

u-turn

u (re)think, u create



Workshop Art & Green
Green Group

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inspiration

redesign



playful



recycling



rethink



creativity



discovery



education



awareness



regeneration



research

consumer patterns



- ↻ When motivated by price, impulse or unwarranted desire instead of need, we are guilty of “Zombie Consumerism.”
- ↻ This way of shopping has led to a trail of obsolete, and ultimately discarded objects and packaging.
- ↻ We see these objects as food for inspiration and creativity with the potential to be upcycled into new, unique and functional products.



u-turn



research

extending the product lifecycle





research

extending the product lifecycle





concept



Our concept is to **design an experience** for Milano Green that **regenerates discarded objects** and reenters them into the product lifecycle.

Our mission is to **inspire people** and raise awareness of the potential **upcycling** process by **encouraging creativity**.



concept



Our goal is to encourage participants to:



Does this item need to be thrown away, or can it be reused?



Imagine the potential second life of a discarded object or its packaging.



Redesign the object into something of value and function.



the project



u-turn

u (re)think. u create.

...the game

u-turn



the project



- 🔄 U-Turn is an interactive game and educational tool that challenges the player to imagine a second life for discarded objects.
- 🔄 The game template has the potential to be adapted to a large scale or small scale setting, use a variety of materials, and encourage limitless creativity.
- 🔄 It can be used individually, as a creative exercise, or in groups to generate discussions around eco-design, product life cycle and upcycling.

u-turn



the project **step 1**



To Play U-turn:

- ① Spin & choose material



u-turn



the project **step 2**



To Play U-turn:

- ① Spin & choose material
- ② Spin & choose action
(Spin again or start over if necessary)



u-turn



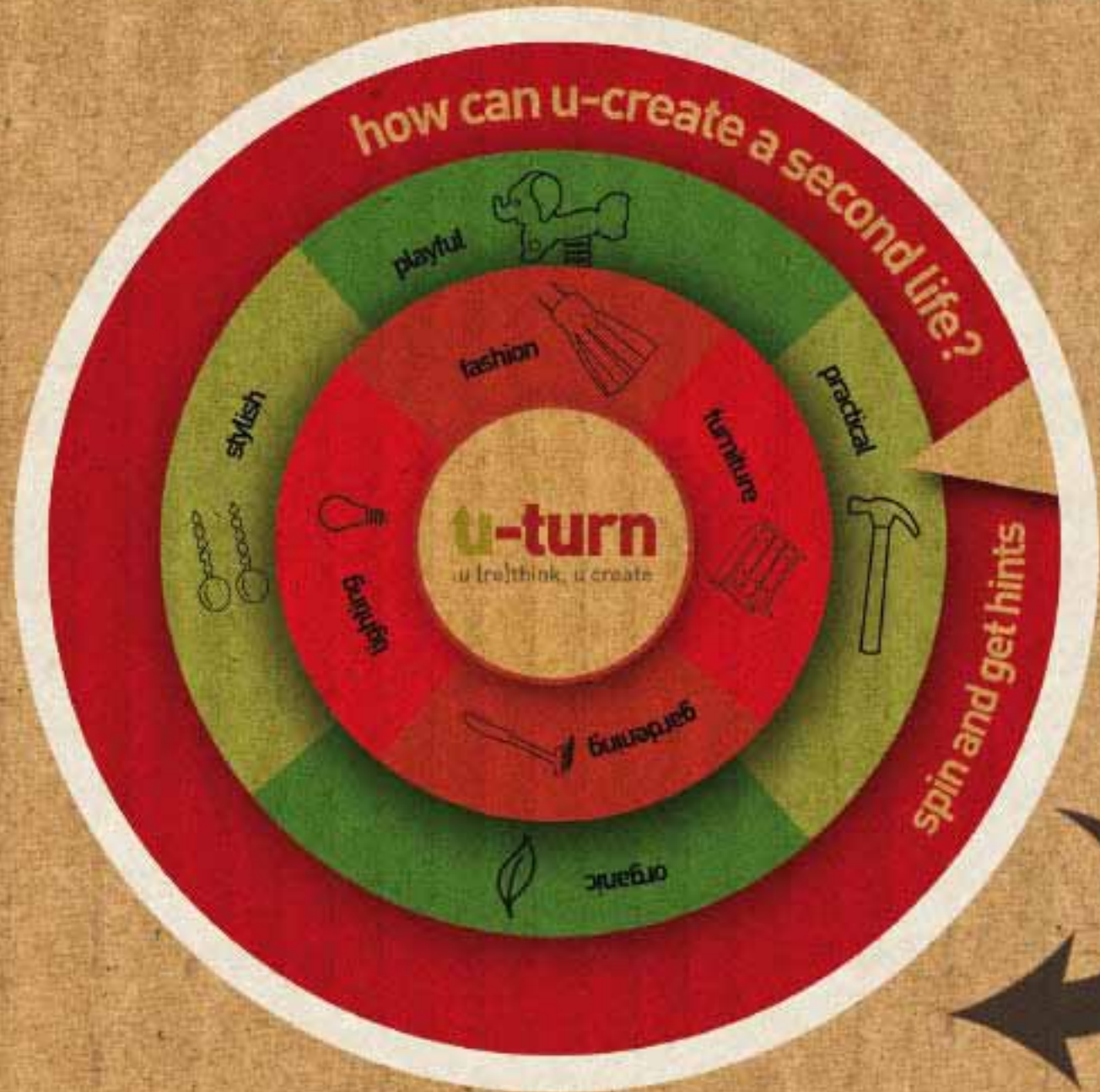


the project **step 3**



To Play U-turn:

- ① Spin & choose material
- ② Spin & choose action
(Spin again or start over if necessary)
- ③ Spin & choose directives



u-turn



the project **step 4**



To Play U-turn:

- ① Spin & choose material
- ② Spin & choose action
(Spin again or start over if necessary)
- ③ Spin & choose directives
- ④ Record each spin on the map

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u (re)think. u create.



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the project **step 5**



To Play U-turn:

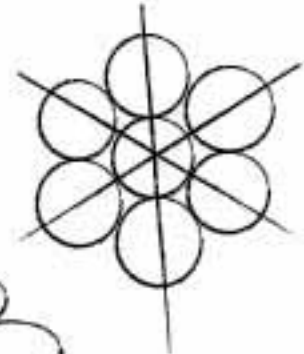
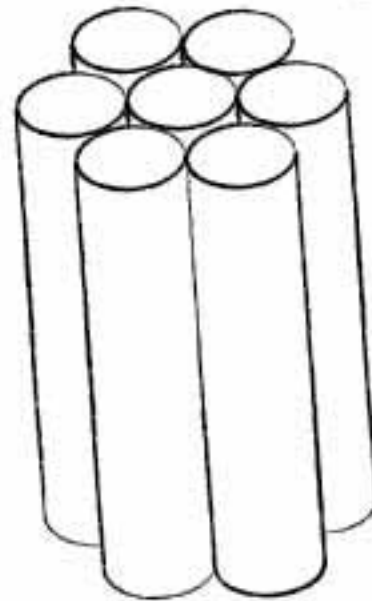
- ① Spin & choose material
- ② Spin & choose action
(Spin again or start over if necessary)
- ③ Spin & choose directives
- ④ Record each spin on the map
- ⑤ Create a product, idea, poem or sketch based on the directives.



Use this space to rethink and record your thoughts, ideas and sketches!

Repair...existing objects and systems to reduce the use of new materials

Reuse...objects by reintroducing them into the lifecycle





the project **step 6**



To Play U-turn:

- ① Spin & choose material
- ② Spin & choose action
(Spin again or start over if necessary)
- ③ Spin & choose directives
- ④ Record each spin on the map
- ⑤ Create a product, idea, poem or sketch based on the directives.
- ⑥ Add your idea to the U-Turn Wall.



u-turn



strategy

timeline &
future vision



week 1

week 2

week 3

week 4



strategy

timeline &
future vision



- During the exhibition, we propose to launch the U-Turn Design Competition.
- Participants will design and construct upcycled products from discarded packaging, or used objects.
- Entries will be made via the website.
- The winners would be exhibited at the 2011 Green Festival.

week 1

week 2

week 3

week 4

Exhibition & Competition Launch



strategy

timeline &
future vision



The screenshot shows a web browser window with the URL <http://www.milangreen.com/>. The page header features the 'MILANO GREEN' logo and navigation links for RSS, Facebook, and Twitter. A search bar is located below the header. The main content area displays a blog post titled 'See contributors to the U-Turn game at the 2010 Green Festival!'. The post includes three line drawings: a stack of four cylinders, a circular geometric pattern, and a grid of squares. Below the drawings, the text reads: 'Qualifase nasce dall'unione fra arte, design e natura, è l'essenza di ogni creazione dell'artista brasiliana autodidatta Grace Ivo, una serie di oggetti realizzati a mano utilizzando vecchi giornali e riviste, con una tecnica tutta brasiliana. "Ho voluto creare un ponte fra l'artigianato brasiliano e il design italiano", dice lei. "Il concetto era

On the right side of the page, there are sections for 'ULTIME DA TWITTER' (Latest from Twitter) with a tweet from 'Conferenza stampa Presentazione Milano Green Festival martedì 23 marzo ore 10.00 Teatro Franco Parenti' and a link to follow Milano Green on Twitter. Below that is a 'SUBSCRIBI' section with a RSS icon and the text 'iscriviti alla nostra feed'. At the bottom right, there is an 'INDICE DEL BLOG' (Blog Index) with a list of categories: 'Art & Design', 'Design', 'Natura', and 'Tecnologia', each with a small icon.

week 1

week 2

week 3

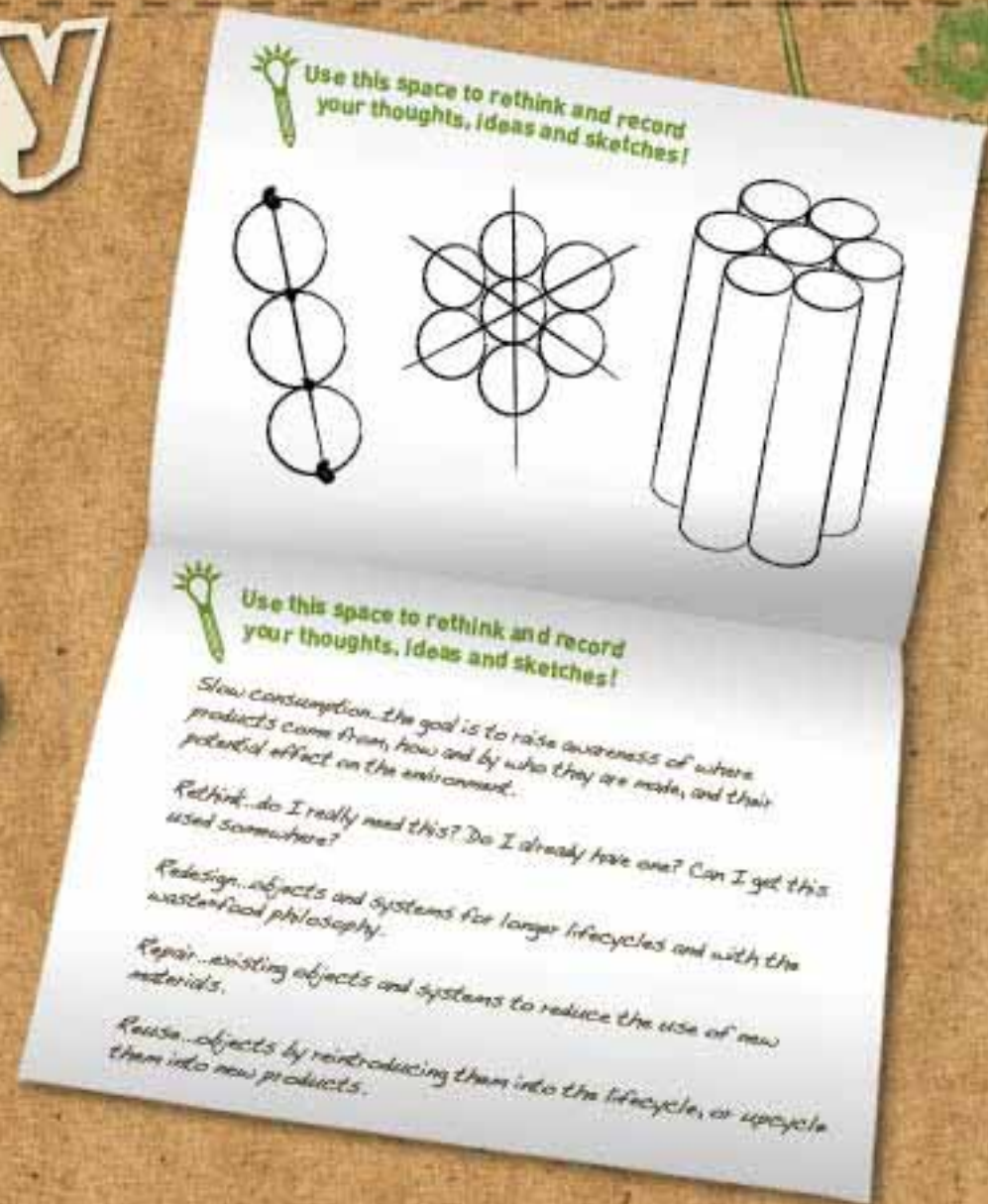
week 4



U-Turn Blog Launch



strategy



week 1

week 2

week 3

week 4



strategy

timeline &
future vision



The screenshot shows a web browser window with the URL <http://www.milangreen.com/>. The page features the Milano Green logo and navigation links. The main content area displays a blog post titled "2010 U-Turn Winners announced!". Below the title are two images: one of a modern white cylindrical light fixture and another of a spherical, textured light fixture. To the right of the main content, there are sections for "ULTIME DA TWITTER", "SUBSCRIBE", and "CHI SIAMO".

week 1

week 2

week 3

week 4



conclusion



U-turn will be an **interactive and fun** addition to the Milano Green exhibition. Through **inspiration and play**, it will **encourage participants to rethink** the life of their discarded objects, and use creativity to imagine a **second life**.

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MILANO GREEN

thank you!

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