



PRESS RELEASE

WHAT: Pure Gold – UPCYCLED! UPGRADED!

WHEN: October 23 – November 23, 2019 | 9AM – 5PM

WHERE: Vargas Museum, Roxas Avenue, University of the Philippines Diliman Campus, Diliman, Quezon City

“Bulky trash, waste, cheap materials: PURE GOLD!”

The Goethe-Institut in partnership with [IFA](#) (Institut für Auslandsbeziehungen, the German institute for international relations) and the [Vargas Museum](#) presents PURE GOLD - UPCYCLED! UPGRADED! an exhibition that highlights re- and upcycling in design.

Composed of 76 pieces by 53 designers from 7 regions in the world, *Pure Gold* is currently touring the world and will count Manila as one of its stops this year. This initiative of IFA is an exhibition with the theme of upcycling – the re-use of raw materials that have already been processed to create new objects of greater value – aims to raise awareness of alternative production techniques, while simultaneously pointing up contemporary European and non-European design developments. The designs use what appear to be inferior starting materials, combine different kinds of objects in an unconventional way, or creatively process unwanted by-products.

The ifa has structured the exhibition as an innovative co-creative format which promotes artistic and cultural exchange, and as a competence centre for international cultural relations, connects civil societies, cultural practices, art, media, and learning.

The exhibition opens on **Wednesday, October 23, at 6pm**, where [Volker Albus](#), the curator of the exhibition, will be present. Admission is free for the opening. The following day, **October 24**, Albus will conduct a **talk about upcycling in Europe and about Pure Gold followed by a curator walkthrough** of the exhibit from 10:00am to 11:30am at the Vargas Museum. Interested participants can RSVP to James Tana at +639158175314.

The exhibition will have its regular run from **October 24 to November 23, 2019** at the [Vargas Museum](#) with an admission fee of 30 PhP (*discounts apply for students, seniors and PWDs*). It will be open for viewing from Tuesdays to Saturdays from 9am to 5pm.

The “Pure Gold – UPCYCLED! UPGRADED!” is an exhibition by the Institut für Auslandsbeziehungen e. V. (ifa), Stuttgart, Germany, [www.ifa.de](#) and is presented by the Goethe-Institut Philippinen in partnership with the Vargas Museum. For more information on the exhibition and its side events, visit [goethe.de/manila](#).

ABOUT THE GOETHE-INSTITUT PHILIPPINEN – The Goethe-Institut is the Federal Republic of Germany’s cultural institute, promoting the study of the German language abroad, and encouraging international cultural exchange.

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AN EXHIBITION BY:



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[Exhibition Poster](#)
[Exhibition Flyer](#)

[Workshop Poster](#)

RELATED LINKS:

[Goethe-Institut Philippinen](#)
[ifa \(Institut für Auslandsbeziehungen\)](#)
[Vargas Museum](#)

[Exhibition Facebook Event Page](#)
[Pure Gold Website](#)

Schedule of events:

**September 25 to 28, 2019 | Room 201, UP College of Arts and Letters,
University of the Philippines Diliman**

10:00AM | UPCYCLING WORKSHOP

October 23, 2019 | Vargas Museum, University of the Philippines Diliman

6:00PM | EXHIBITION OPENING

October 24, 2019 | Vargas Museum, University of the Philippines Diliman

10:00AM to 11:30AM | TALK AND CURATOR WALKTHROUGH BY VOLKER ALBUS

**October 24 – November 23, 2019 | Vargas Museum, University of the
Philippines Diliman**

9:00AM to 5:00PM, open from Tuesdays to Saturdays | EXHIBITION RUN

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