



Travels in sustainability

Two designers, **Aart van Bezooyen** and **Paula Raché**, have left the studio and embarked on a round-the-world journey focusing on getting a global perspective on sustainable design. With the project in progress, they report on their experiences so far

Last Monday, our Brazilian friend Claudia offered to drive us to the airport...until she realized that Monday was her “car-free day.” Cars in São Paulo have to stay off the road one day a week, a regulation that was introduced to reduce the city’s heavy traffic. Even the city’s own mayor uses a helicopter in order to be on time for his meetings. Of course it’s a pity that we lost our ride to the airport but somehow we appreciated the sustainable sound of this solution to reduce heavy traffic in a city where traffic is a monster. That is, until our friend explained that this “sustainable idea” resulted in most people buying two cars allowing them to (again) drive all week. Just one example of why it’s not easy being green.

Our “It’s Not Easy Being Green” project is an initiative exploring sustainability in materials and design around the world. A year ago we decided to embark on a unique project; instead of the usual desk research we started planning a creative journey around the world.

Over the course of 184 days, we are offering inspiring lectures and materials workshops to explore the practice of sustainability by meeting, discussing and working with local young creatives and professionals.

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We planned this six month tour to document existing sustainable practice and hear people’s firsthand experiences.

Instead of offering quick answers, this project is more about raising questions and creating awareness with the help of great people, places and things along the way. During the journey we’ll conduct explorative research focused on sustainability.

Our first lecture and design workshop was scheduled at the

Pontifical Catholic University of Paranã, Brazil. We were invited to inspire the design students with a lecture on the role and importance of materials in design, industry and

education. With “Olã, boa noite!” we began our presentation for some 50 design students and local design professionals. Our lecture explored case studies including bricks made of bacteria and future concepts based on new materials developments. We also brought in material samples so the students could explore the look and feel of the materials we reviewed in our lecture - we found that these samples are great tools to start discussions with and between the students. |

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