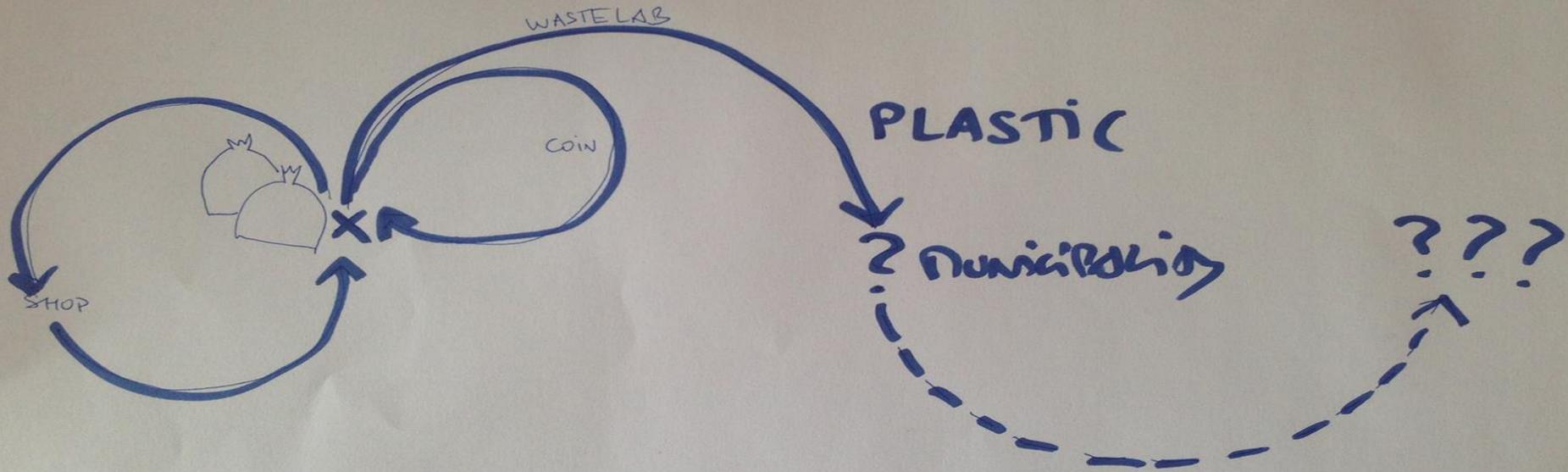
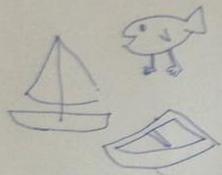


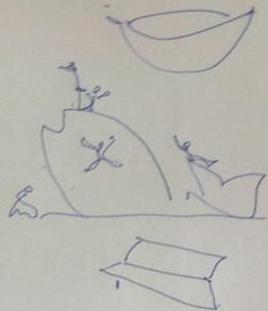
FUN PLASTIC

A community waste collection,
re-design & making game

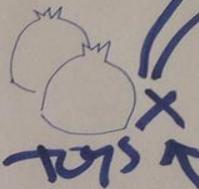




PLASTIC REGATA



PLASTIC RACE



TOYS

WASTE X

WIN

VISIBLE STORAGE

Circular City

Community

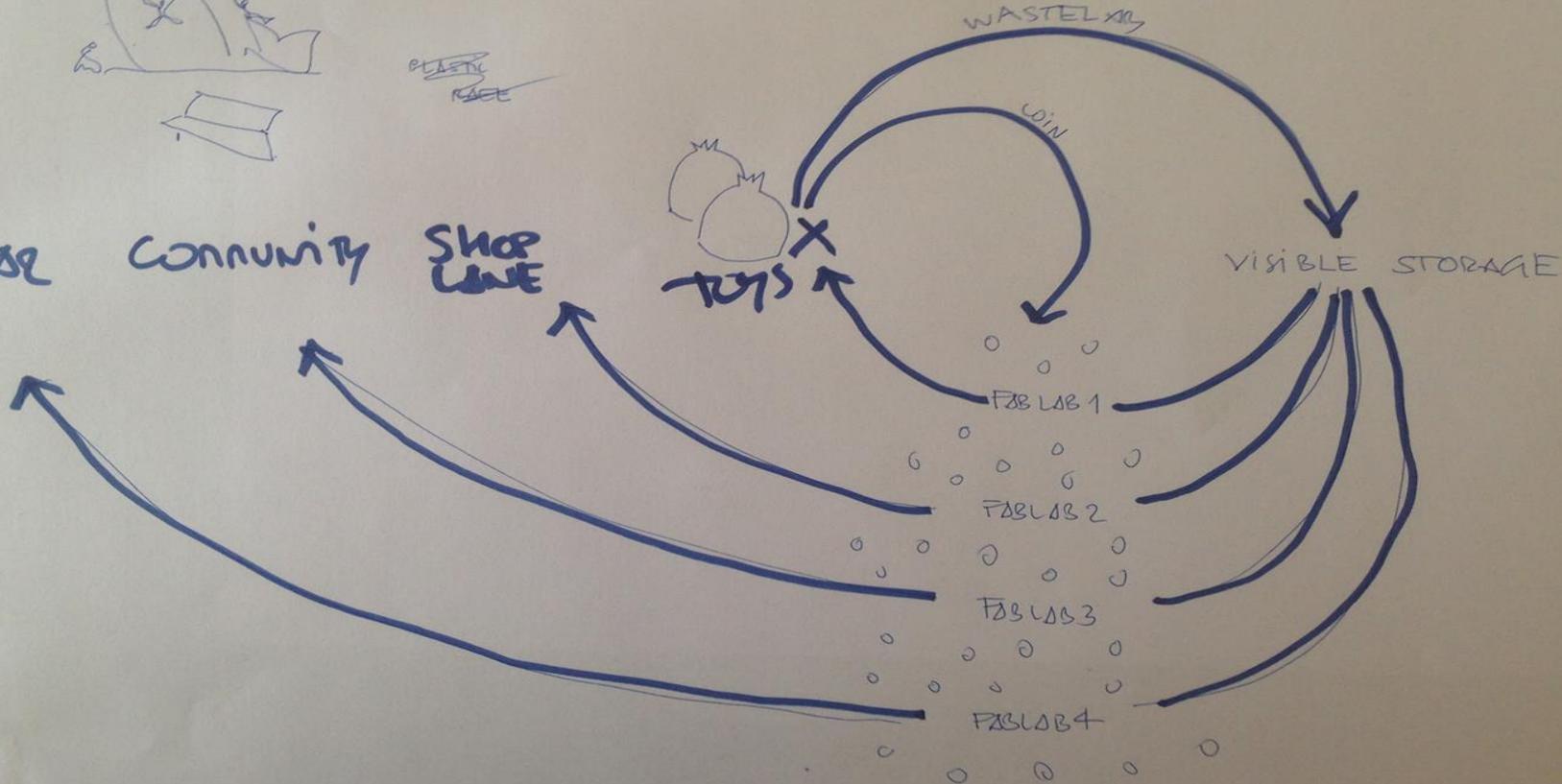
SHOP LOUVE

FAB LAB 1

FAB LAB 2

FAB LAB 3

FAB LAB 4



Game Objective

Re-frame the value of plastic

because of the low visibility of the reuse of the plastic in the community. We want to re-energize this part of economy & bring it back into community ownership as a material to be creative with.

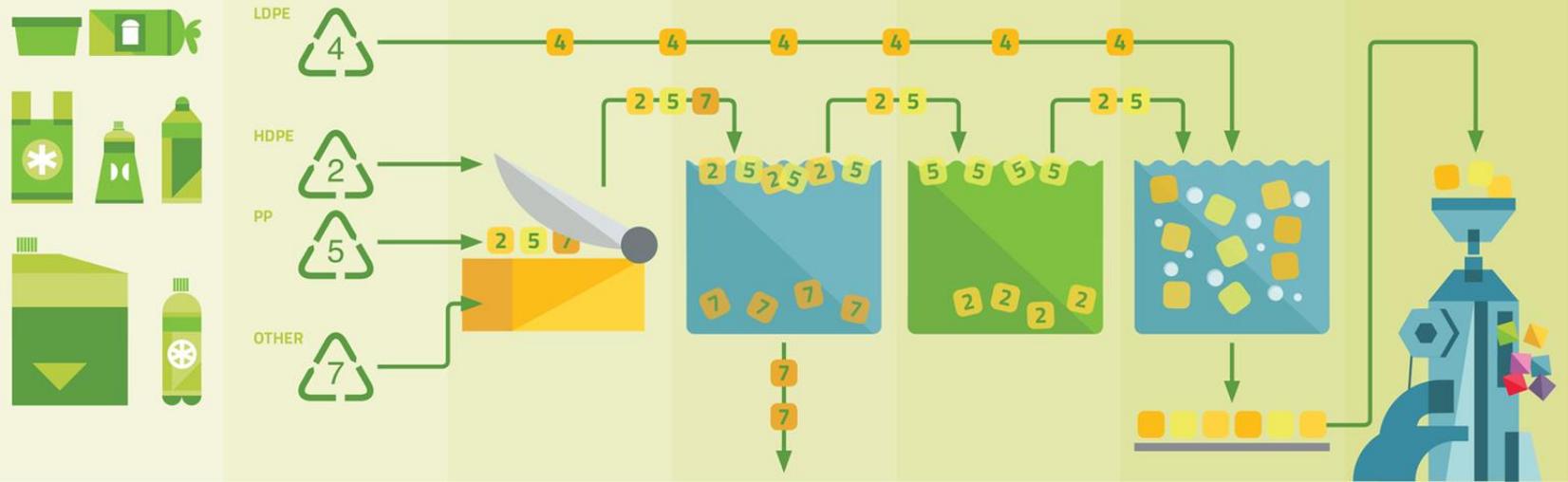
Enable community to explore and recover value in a more tangible, social and hands-on manner (community of practice).

Transform perception of plastic, from trash into something of infinite use and beauty. Plastic collection is making your neighbourhood colourful.





- 0** Collect plastic
- 1** Separation
- 2** Rough cut
- 3** Water separation
- 4** Oil separation
- 5** Wash and dry
- 6** Shred for use



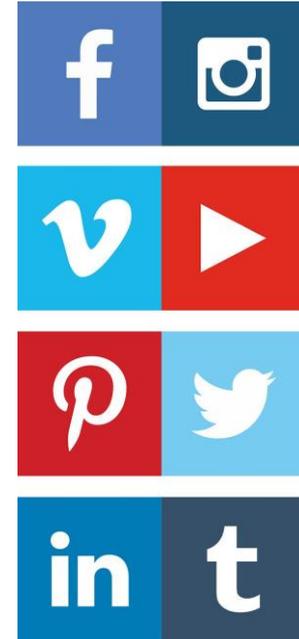


How it works?

F **U** **N** **P** **L** **A** **S** **T** **I** **C**

1

Sign-Up and create a profile. This account can be linked to your favorite social media, in order to find your friends and compare your rankings by virtual Wasted Coins or Acquired Objects.



Upon creating your account/profile, use different Wasted Coins to create available objects made by recycled plastic (see below) or make your own object



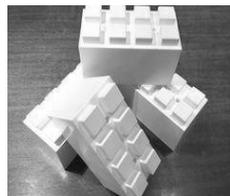
Wasted Coin x 1



Wasted Coin x 15



Wasted Coin x 190



Wasted Coin x 7



Wasted Coin x 10



Wasted Coin x 150



Create your own object with an online editor.
The Wasted Coins price depend on the amount of used plastic blocks.



How to obtain Wasted Coins?



2

Get your Wasted start-up kit
(QR Code generator and plastic separation instructions)

*OMG, I was throwing
money away!*



3

Collect plastic and invite your friends to help you achieve your Wasted Coins' goal

*HELP! I need somebody
(and 80 Wasted Coins)!*



4

Get your collected plastic with your personal QR Code to your school or closest collecting point



6

After reaching your virtual budget goal, exchange Wasted Coins online and get a desired object at the Wasted Lab or get access to it for your own object production

I should build a container next!



Repeat as many times you want!



Gameboard

Depot

Collection Point
Rode Kruisstraat 40

3

Pekmarkt

Sign-up & collection point
Van der Pekstr./Jasmijnstr.

2

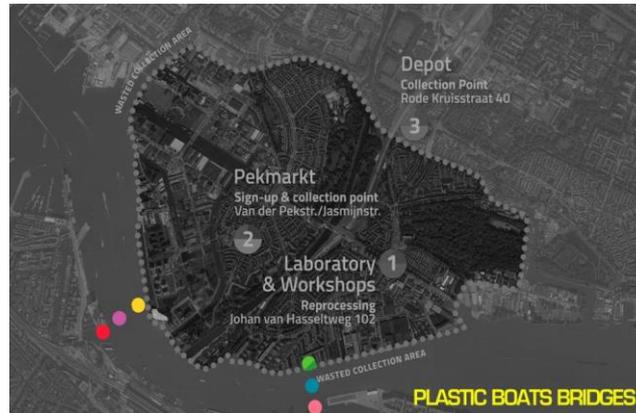
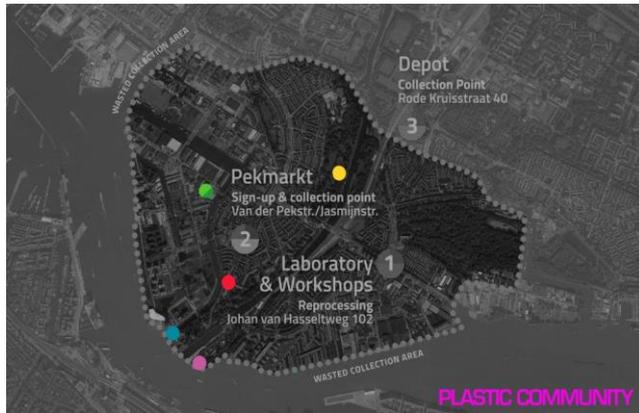
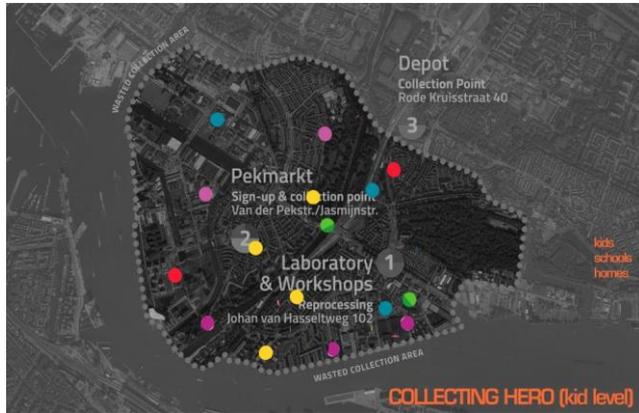
Laboratory 1
& Workshops

Reprocessing
Johan van Hasseltweg 102

1

WASTED COLLECTION AREA

WASTED COLLECTION AREA



What character
you want to be?

Collecting Hero
(community project)

Captain

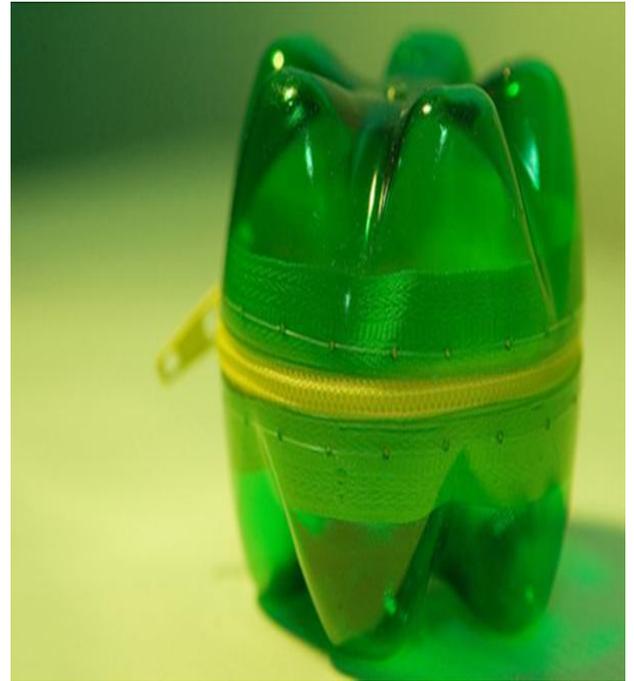
Merchant

Designer

Plasticmonster

(Robin Hood)

DYI options



Interventions in public space



Doodle Craft
www.doodlecraft.blogspot.com



North / South Amsterdam boat race



Re-activation - enriching user experience

Community happening - rabbit hole into game

Evidence of plastic waste having a trail around the neighbourhood...

Follow the trail, to recover fragments of story

- Grotesque greedy comfort (plastic) eating creatures
- Living off scraps, get ever more hungry
- WE have been feeding these creatures
- Trail takes us to a hidden space, to find the baddies...

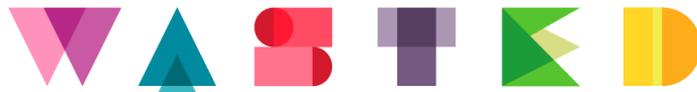
Grotto of recycled beauty...



THANKS!



Play the City



A Neighborhood Laboratory for Plastic Waste Upcycling

Special thanks to www.wastedlab.nl