

Press release
September 2019

**Design Academy Eindhoven and Van Abbemuseum announce
ground-breaking design-research exhibition for Dutch Design Week:**

GEO – DESIGN: Junk. All That Is Solid Melts into Trash

From satellite graveyards to dead stock via the Great Pacific Garbage Patch, *GEO—DESIGN: Junk. All That Is Solid Melts into Trash* explores global systems of discarded things. This exhibition, produced in collaboration with the Van Abbemuseum, showcases 18 thought-provoking projects by Design Academy Eindhoven alumni.

The exhibition, which opens on Saturday 19 October next, takes place at ten locations throughout the city of Eindhoven. Nine projects will be shown in the Van Abbemuseum (until 17 November next) and nine projects will be shown during the Dutch Design Week at various locations throughout the city centre; Rambam, HEMA, ING Bank, De Bijenkorf, Sissy-Boy, Hutspot, Vielgut, Deense Kroon and TigerLily.

“As the inevitable product of consumer culture, junk presents us with a complex system of things, designers are a part of this system, so we have an urgent responsibility to observe it and grasp how it works,” said Martina Muzi, curator of the exhibition.

“With different design studios working around the same topic, the exhibition will become a new network of research-based spaces for the exploration of contemporary crises and scenarios, from the environment to capitalism, neo-colonialism and geo-politics.”

Featuring strikingly different approaches to design and research, the exhibition traverses landfills and dumps, uncovers the ghosts of dead digital communities and discovers new ecosystems and economies built on detritus. It looks at junk as a microcosm, as an economic barometer that can reveal realities of consumption and production, and as a subject of intercontinental diplomacy.

Each project responds to a specific news story, using it as a starting point to delve into a wide variety of issues around the production and exchange of junk.

The exhibition is the second in a series launched by Design Academy Eindhoven in 2018, following on from the success of last year’s *GEO–DESIGN: Alibaba*.

“We see the *GEO–DESIGN* exhibition program as an incubator of ideas and methodologies that will progressively infiltrate the rest of the school, encouraging a shift in focus towards design as a vehicle of strategic thinking on a planetary scale,” said Joseph Grima, creative director of Design Academy Eindhoven.



GEO—DESIGN: Junk. All That Is Solid Melts into Trash at the Van Abbemuseum is on show from 19 October until 17 November 2019. During the Dutch Design Week the museum is open daily from 11 till 18 hrs. Admission at Van Abbemuseum for this exhibition with DDW ticket only.

NOTE FOR EDITORS

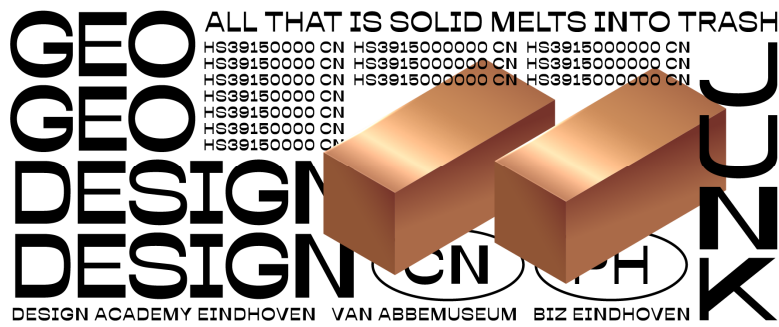
HR images:

As of Saturday 19 October via <https://press.designacademy.nl/geodesignjunk>

As of Sunday 20 October via www.vanabbemuseum.nl/pers

Additional information:

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PARTICIPANTS

Alexandre Humbert

The Disney-like Burj Al Babas ghost town in Turkey is a fable for the construction industry, with massive financial gambling and exploitation of resources resulting in hundreds of unsold houses that litter the landscape. Humbert reimagines this tale of waste, turning the town into an entertainment resort that could generate a new source of income for a UNESCO World Heritage region.

Alice Guidi

Geocities was one of the most popular proto-social networks in the 1990s. The free web-hosting service was home to 38 million pages when Yahoo unceremoniously shut it down in 2009. Confronting issues of data ownership, privacy and digital legacies, Guidi delves into Geocities' lost archives, mining through more than 1TB of junked data.

Alissa+Nienke, Atelier to the Bone and Kirstie van Noort

While most of the businesses involved in creating housing are committed to sustainability there is one common blind spot: packaging waste. In collaboration with an Eindhoven-based real-estate company, the designers have collected and processed the rubbish produced during the construction of one new house in the city.

Dorota Gazy & Shay Raviv

Informal waste-pickers perform between 50 and 100 percent of waste collection in most cities in developing countries, according to the United Nations Human Settlements Programme (UN-Habitat). Gazy and Raviv weave together these growing labor systems in two places – Mexico City and Bangalore, cities where formal organisations fail to deal with waste on their own.

Tellurico

The Campania region of Italy declared a state of emergency in response to its garbage crisis in 1994. In 2007 workers began to refuse to collect rubbish in Naples. Tellurico investigates the cause and effects of the crisis, which has changed the suburban landscape around the city, creating a junk district where garbage has been stored for almost 15 years.

Fred Erik

Unsold clothing, commonly known as deadstock, is a growing phenomenon of overproduction in the fashion industry. One major, international brand has found a partial answer in burning its deadstock at a waste-to-energy power plant in Stockholm. From this starting point, Fred Erik creates a tangible story of leftover capital and global energy.

Giacomo Nanni and Julian Peschel

Space junk is usually associated with the ring of debris orbiting our planet, but it often reenters the atmosphere. Combined with controlled splashdowns, this is adding space waste to the marine environment. Nanni and Peschel explore space junk as a terrestrial issue at Point Nemo, also known as the Spacecraft Cemetery.



Héloïse Charital and Ismaël Rifaï

Junk is changing the habits of wildlife around the world. Charital and Rifaï look at the case of the white stork and how the bountiful landfills of Spain, Portugal and northern Morocco have turned the long-distance flyer – once an international symbol of migration – into a sedentary bird.

Ines Glowania

Israel's economic blockade of the Gaza Strip affects every aspect of the country's consumption. While products can still get in, garbage can't get out, adding growing mountains of waste to the pressures that are rapidly making this tiny territory uninhabitable. This closed system of junk becomes a window into the daily lives of Gaza's residents.

Johanna Seeleman

The diesel emissions scandal has proven to be more of a boom than a bust for the car industry, accelerating the transition from the internal combustion engine to electric battery power, and with it, automation and shared ownership. Seeleman explores the car's ejection and rejection from the market and the near-future techno junk generated by this major shift.

Lara Chapman

Where does a plane's life begin and where does it end? Behind these questions lies a complex multi-billion-dollar industry entangled with national politics, manufacturing duopolies and oligopolies, cloaked negotiations, international trade deals and treaties, military operations and anti-trust immunity. An archaeological examination of the carcasses of discarded planes stored in the Mojave Aircraft Graveyard highlights the role of the aeroplane as an economic and political tool.

Lotte de Haan

The trade in donated second-hand clothes from the west to Africa is worth \$5 billion per year. Through the creation of a series of products, Lotte de Haan investigates the impact of this import industry at various levels within the Zambian economy in the face of growing competition from China.

Minji Choi

Over €250 million has been spent in The Netherlands in attempts to eradicate the American Black Cherry, a species introduced in 1740 as a potentially lucrative timber that has since become a pest. Minji Choi explores the Black Cherry's negative reputation, linking it to changes in industry, the romanticisation of nature and political and economic crises.

Noud Sleumer

Only 20 percent of global e-waste is properly recycled or disposed of, with the remaining 80 percent becoming part of an illegal international network of trade. E-waste dumping-sites exist within a cycle of ex-ploitation and pollution, but the illicit import of e-waste also creates new industries and opportunities. Sleumer creates an open atlas of independent E-waste sites, linking a global issue to its localised impacts.



Schimmel & Schweikle

CGI has become a crucial tool for creating spectacular destruction in contemporary cinema, freeing it from the physical realities of set building and budgets. Using 3D modelling and animation software, Schimmel & Schweikle recreate sites of destruction from the top ten most-watched American movies of the past decade, contrasting the speed of consumption of the moving image with the time it takes to reconstruct it.

Shahar Livne

The Great Pacific Garbage Patch is creating new “continents” of plastic that are home to a vast new human-made community of microbial life that scientists have dubbed the Plastisphere. In an immersive installation, Livne recreates an experience of this hidden community of life forms through sound, smell and visual design.

Studio Plastique

The microwave oven is a technologically advanced appliance used by humans all over the world to warm up or cook food. Studio Plastique uses this common object as a starting point to investigate the global production and disposal of silicate junk – a category of electronics waste that includes glass and silicone products that are rarely recycled – and its local and international impact.

The Anderen

In 2019, Canada repatriated 69 containers of junk following a six-year diplomatic incident with the Philippines that led to threats of war. The waste had been falsely declared as plastic for recycling. Karin Fischnaller and Mar Ginot look at the import and export of recycling waste as it is channelled through South East Asian countries to meet demand in China, which banned imports of foreign trash in 2018.