

Future Factory Promoting sustainable design

Forthcoming Events

Date		Event
Month	Date	
March 2010	19 th	<p>Packaging the Future Workshop 1 – “Unwrapping preconceptions” – Introductory workshop defining sustainable packaging.</p> <p>By Tom Fisher & Janet Shipton (Authors of <i>Designing for Re-Use: The Life of Consumer Packaging</i> (2009))</p> <p>This introductory packaging workshop investigates the unique nature of packaging; busting some of the sustainability myths which prevail. Looking at the associated material values and asking how and why packaging usually undergoes its ‘magical’ transformation into waste at the moment it gets separated from the product</p> <p>09:30 – 12:30, City Centre campus, Nottingham Trent University</p>
	22 nd	<p>Workshop – Rebecca Earley, designer and Senior Research Fellow at the Chelsea College of Art and Design – “Sustainable Fashion and Print Technology”</p> <p>Rebecca is an award winning textile designer, and also works as an educator. For over a decade she has been interested in how fashion and textiles impact upon the environment and has explored the role designers have in this relationship, and what they can do to face these issues.</p> <p>Lecture for students & delegates at 13:00 – 13:45 (Newton Lecture Theatre)</p> <p>Future Factory workshop 14:30 - 17:30 City Centre campus, Nottingham Trent University</p>
May 2010	7 th	<p>Workshop – Tom Greenwood of ScamperBranding, “Green branding: How can it help my business?”</p> <p>This workshop explores the motivations for SME’s to pursue green branding together with the potential benefits and pitfalls. The appropriateness of different green branding approaches for different industries and consumer groups will be explored and the workshop will provide a hands on forum in which to discuss your business’s unique issues and if and how green branding could be applied to increase profitability.</p> <p>Tom Greenwood is the director of the brand consultancy</p>

		<p>Scamper Branding, which specialises in brand design and strategy for ethically conscious organisations.</p> <p>13:00 – 17:30, City Centre campus, Nottingham Trent University</p>
	28 th	<p>Packaging the Future Workshop 2 – “Wrapping sustainably” – Presenting your products in the context of consumer expectation, market forces and legislation. By Tom Fisher & Janet Shipton</p> <p>Like many of us products often look better with their clothes (packaging) on, and rely on them to communicate status, values and aspiration. In today’s workshop we explore our interactions with packaging beyond pure function; how our understanding of emotion, symbolism, play, thrift and habit are essential in moving towards more sustainable packaging.</p> <p>09:30 – 12:30 City Centre campus, Nottingham Trent University</p>
June 2010	25 th	<p>Packaging the Future Workshop 3 - “My other box is recyclable” - interactive workshop; a Swap-Shop of ideas where we invite the audience to bring along their packaging for scrutiny. By Tom Fisher & Janet Shipton</p> <p>An interactive packaging swap-shop where we invite participants to bring along packaging issues, ideas, expertise and examples to be shared and discussed. Working from the fundamental functional requirements of packaging we will look at opportunities to design in sustainability through reuse, closed loop recycling, recycled content, light-weighting etc.</p> <p>09:30 – 12:30 City Centre campus, Nottingham Trent University</p>