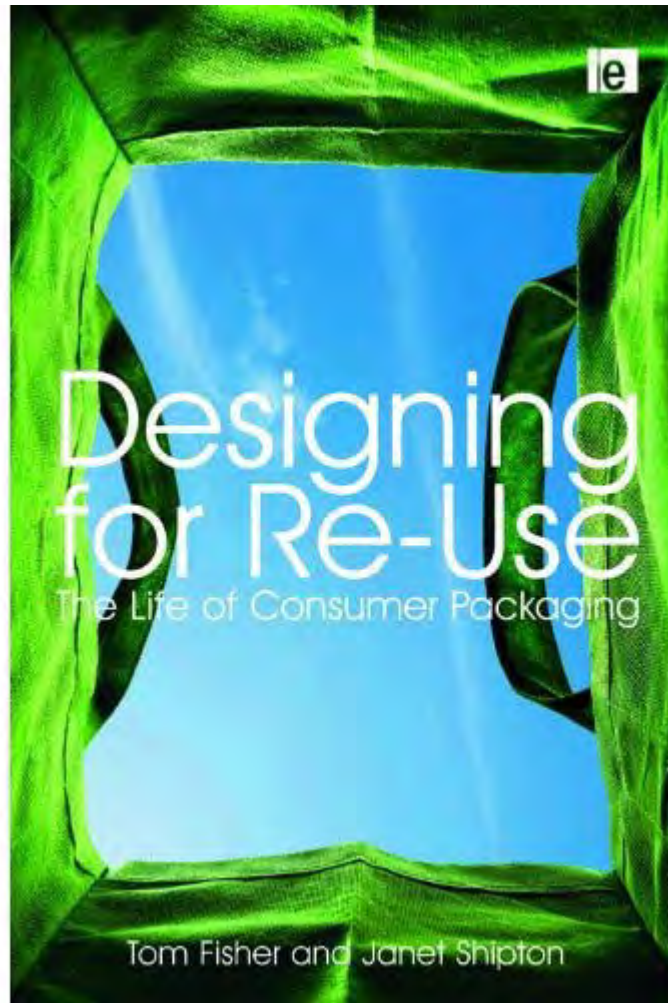


US EPA ARCHIVE DOCUMENT

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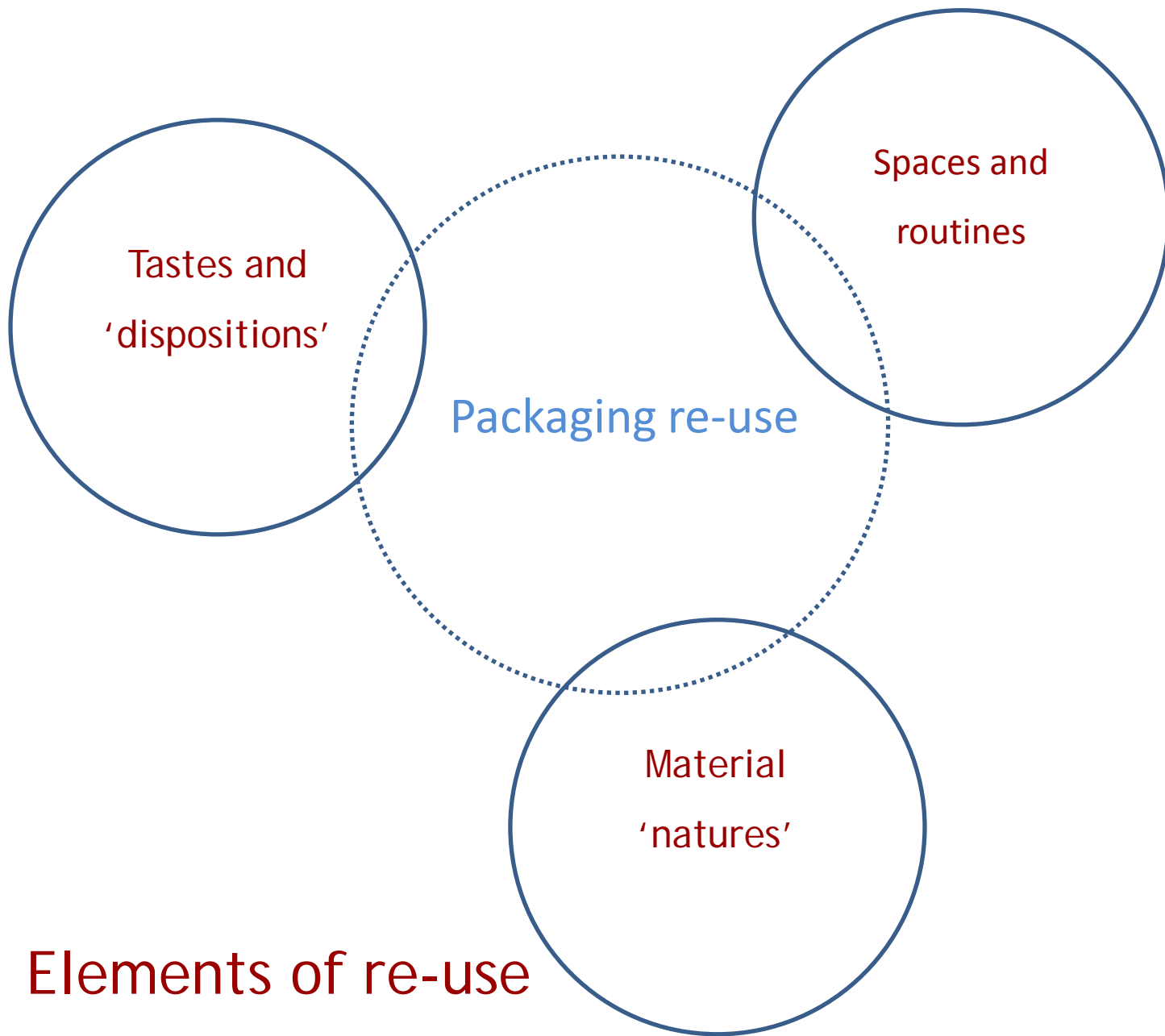
Tom Fisher

Professor of Art and Design, Nottingham Trent University, UK



Packaging re-use

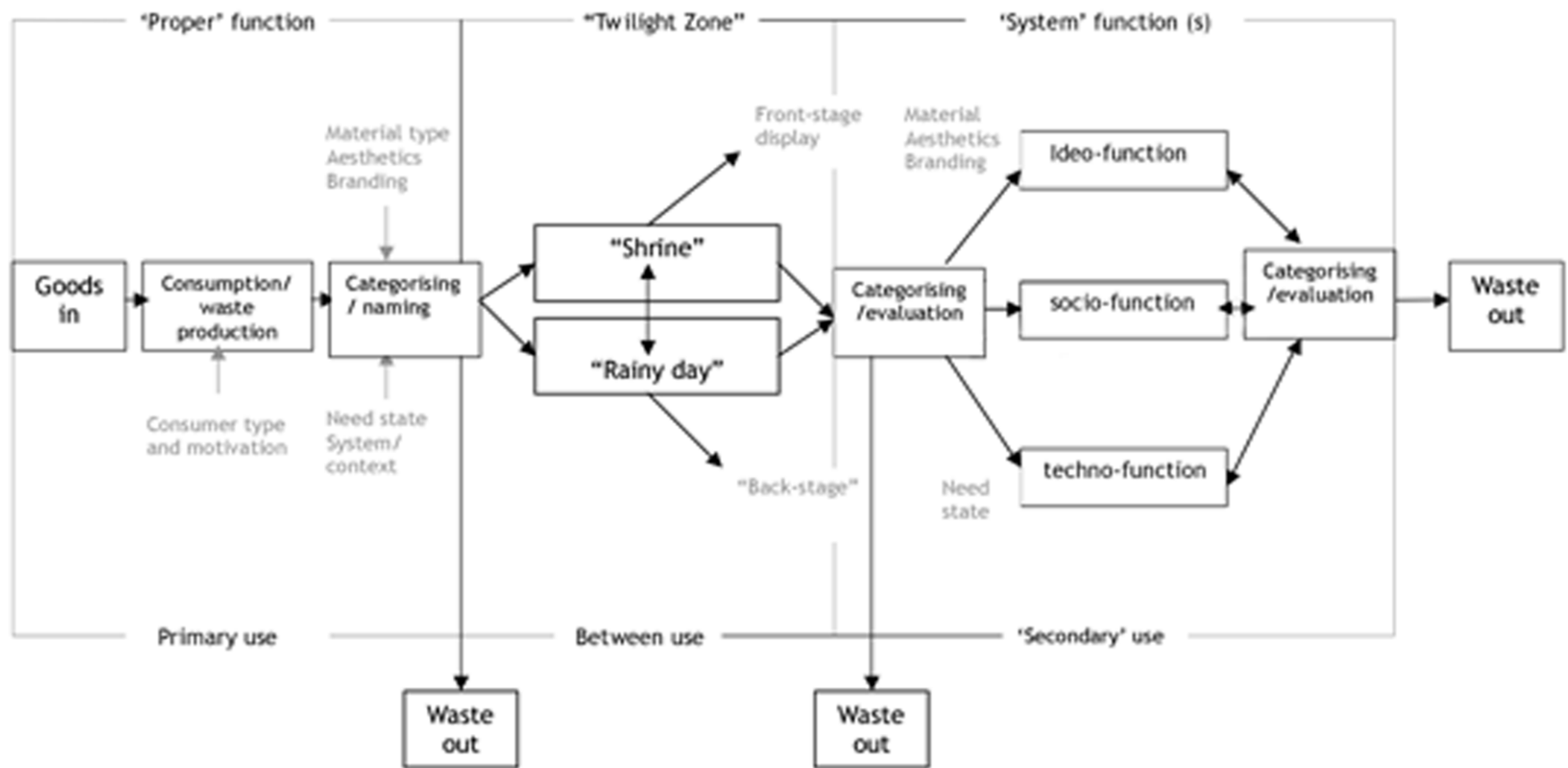
- *Not the same as recycling*
- *Can replace purchases*
- *Relies on creativity*
- *Is embedded in everyday practices*
- *Can be facilitated by design*
- *May be for function or style*



Elements of re-use

*Everyday
habits -
sorting,
storing and
personalising*





Processing waste packaging in the home



'designed in' open-ness for re-use

Facilitate storage -

make it easy for packaging to live in 'twilight zone' for a time while it accrues a new use.

nesting; flattening; folding;

Facilitate identifying with packaging outside its commodity identity

make it easy to 'neutralise' packaging - to remove it from the sphere of commodities

Removable labels; clean-able; engage with on-line communities



Designed in re-use

Consumer
creativity as
inspiration -
a fertile
setting for
re-use





'interventions' for re-use

Top-down

e.g. 'ManyOne' <http://www.digitaluniverse.net/upcycling/>

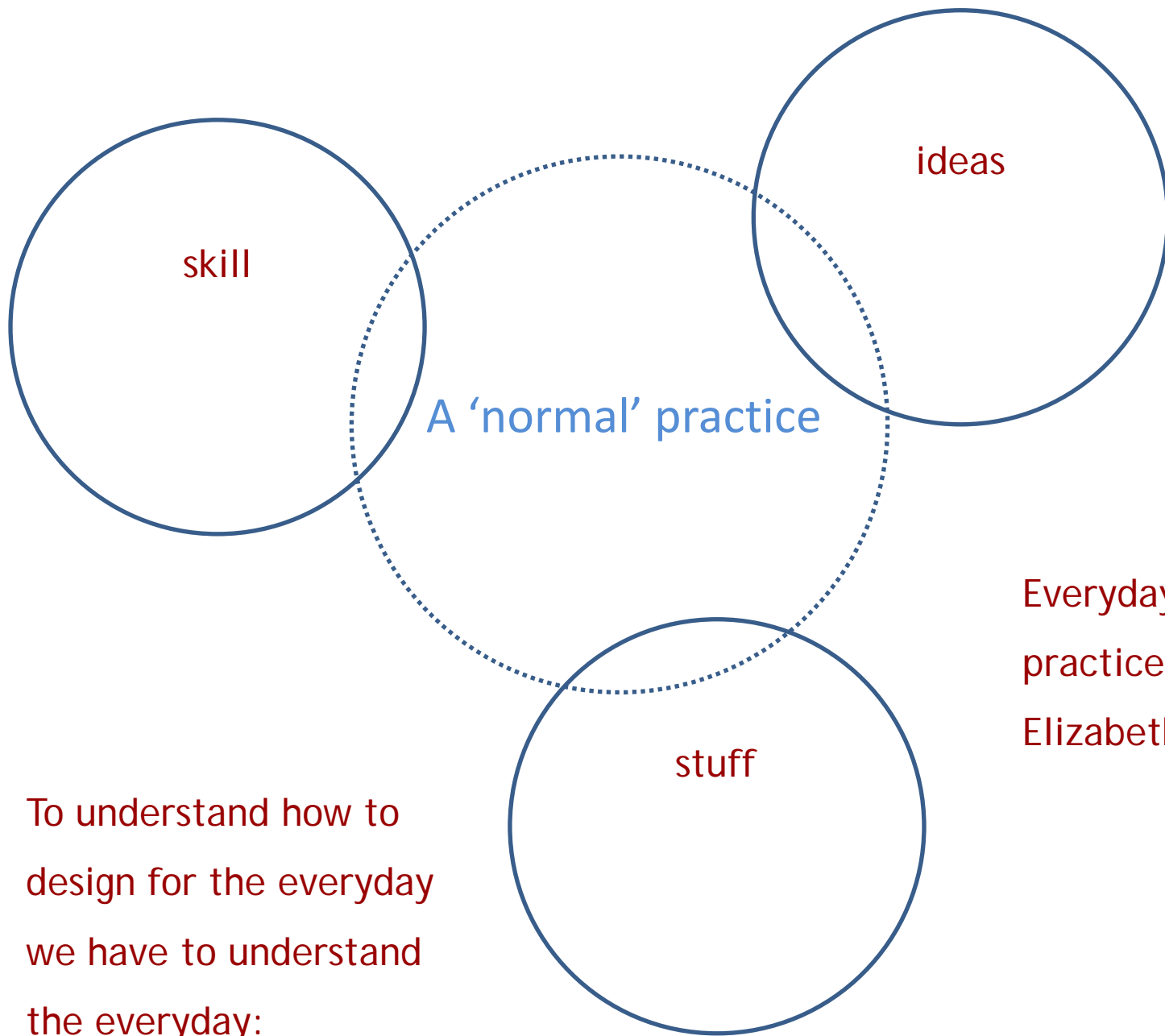
Bottom-up

e.g. 'Instructables' <http://www.digitaluniverse.net/upcycling/>

'a huge indigenous collective design programme' (Fisher and Shipton 2009)

Collaborative

package designs as 'intermediaries' that provide openings for re-use



Everyday
practices - after
Elizabeth Shove

To understand how to
design for the everyday
we have to understand
the everyday:



From this



To this



A creative re-user – Samuel Bernier