



**CORSO DI:
Concept Design**

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4° TEMA
ESERCITAZIONE

19 febbraio 2021



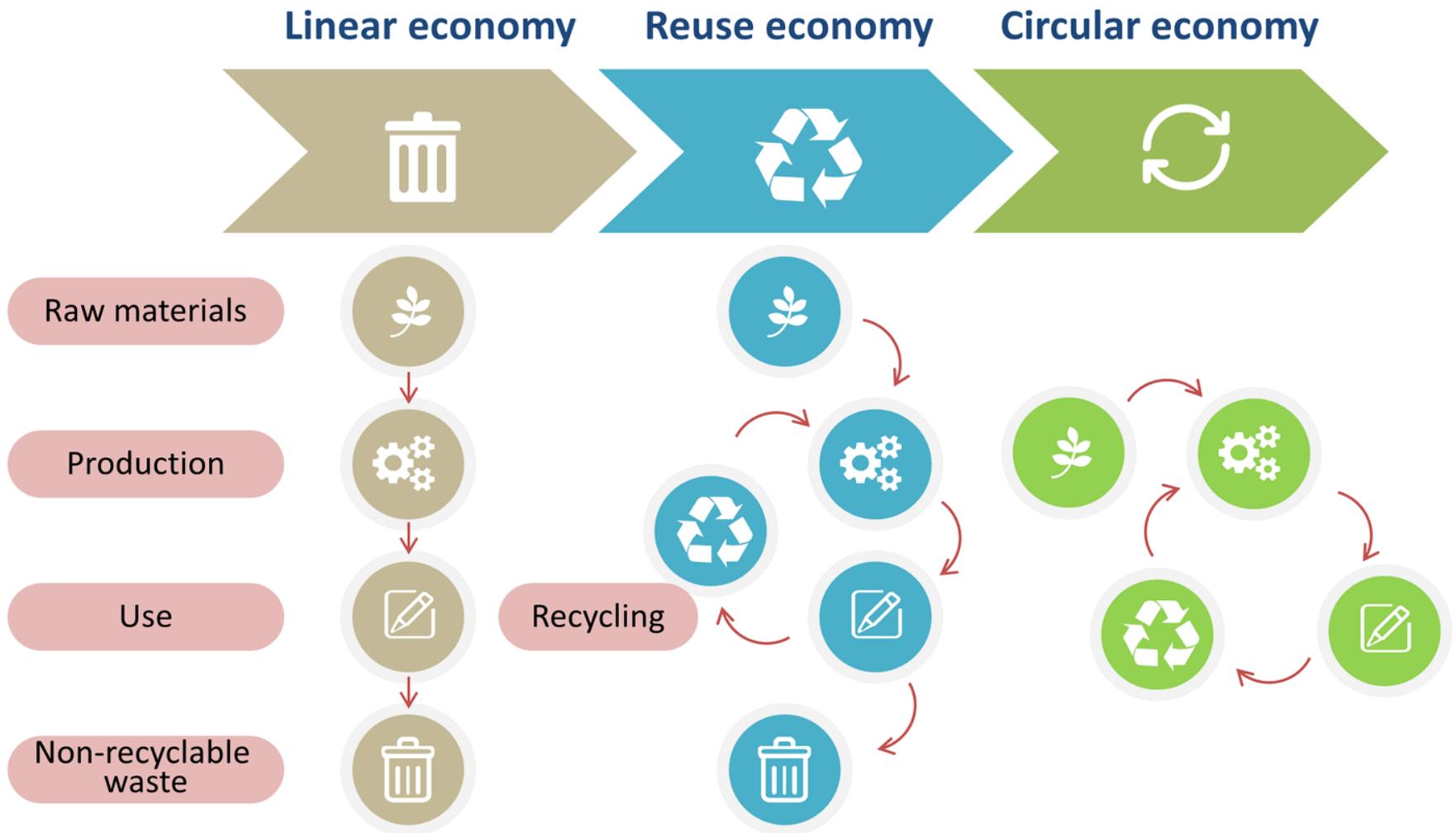
Economia Lineare



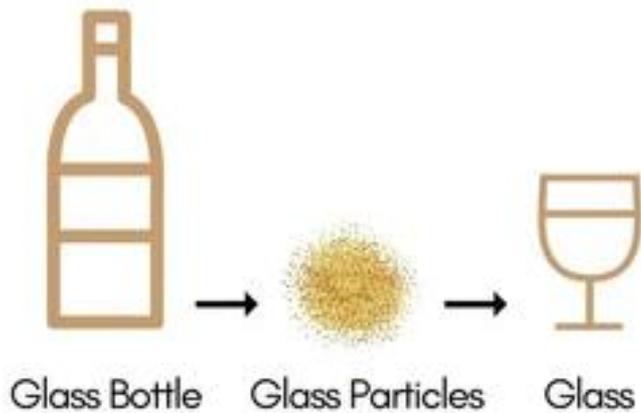
Economia Circolare



Dalla economia lineare alla circolare



RECYCLING



VS

UPCYCLING



- Molta energia usata per la lavorazione
- Qualità del nuovo prodotto: inferiore
- Numero di cicli limitati. Rimanenza di scarto finale

- Pochissima energia utilizzata: nessuna lavorazione
- Qualità del nuovo prodotto: superiore o uguale
- Numero di cicli illimitati. Nessuno scarto

EVERYTHING YOU SHOULD KNOW ABOUT UPCYCLING



UP

CYCLE

- direct towards a higher positions
- gain a higher level
- improve
- make something better

- complete movement
- rotation
- action repeated many times

A PROCESS OF PROVIDING
NEW HIGH QUALITY PRODUCTS
BY USING WASTED MATERIALS



GOAL

- Simply. Prevent wasting potentially useful materials by making use of existing ones.
- In BIG words. Protect the Earth Mother against changing into a planet of garbage.



UPCYCLING VERSUS RECYCLING

UPCYCLING

- physical process that can be repeated in perpetuity of returning materials back to a usable form without degradation to their latent value
- moves resources back up the supply chain
- represents a truly cyclical, balanced process that all industries and companies should be aiming towards

RECYCLING

- chemical process that degrades the quality of materials, like crushing glass or melting PET bottles to make a toy, carpet etc.
- practice that takes an item and targets it for reuse, returning it back to society as a part of something else.
- lengthens the life of materials but only delays the problem of landfill



UPCYCLING BENEFITS

- It stops adding stuff to a world already overwhelmed with material things
- It reuses materials that may end up in the landfill
- It requires creativity, freshness and innovative ways of thinking
- It is cheap
- It brings beauty to the world



UPCYCLING IDEAS

WOODEN
PALLET



FURNITURE

TARPAULIN



BAGS

CANS



GARDENING

SEAT BELT



BAGS



WHY DO WE UPCYCLE?

- We don't like to throw away
- We don't like to waste
- We like saving money
- We like saving the environment
- We like nice looking things
- We love Earth

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source:
(1) <http://en.wikipedia.org/wiki/Upcycling>
(2) <http://hipcycle.com/what-is-upcycling>
(3) <https://www.upcyclethat.com/>
(4) <http://www.entrepreneur.com/article/219310>

Cosa fare...



Optimise materials & structure

Maintain & Recover materials

Protect brands & products



Circular Design Principles

Maximise supply cycle efficiencies



We find a better way



VALORE DEGLI SCARTI COME NUOVE RISORSE











Danilo Marchi





Riutilizzare

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