

Copenhagen Forever

'Copenhagen Forever' is design fabricated in Copenhagen; made out of material recycled from waste and by-products from the citizens, institutions, and the trade and industry of Copenhagen.

'Copenhagen Forever' is products for the home, the office and public spaces, but it can also take form as an event or an exhibition.

The objective is not only to use design to inform and involve the citizens of Copenhagen in reuse and recycling, but also to inspire and facilitate designers and architects with the necessary knowledge of how to use recycled material.

The project is being developed in parallel with Barcelona Forever following the same concept. Hopefully next year we can take the first steps with Berlin Forever.

Copenhagen Forever is design "made in", "made by" and "made from" Copenhagen.

Why Copenhagen and other cities need the "Forever" concept.

Manufacturing processes have undergone radical change during the past 50 years: Mass-production techniques have dramatically increased volumes, speed and efficiency. This has lowered the piece price of products, that previously represented a considerable investment, to a level at which we can buy, use and throw out, according to the fashion of the time. The "disposable" culture has thrived over the last several decades.

Globalization has made it possible to import materials from the other side of the planet, and it is now generally cheaper to produce an item in China even when it will subsequently be sold on "Strøget" in Copenhagen.

This is an unsustainable situation environmentally, and for many big cities, it is also a drain on the local economy.

According to the EU, each European generates annually an average of 3,5 tons of waste, which equates to 1,3 billion tons of rubbish for the European Union alone, - and this does not include waste from industry nor from agriculture.

80% of all Europeans live in a city, and a third of these live in cities with more than 1 million inhabitants.

Maybe it is easier to shed the feeling of responsibility for nature when living in a city: The waste disappears "forever" with the rubbish lorry, so why worry about the stain ones' life leaves behind.

Some citizens are environmentally conscious and divide and recycle their waste, but few actually realize the potential of this waste if it is re-used as a raw material. The challenge lies in showing people the future of recycled material, thereby involving them, and making them aware of their role in the material cycle of the city.

What is Copenhagen Forever?

Copenhagen Forever is mainly focused on product design for the home, office and public spaces.

It will always be made of materials recycled from Copenhagen or its environs.

Behind each different design are many hours dedicated to researching the local waste system, including the development and manipulation of the recycled material and the analysis of it's lifecycle.

To help the end-user understand this product lifecycle, each design is sold with the following information:

The composition and origin of the material:

The principal material will always be material recycled from the waste and by-products of the city of Copenhagen, or from as close by as possible.

It is important for the user to understand that the material employed is recycled from his or her city. In certain cases, the user who recycles regularly may well end up with a product that he or she has inadvertently helped to create.

The information provided could be "polyethylene recycled from plastic collected from household waste" or it could be even more detailed if the item is to be made of a by-product from a specific company

The Designer:

The product can either be created by Copenhagen Forever or by outside designers.

Copenhagen Forever wishes to create a platform for designers and architects who want to focus on recycling.

The producer of the material:

Rarely is it possible to use the waste material or by-product as it is: The material typically needs some kind of manipulation. Take car tires for example: the reinforcement needs to be

removed and the rubber shredded.

This label provides an opportunity for the industries that work with recycled material to establish contacts with other companies and/or individuals who might be interested in using their material.

The producer of the product:

Copenhagen Forever wishes to support local industry and craftsmen, and at the same time keep down CO2 emissions, which is why all the products will be made in Copenhagen or its' immediate surroundings.

For the producer, it is an opportunity to work with recycled material and acquire a knowledge that can be used to benefit other projects and contexts.

Lifecycle

The future of the product: What should the user do when the product is no longer wanted?

This might include information on how to break the product down into its' constituent parts. It could also offer creative suggestions of how to reuse, adapt or change the product into something new; for instance, how the laptop bag made from recycled felt can be cut to make a pair of oven gloves.

Our goal

Copenhagen Forever intends to demonstrate the value of 'waste' using functionally designed products to explain different materials lifecycle.

Design is a powerful communication tool, and the citizens of Copenhagen will get the chance to understand the potential lifecycle of the waste from their city, and hopefully thereby appreciate their shared responsibility towards recycling.

Once people can see a future using these 'new' materials, they will become much more aware of the contribution that they can make towards a cleaner and more sustainable city.

The primary goal is to involve the citizens in the recycling process and give them a good reason to help themselves, but also to create open source information that can help and inspire designers and architects in their work.

Re-using and recycling is a responsibility that we all carry.

Industry must change its' attitude to 'waste' and come to see it more as a useful by-product, at the same time, learning to include the by-products from other companies in their own manufacturing processes.

Simultaneously, it is important that the citizens become accustomed to buying and using products made from recycled material.

It is a question not only about information and habits, but also very much about design.

The Forever concept works towards sustainable cities; not just environmentally, but also socially and economically. The goal is to involve as many private individuals, organisations, institutions, private companies, universities etc. as possible, and thereby create a broad understanding of our shared responsibility for the material lifecycle of the city.

The Forever concept is a plus for a city that promotes itself as sustainable. As souvenirs, 'Copenhagen Forever' products are small environmentally friendly pieces of Copenhagen.

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"Fast Forward"

'Copenhagen Forever' is being developed in parallel with 'Barcelona Forever' as part of the same concept.

'Barcelona Forever' started in 2008, and has already made several events and workshops, and is at present creating its' first prototypes.

'Barcelona Forever' collaborates with schools, public and private institutions as well as local companies.

Likewise, it is the goal to find support and collaborators from many different areas in Copenhagen.

The first material experiments and prototypes for 'Copenhagen Forever' will be developed during the summer of 2009 at the National Workshop for Arts and Crafts. A two month long residency has been awarded for the project.

The first step has been taken towards creating 'Berlin Forever' during 2010.

Who is 'Copenhagen Forever'?

The "Forever" concept was created by a Danish designer who has lived and worked for the last 8 years in Barcelona. She has developed different projects related to sustainability and has directed several workshops on materials and recycling.

The main group of hardworking people that have contributed to the project up until now are: Anke Pasold, Isak Foged, Pablo Cunningham, Nick Adam, Carlos Prieto, Ana Rodríguez de Lizana, Txema Hernández and Mette Bak Andersen.

A group dominated by architects and designers, but where knowledge from other professions has proved indispensable.

'Barcelona Forever' and 'Copenhagen Forever' are registered brands ('Copenhagen Forever' awaiting confirmation.)

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