

# HYDRO [R100] TALK

October 19, 10:30FROM SCRAP TO DESIGN ICONHow five internationally renowned designers turned Eindhoven's waste into tomorrow's design language

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**Hosted by:** Hydro

## Project Information (EN)

### A showcase of hyper-local production

The Hydro [R100] project started with the harvesting of post-consumer aluminium from decommissioned greenhouses and light poles in the Eindhoven area. Turning locally sourced aluminium scrap into design objects showcases urban mining in practice, and the exhibition features new works from designers Sabine Marcelis, Keiji Takeuchi, Cecilie Manz, Daniel Rybakken and Stefan Diez. Each design object is brought to life within a self-imposed limit of a 100-km production radius in the Benelux region.

By making products entirely from post-consumer aluminium, the emissions from the production of the material are drastically reduced, and this has allowed Hydro to shift its attention to transportation emissions.

The main hypothesis was that the 100-km radius would result in a dramatic reduction in carbon emissions related to transportation while also potentially reducing lead times and increasing efficiency.

The hypothesis held true. Comparing transportation emissions with last year's project, the [R100] project shows a staggering 90% reduction in carbon emissions from transportation.

## Projectinformatie (NL)

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## Image List

Filename	Caption	Credit
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talk-lineup_1760533951.jpg	Featuring Sabine Marcelis and Stefan Diez	
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The images above are included in the ZIP under `/images`.