



Why don't you...[re]design christmas

Interview of Sarah Johnson – [RE]design Founding Director
by L'Observatoire de l'Ecodesign

OED : How did [re]design come up with idea of a MIY book ?

[RE] : [re]design has always been interested in MIY as a strategy for sustainability. We think that getting hands-on with materials and products is good for everyone. It makes us appreciate more the value of what we have, gives us new skills, and helps us think about waste in creative ways.

OED : How did [re]design design the format of the book ?

[RE] : The format of the book was largely driven by production constraints. On this project we were unable to commit to a colour litho print run and needed to produce cheaply, digitally on demand. We think that the subject matter suits the simple black and white style.

OED : Did you make a selection on the designer ? How the projects were developed with the designer (collaboration, proposal...)?

[RE] : We put a call out to our list of designers, who sent in their proposals. Some designs were created specifically for the book, others were already in existence.

OED : Did you have specific criteria to choose/select the object ?

[RE] : We chose a range of projects for a cross-section of ability and skill, that could be used as a festive gift or decoration.

OED : Which are your green words and the one used especially for this book ?

[RE] : [re]design have identified nine [re]strategies that are being used today - singularly or in combination - to create design that's friendly to people and the environment. The ones that apply most to the book are highlighted in green:

[RE]CLAIM Designs using waste materials in the raw, without reprocessing.

[RE]CREATE Customised or personalisable designs – making an emotive connection between owner and object.

[RE]CYCLE Designs made with reprocessed waste materials.

[RE]DUCE Designs which minimise waste of energy and materials, are multifunctional, or raise awareness of resource use.

[RE]MAKE Designs that allow easy, cost effective disassembly and re-use of parts or recycling at end of life.

[RE]MIND Characterful designs that evoke memories, reminding you to treasure them.

[RE]SOURCE Designs using renewable natural materials, managed to ensure a sustainable supply.

[RE]SPOND Sociable designs which invite interaction and friendliness.

[RE]USE Designs making creative use of readymade, second-hand objects and components.

OED : We thank [Re]design for all their contribution.

