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Artists Have Their Say: London Design Festival To Embrace Sustainability



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Granby workshop will launch the world's first ceramic tableware made from 100% waste materials. LONDON DESIGN FESTIVAL

In what is arguably [considered](#) the design capital of the world, the [upcoming](#) London Design Festival plans to tackle some of the world's most pressing problems. From the single-use plastic crisis to air pollution and biodiversity loss, the festival aims to stimulate ideas and offer new solutions to healing the planet.

The environmental art movement harks back to the 1960s when it blossomed to showcase nature through art. But art can do much more than that. Many designers are now using an array of different media to address humanity's impact on the Earth.

As Emma Taggart [wrote](#), "it's not just politicians that are doing their part to protect our planet – artists are working just as hard to raise awareness of environmental issues, evoke change, and document the beauty of the world before it's too late."

Let's explore what London has in store.

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When people visit the festival's hub, the Victoria and Albert (V&A) museum in South Kensington, they will be greeted by a lofty, suspended two-way mirrored cube in the grand entrance. Inside, an animated motion graphic is "internally reflected to an infinity that seems both as wide as the ocean as large as the challenges we face". This installation, by Sam Jacob in partnership with [SAP](#), is titled *Sea Things*.

Designed to "evoke a powerful sense of emotion," it aims to stimulate new perspectives around [plastics](#), to be mindful of their full life cycle and factor reuse into every product.

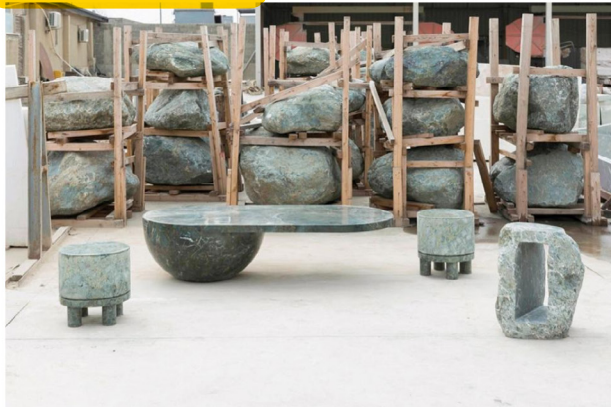
Jacob will also redesign seven water vessels from the V&A's collection using recycling and experimental post plastic materials to draw attention to future possibilities.



Mint exhibit by Jesper Erikson's "Coal: Post Fuel" LONDON DESIGN FESTIVAL



Mint exhibit by Cypraea Il Rodrigues LONDON DESIGN FESTIVAL



Mint exhibit Life on Earth LONDON DESIGN FESTIVAL



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