
Stockpile of clothing at home
270 items per person

Discarded clothing
13.2 g/person.day

Stock and flow of clothing
7 Days of Garbage

A Project by Gregg Segal

Fascinating series of photos of people lying in a Week’s Worth of Their Trash
7 Days
7 Days
7 Days
... PROJECTS

University of Central Florida
USA
ICubed is a NSF funded project that partners with several units within the University of Central Florida (UCF), including the College of Engineering and Computer Science, College of Arts and Humanities, College of Education, and College of Sciences. The project’s goal is to ensure broader impact of NSF funded projects through coordination and integration of the education and research activities of these funded projects by increasing participation in Science, Technology, Engineering and Mathematics (STEM) fields.
STEAM

The STEAM activity of the ICubed project has as its purpose bringing together the STEM faculty, their students, Visual Art and Design faculty and their students to encourage, through this collaboration, the creation of artifacts inspired by STEM research. Participating Art and Design students attend a 3-week long seminar as part of their course of study and create science-inspired art based on the STEM researchers explanations of science and engineering concepts.
In this painting, I pair constructed and deconstructed forms with the assimilation of waste into the natural environment in response to ironic purposes landfills satisfy in regards to livestock in China.
The Ancient Landfill
Michael Alvarez

In this painting it was my aim to capture the ironic beauty of a stunningly sublime sunset in a pristine landscape of mountains and mesas, which was in fact, created by human waste. The painting is intended to be a not too distant future vision of a place no longer populated by humans where the remains of air pollution and a long forgotten landfill still exist.
In response to the Solid Waste management research, this image was created to depict the current situation of attempting to find a solution to better manage waste and to restore what has been damaged by waste. The painting was a way of displaying my interpretation of the present standing of the research: the frozen waste is a comparison between the progress of research to one of cryogenic preservation. The damage by the waste is not eliminated but nonetheless delayed; until a solution is found, the waste will remain in the everlasting ice.

This image was painted using acrylic paint on canvas. For what acrylic paint is, it does not do justice in showing real-world colors due to the plastic appearance. However, the advantage of the medium is that because of the chemical composition, it creates almost what is an ironic piece. Acrylic paint is generally non-toxic but with exceptions; in the case of this painting: cobalt blue is toxic, thus making this image ironic. My challenge in the process was demonstrating idealism while making what’s under the ice clear and visible to the audience.
Salvage
Shanna Stiles

I strive to harmonize a personal psychological expression of emotion with the tangible outside world. My intuitive process leads to a threatened landscape that is foreboded by the environmental impacts of the countless discarded materials created by society. Through the use of translucent layers I manifest the transition of light and time and employ a sense of hope for future generations.
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This presentation was made with 100% recycled words

Thank you