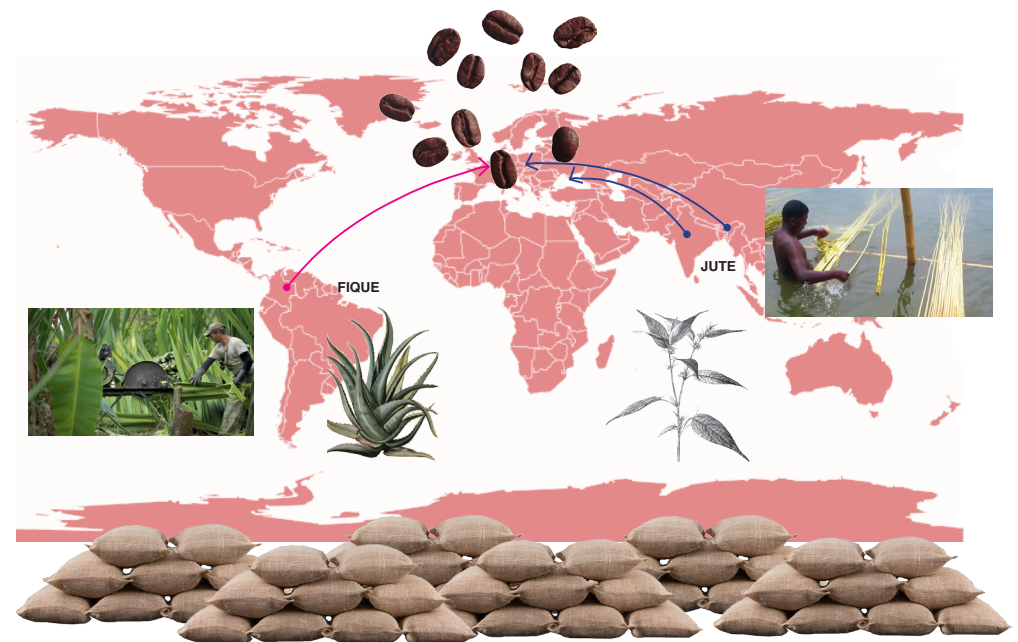


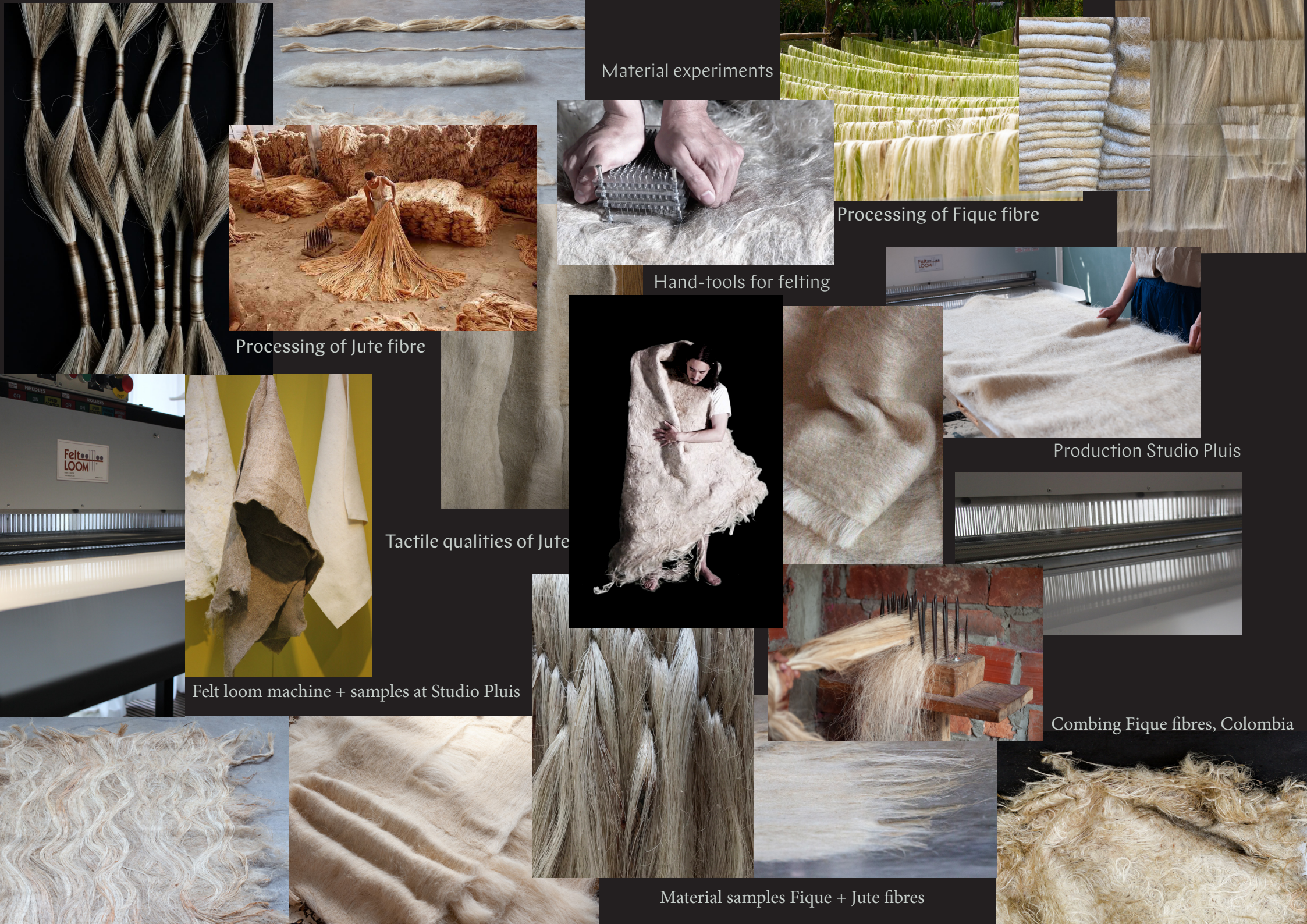


RETRACING THE COFFEE BAG

Millions of coffee bags arrive in Europe every year. At the end of their unique function, these fibres meet in Europe and become a “waste stream” of high quality natural material, most notably in cities.

“Retracing the coffee bag” presents a wall tapes-try and floor rug, to showcase the first high-end needle felted textile collection, created from the coffee bags “harvested” in European cities.





Material experiments

Processing of Figue fibre

Hand-tools for felting

Processing of Jute fibre

Production Studio Pluis

Tactile qualities of Jute

Felt loom machine + samples at Studio Pluis

Combing Figue fibres, Colombia

Material samples Figue + Jute fibres

<p>Partners/Suppliers</p> <p>Studio Pluis - industrial FeltLoom - technical expertise</p> <p>Corica coffee roastery - discarded coffee bags (jute, fique)</p> <p>ITA (Aachen University) - Shredding facility - Research centre</p> <p>MAD Brussels - legal support</p> <p>Belgium Is Design - trade fairs, marketing, comm.</p> <p>WORTH - coaching, funding, international visibility</p>	<p>Activities</p> <p>research design prototyping production</p> <p>carding stitching needle felting upholstery comm & calls</p>	<p>Value Proposition /Product</p> <p>Tracing coffee bags textiles Wall tapestry Floor rug</p> <p>Sourcing network High-end needle felting</p> <p>- upcycled waste, natural fibres, high-end performance, aesthetic value, environmental value, economically efficient</p> <p><i>Retracing the coffee bag is an innovative textile product that extends the life of a natural fibre by using needle felting for the production of high-end textiles.</i></p>	<p>Relations/Marketing</p> <p>Collaborations with other designers Social media & press Audiovisual online content Conferences & talks</p> <p>As multidisciplinary designers, we aim to build a discourse to position this project in a wider cultural and economical context (building brand awareness via visual content, publications, public events, etc)</p>	<p>Clients</p> <p>Interior designers, architects, accessories designers, furniture designers, ... (larger surface contract business)</p> <p>Individual consumers (one off tapestry pieces).</p> <p>Clients and consumers driven by eco-friendly raw materials and richness of craftsmanship, looking for a soft natural textile for commercial spaces or home interiors.</p>
<p>Cost Structure: value driven, economy of scope</p> <p>Jute fibre (+ delivery) ; Fique (+ delivery) ; Processing partners (shredding, carding, felting) ; Misc material (textile etc) ; Atelier ; Software & web hosting ; Communication ; Tools ; Transport (+ mail) ; Legal (patents & admin)</p>		<p>Revenue Streams</p> <p>Fabric sales ; Tapestry sales ; Design work ; Research ; Consultancy ; Expos ; Workshops ; Commissions</p>		