

Design for the circular economy ECOBIRDY RECEIVES INTERNATIONAL DESIGN PRIZES



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Launched in January 2018, ecoBirdy is looking back at a successful first year winning five international design prizes and being invited by more than ten exhibitions and museums to showcase pieces of its debut collection. ecoBirdy's story also went viral reaching over 20 million views on the self produced video.

In Australia Good Design Award 2018 praised ecoBirdy for "its outstanding Design and Innovation" finding it "a simply wonderful design story, a project that will influence the prosperity of our world". 2019 German Design Award reveals ecoBirdy as winner for the "excellent design" of chair Charlie, while Henry van de Velde Award – the most important Belgian Design Prize – announced ecoBirdy winner of the category "Ecodesign".

The Victoria and Albert Museum of Childhood – UK's National Museum of Childhood which is the largest institution of its kind in the world – has selected ecoBirdy chair Charlie to be added to its permanent collection of children's furniture pieces. Other exhibitions and museums that have invited ecoBirdy to showcase pieces of its collection include Taiwan Design Expo in Taichung, REHOGAR Exhibitions all over Spain, Indonesian Contemporary Art and Design Festival in Jakarta, Museum of Art and Cultural History Dortmund, Giult Free? Exhibition by FranklinTill at London Design District.

About ecoBirdy

ecoBirdy transforms old plastic toys into beautiful design furniture for kids. The four-piece debut collection is entirely made of upcycled plastic waste and can easily be recycled again. It includes a table and chair with sturdy legs and rounded edges, a lamp shaped like a rhinoceros and a kiwi-shaped storage container with removable beak. Based in Belgian fashion and design capital Antwerp, the designers have not only created design pieces, but a whole system from the collection and recycling of old, unused plastic toys to the design and production of the furniture. An accompanying storybook and school-programme has been designed to introduce youngsters to the concept of circular design and inspire them to contribute to a more sustainable future. It was essential to the founders that each step be based on social and environmental responsibility. The design, recycling and production of ecoBirdy furniture is all done in Europe. Fair business practices are an integral part of the ethos.

Awards

- Australia Good Design Award 2018, Category Outstanding Design and Innovation, Winner
- Play It Green Award 2018 by affili.com, Winner
- Innovation Award 2018 by Kind & Jugend Fair, Nominated
- German Design Award 2019, Product Design, Winner
- Blickfang Design Preis 2018, Designmesse 2018 Bern, Winner
- Henry van de Velde Award 2019, Category Ecodesign, Winner

Exhibitions

- REHOGAR Exhibition, Barcelona, San Sebastian, Madrid, Valencia
- Taiwan Design Expo, Taichung
- Indonesian Contemporary Art and Design Festival, Jakarta
- Guilt Free? Exhibition by FranklinTill on the occasion of London Design Week
- Ecover Pop Up Space, Antwerp
- Museum of Art and Cultural History Dortmund, Exhibition "Auf Möbel. SitzPolsterModen"
- V&A Childhood Museum, London, ecoBirdy chair Charlie part of permanent collection
- Allizé-Plasturgie Lyon, "Plastic, precious metal. Join the ring of circular economy"

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