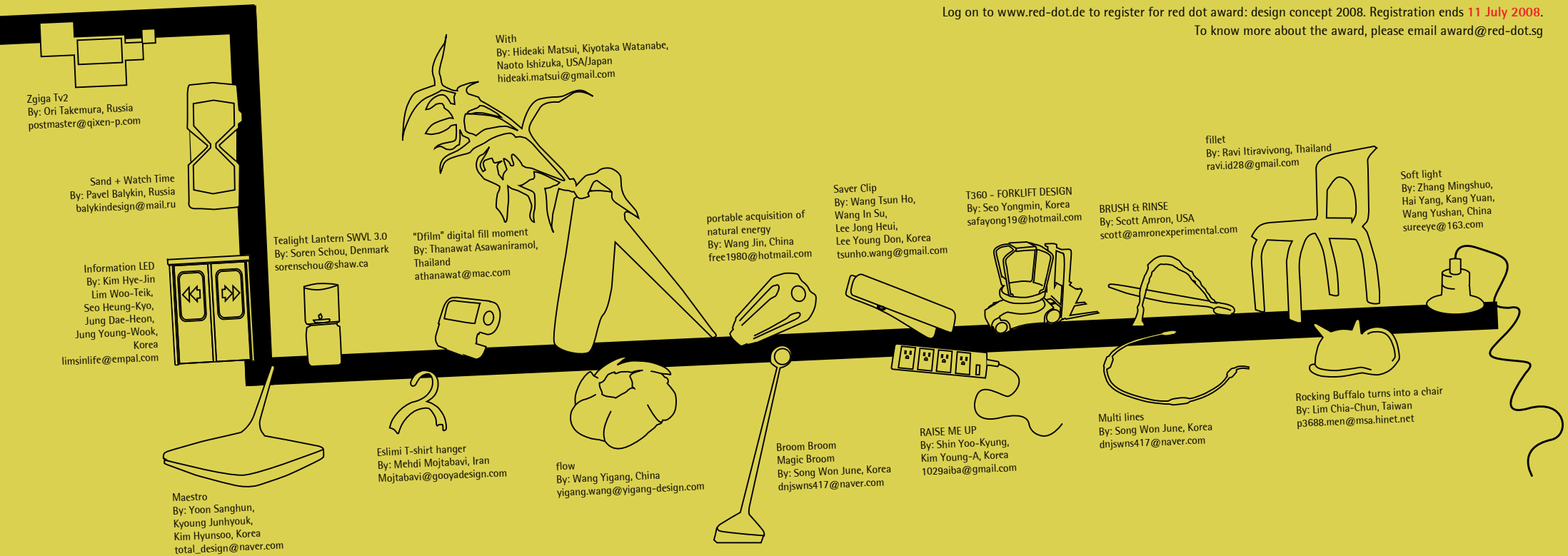


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UNITED_BOTTLE
By: INSTANT ARCHITECTS, Switzerland
instant@instant-arch.net

The **UNITED_BOTTLE** scenario is based on the idea that newly designed PET bottles can be used as instant building materials for temporary housing or small-scale structures. Thus, they can add additional recycling circuits to the existing ones.

Fifty billion PET bottles are currently circulating in Europe alone. Since the obligatory bottle deposit was introduced in Germany, the return quota has exceeded 90 percent. PET bottles can be used as returnable bottles as well as recycled, and transformed into a variety of products – from all forms of PET vessels to textiles (such as linings and fleece fabrics). This process – called “up-cycling” – mostly occurs in China, the final products being sold again on the European market.

This intersection of local and global circuits forms the basis of the project **UNITED_BOTTLE**. Taking into consideration the increasing scarcity of resources, **UNITED_BOTTLE** suggests additional recycling circuits. The project's working hypothesis is that future design should think beyond the product; that the waste the project will eventually become should also be designed in order to open up possibilities for prospective use. The PET bottle offers an ideal model with which to study and implement this design agenda.

Industry partners

In 2007, the following companies from various industries, helped winners in commercialising their winning design concepts.



Meiban is a fast growing contract manufacturer that focuses on product design and manufacturing. In 2004 and 2006, Meiban was named by Forbes Magazine as “one of the Best under a Billion companies”, while DP Network hailed the company as one of the Top 15 fastest growing Singapore companies.



Design Exchange creates globally competitive products for some of the world's notable brands; like HP, Motorola, B&O, Lenovo and Philips. Since 1994, Design Exchange has helped companies gain a competitive edge by creating reliable, award-winning products – from concept to manufacture. Design Exchange provided engineering and production expertise to produce the United Bottles concept as seen in this exhibition.



Pico Art International Pte Ltd is a market leader in the field of exposition design, construction and operation. Since inception in 1970, the company has grown steadily from a handful of skilled craftsmen to a global event marketing company with a workforce of over 1,500 worldwide.



Gregory Ong & Co. is a niche law firm with a strong competency in Intellectual Property and Commercial matters. The firm guides and educate designers in properly protecting and leveraging on their intellectual property.



STIKFAS™ is the brand that defines a new genre in toysmith. In 2002, STIKFAS™ was awarded “Best Original Concept” in “Best of the Best 2002” by Wizard’s Toyfare Magazine, and 2nd for “most Innovative Toy” in a consumer poll by Toyshop Magazine.