

Plastic is forever

How can throw-away plastic become a symbol of luxury?

Plastic is forever

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Project Information (EN)

The single-use plastic industry is dependent on 'externalizing' the true costs of product production in order to keep the prices low. This has led to the mistreating of a very resilient material. What are the true costs of consuming throw-away plastics? The long life span and the constant increase in production, is already costing us the health of Earth and its inhabitants. Plastic is not the only mistreated resource. The price of diamonds has skyrocketed only since the last century, thanks to a marketing strategy that made them a symbol of love and eternity. Its pseudo value is analogous to the artificially low price of throw-away plastics. Both are produced from resources extracted deep underground, which took millions of year to develop and both are going to be passed on for generations to come. Internalizing the total environmental costs of playing with fossil fuels could make single-use plastics so expensive, that owning them would be considered an extravagance. If the famous slogan 'diamond is forever' changed the diamond industry, then this project attempts to turn throw-away plastics into a symbol of luxury, by spreading the maxim 'plastic is forever'. Plastic is not the only mistreated resource. The price of diamonds has skyrocketed only since the last century, thanks to a marketing strategy that made them a symbol of love and eternity. Its pseudo value is analogous to the artificially low price of throw-away plastics. Both are produced from resources extracted deep underground, which took millions of year to develop and both are going to be passed on for generations to come. Internalizing the total environmental costs of playing with fossil fuels could make single-use plastics so expensive, that owning them would be considered an extravagance. If the famous slogan 'diamond is forever' changed the diamond industry, then this project attempts to turn throw-away plastics into a symbol of luxury, by spreading the maxim 'plastic is forever'.

Projectinformatie (NL)

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Image List

Filename	Caption	Credit
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plasticd4_1632819119.jpg	thumbnail	Filips Stanislavskis
plasticd1_1632819131.jpg	Installation view inside a bank safe	Filips Stanislavskis
plasticd2_1632819138.jpg	Advertising poster - Plastic is Forever	Filips Stanislavskis
plasticd5_1632819146.jpg	excerpt from research document	Filips Stanislavskis
plasticd9_1632819525.jpg	installation view	

The images above are included in the ZIP under /images.