

A BLUNT STORY

An alternative materials narrative that propagates a transition away from an economy reliant on fossil fuels, to one that can be sustained.

Een alternatief verhaal dat pleit voor een omslag van vervuilende economie naar duurzame economie.

Hosted by: Chandni Batra

Project Information (EN)

As an antidote to outdated ideals...and materials, we created our materials to reflect our hope for evolution. We chose to abandon the crude oil paradigm and eradicated all petroleum-derived plastics and petrochemicals from the entire chemistry of the sole – UNCRUDE®. For our uppers, we repurpose and upcycle waste that would otherwise end up in our waste streams –UNWASTE™. Our medium serves as our message, as the materials, we develop work to inform and engage our audience to better understand their impact. We take this further into our construction and design of the range as we expose the materials underneath and invite the wearer to question said materials. Together, Uncrude® and Unwaste™ represent a shift in the way we design; as what is consumed in the process of creation holds as much, if not more, weight than whom we design for.

UNCRUDE® - Post extractive prototype 01 - plant-based and plastic-free.

Like many other industries, plastics have been celebrated in the footwear industry as both a performance and aesthetic benchmark. In the soles, where the reliance on crude-oil derived polymers and petrochemicals is most felt, we eradicated all of them to keep them from leeching microplastics and toxins. Our sandals sit on our signature UNCRUDE® soles that are 100% free of petroleum-derived resins, petrochemicals and plasticisers. Developed in-house with renewable plant-based materials and chemistry that cares for the makers. With India being the largest exporter of rice in the world, it is left dealing with a lot of the waste from the process. We utilise the abundantly available waste from rice farming alongside bio-based oils in the process. The resulting footbed is 96% bio-based and the outsole is 70% bio-based. They are also recyclable.

UNWASTE™ - Post extractive prototype 02 - Recycled

With Unwaste we address end-of-life issues from industries reliant on crude. Like other developing and underdeveloped nations, India sits at the heart of the global waste trade. With our uppers, we look to address the surmounting waste problem while keeping it out of our waste streams. The sneaky bit of plastic foam that sits hidden between layers of the upper is often overlooked. This plastic foam is replaced by a cushioning made entirely from post-consumer garment waste, that we call UNWASTE™. Developed with our partners, this too is recyclable. Recycled polyester from pet waste and leather offcuts from the luxury automotive industry make up the rest of the upper. With uppers lined with anti-microbial Bamboo fabric on the inside, and our plant-based Uncrude footbed the sandals are designed to keep feet cool, dry, and free of toxins.

Projectinformatie (NL)

Als tegengif voor verouderde idealen... en materialen, creëerden we onze materialen om onze hoop op verandering te weerspiegelen. We hebben ervoor gekozen om het aardolieparadigma te verlaten en alle kunststoffen en petrochemische stoffen uit de hele chemie van de zool te verwijderen - UNCRUDE®. Voor onze bovenzolen hergebruiken en upcyclen we afval dat anders in onze afvalstromen terecht zou komen - UNWASTE™. Ons medium dient als onze boodschap, want de materialen die we ontwikkelen zijn bedoeld om ons publiek te informeren en te betrekken bij het beter begrijpen van hun impact. We nemen dit verder mee in onze constructie en het ontwerp van de reeks, aangezien we de materialen eronder blootleggen en de drager uitnodigen om deze materialen in vraag te stellen. Samen vertegenwoordigen Uncrude® en Unwaste™ een verschuiving in de manier waarop we ontwerpen; aangezien wat tijdens het creatieproces wordt verbruikt evenveel, zo niet meer, gewicht in de schaal legt dan voor wie we ontwerpen.

Image List

Filename	Caption	Credit
ddw3_1661536887.jpg	A BLUNT STORY Uncrude® material development	Photo by: Ayush Kumar; Edits: Satyam Uniyal
ddw_1665567722.jpg	A BLUNT STORY _ A Deconstructed Dream	Photo by - Ayush Kumar
a-blunt-story-flip02-copy-ddw_1665568868.jpeg	A BLUNT STORY _ Flip S(L)ide	Photo by : Ayush Kumar
ddw4-copy_1665567904.jpg	A BLUNT STORY	Photo : Ishika Madan
ddw5-small-15_1665569896.jpeg	A Blunt Story puts agricultural waste to use	

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