



# PURE GOLD

UPCYCLED!  
UPGRADED!  
BARCELONA!

**ifa** Institut für  
Auslandsbeziehungen

in cooperation with



# HOW TO CYCLE UP DESIGN?

by Axel Kufus

## Pure Gold touring exhibition

For 10 years, the Pure Gold exhibition will travel around the world, displaying and discussing its upcycling exhibits in museums and galleries around the world.

International curators have jointly selected fascinating objects and products, that are exemplary for the upcycling movement be it in their material, strategy of creation, manufacturing process or ... .

Waste and discarded products are seen as valuable resources that can get a further life cycle by creative transformations.

## Top Down Design

The mountains of waste are growing worldwide - and global design is not innocent of it! Often, far too often, the short half-life, the rapid wear and tear, the lack of repair capability, the immature technology or the seasonal fashion is incorporated into the products through design. Already after a short lifetime, in the next season the next generation of products is to be sold - while the old, used things seem to have lost all value and now appear useless.

The consequences for our world are increasing: the decline in the value of a product not only generates new demand for products and thus resource consumption, but also leads directly to waste, which with its material substance is a burden to the world.

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## Cycle Up Design

As individuals, can we also do anything to prolong the life cycles of our products and the materials they are made of - when they are no longer suitable for their original use, when they can no longer be repaired, or when they have been replaced by something new?

We want to counter top-down design, which too often and too quickly leads to waste, with bottom-up design. Imaginative, tricky, with practical recipes and Open-source, so that everyone can be inspired by it and apply it themselves! Designers can use their know-how and creativity to develop meaningful and simple recipes for everyone, share them with everyone and donate them to the world!

## Pure Gold Platform

This is why we launched the Pure Gold platform and why we are organizing the workshops in direct interaction with the Pure Gold exhibition.

The objects in the exhibition serve as aesthetic models for successful transformations from products taken out of the waste stream. The How-To-Upcycle-Clips on the Pure Gold platform are created in the workshops and provide incentives, tips and tricks to implement the conversion and further use of discarded materials by practical and playful instructions.

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## Upcycables

The Pure Gold Upcycables are short instruction clips on upcycling techniques. They are intentionally simple to show a specific upcycling process - the transformation of a supposedly worthless material into something valuable.

These clips shall infect and inspire others on individual actions.

The Pure Gold platform brings international ideas and strategies together, from station to station, from workshop to workshop, from culture to culture.

All Upcycables join the exhibition on a large interactive screen that is set up at each station. Furthermore they are distributed worldwide - via the website [pure-gold.org](http://pure-gold.org) and Instagram (@ifa\_puregold).

**Pure Gold** is an exhibition that learns and grows with and from each station. At every station of the touring exhibition, the new Upcycables developed in the workshops on site will be shown on a large screen in the exhibition. Thus the treasure of techniques grows that makes upcycling experience-able and comprehensible.

**We are looking forward to work with you!**

Axel, Annika & Anja





# WORK SHOPS

## CO-CREATION! UPLOADED!

The main goal of the **Pure Gold Workshops** is to create a knowledge repository of upcycling techniques, strategies and processes that can be used by anyone anywhere in the world by the so-called **Upycables**.

To create an open and free space of co-creation and exchange, the workshop brings together local creative professionals and beginners; designers, craftsmen, producers, makers, artists, students,

Locally well-known upcycling methods and processes or self-developed, new ones are reconsidered in a creative process with the aim to share that knowledge worldwide.

# WORKSHOP SCHEDULE BARCELONA!

Time/Date	Day 1 07/05	Day 2 08/05	Day 3 09/05	Day 4 10/05
10-11	INTRODUCTION of Pure Gold the exhibition and workshop by the team	<b>CREATE</b> reinterpret, modify or improve upcycling processes	<b>MAKE!</b>	<b>MAKE!</b>
11-12	INTRO	<b>CREATE</b>	<b>MAKE!</b>	<b>MAKE!</b>
12-01	<b>SHARE</b> upcycling processes and materials	<b>CREATE</b>	<b>MAKE!</b>	<b>MAKE!</b>
01-02	BREAK	BREAK	BREAK	BREAK
02-03	<b>SHARE</b>	<b>MAKE!</b> an Upcycable from an upcycling process!	<b>MAKE!</b>	<b>MAKE!</b>
03-04	<b>SHARE</b>	<b>MAKE!</b>	<b>MAKE!</b>	<b>MAKE!</b>
04-05	<b>SHARE</b>	<b>MAKE!</b>	<b>MAKE!</b>	<b>MAKE!</b>
05-06	<b>SHARE</b>	<b>MAKE!</b>	<b>MAKE!</b>	<b>MAKE!</b>
06-07	<b>SHARE</b>	<b>MAKE!</b>	<b>MAKE!</b>	<b>MAKE!</b>

Please prepare and bring the following for DAY 1:

- WASTE MATERIALS & LOCAL UPCYCLING EXAMPLES

## 1. SHARE

The aim of the **SHARING** process is to show and share as many upcycling examples, ideas and waste materials you can!

Please bring all of these upcycling examples, ideas, and waste materials to the workshop. Your approaches can either be traditional or locally long known techniques, or new, very own ideas, invented by you.

**SHARE** your ideas and materials with the workshop group. Every idea brought by you is meant to be shared with everyone.

### Things needed:

- Upcycling Examples
- Waste Materials



## 2. CREATE

The aim of the **CREATE** session, is to find the best approach to be displayed in an Upcycable.

In a cross-over process, the examples, ideas, techniques and materials you bring with you will be mixed and recombined to find out whether new things can be created from them, or whether what already exists is already perfect.

In small, mixed teams we will rethink all ideas and materials you brought along.

### Things needed:

- Waste Materials and respective tools to work with the Materials



## 3. MAKE!

The aim of the **MAKE!** phase is to show how your upcycling is made, in form of a stop-motion clip.

You will learn how storyboards are made to create your own upcycable! In teamwork you will develop your storyboards for the Upcycables. The clips will be recorded by you using your camera or smartphone.

### Things needed:

- Smartphone with enough memory space
- Selfie-Stick
- Power bank to charge your Phone

