

Welcome to Out & About, Blue Marlin's review of interesting stuff around a central theme that has caught our eye. We hope you like it and we'll send you another one in a few months.

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1 Photo credit:
<http://design-fetish.blogspot.com/2010/08/celebrity-lamp.html>

2 Photo credit:
<http://www.freitag.ch>

This issue is about **reappropriation**.

By taking old, established ideas and combining their most successful elements, we not only borrow their heritage and stature, but create something new and vital.

That certainly applies to Ray Bans re-imagined as a lamp. Freitag bags are individual, fresh and eye-catching. Made from old seatbelts, inner tubes and tarpaulin, no two bags are the same.

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Refreshes the parts...

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All sorts of elements can be repurposed into objects of desire, from circuit boards to skateboards and from ring-pulls to pasta packaging.

According to exclusive research by Blue Marlin, the hardships caused by global recession have been peculiarly refreshing and liberating. Materialism lost its stranglehold on people's values, and recession ushered in a time of intense innovation and reinvention. Reappropriation is a powerful expression of the new ethos.

3 Photo credit:
<http://www.lostatemi-nor.com>

4 Photo credit:
<http://inhabitat.com/sustainable-style-escamastudioaluminum-handbags>

5 For more information contact
ruth.nicholas@bluemarlinbd.com

6 Photo credit:
<http://www.treehugger.com/files/2010/10/french-food-packaging-fashion-katell-gelebart.php>

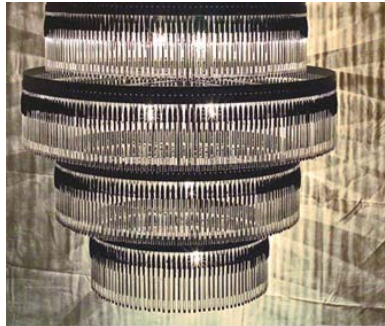
7 Photo credit:
<http://www.suck.uk.com/products/skatemirror/>

from around the Blue Marlin network

SYDNEY

From writing to lighting... This recycled Bic pen chandelier is designed by En Pieza. The Volivik Chandelier is handmade using 895 Bic pens and paperclips. What I love is that it takes something very iconic, everyday and commercial and turns it into a piece art. The Bic Cristal has been an iconic brand since the 1950s. With a ballpoint writing tip and ergonomic design, the Bic pen was responsible for replacing the fountain pen, thus changing the face of the worldwide pen market to mostly ballpoints.

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LONDON

Rodrigo Almeida is the perfect example of a designer who has joined the reappropriation movement. The Brazilian designer has created a new aesthetic landscape by reinterpreting the everyday into new forms. He seeks out objects with defects and uses them to create objects of craftsmanship and intrigue. He gives a second life to found materials and objects by combining them and adding new functionality. His elegant solutions show that one man's trash can be transformed into another man's treasure.

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SINGAPORE

Palau Semakau, off the south coast of Singapore, is perhaps the ultimate example of reappropriation. The flourishing island, which boasts coral reefs, mangrove plantations and rare species of wildlife, is constructed from recycled rubbish. Samakau is the world's only ecological offshore landfill. The island is divided into 11 bays, which are then filled with Singapore's rubbish once it has been processed, cubed and sealed in plastic and clay. Once filled, the bays are then covered with earth and planted with grass. Samakau provides an ongoing solution to Singapore's urban waste needs, which does not impact upon the delicate surrounding environment.

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NEW YORK

Wait – there were only supposed to be three “Rs.” All I had to do is reduce, recycle and reuse and then I could feel good about myself on Earth Day. But now there is a new “R” in town: reappropriation. Where the former “R’s” ask you to use less, buy less, and separate your trash, this new “R” asks you to stretch your imagination and create something new. It’s not a solution to a problem; it’s an opportunity for unique innovation. The Highline in NYC is a case in point. This new park is built on the top of an abandoned elevated freight rail that ran down the west side of Manhattan. Once a ruin, it is now a beautiful public space, offering breathtaking views of one of the most exciting cities on the planet.

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Photo credit:
<http://www.enpieza.com>

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<http://rodrigoalmeidadesign.com>

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<http://freshkillspark.wordpress.com/2009/11/30/pulau-semakau>

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<http://tmagazine.blogs.nytimes.com/2009/06/23/newyorkbotanyhighline-planting>