

Transgressing Plastic Waste: Designed Disposal Strategic Scenarios

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This research based paper proposes that London's current urban entanglement presents a unique opportunity to design collectively with plastic waste, co-creating new opportunities through the Designedisposal activist platform. As the strategic global node for organization of production, London's rubbish poses a particular challenge in managing 20 million tons per year. Although top-down Municipal Waste Management Strategies (MWMS) are gathering a momentum, only 48.5% of London's plastic bottle trash is recycled, and this proudly delivered statistic is a devastating reflection of Western society's present and future landfill contribution. Over one million tons of mixed household plastic packaging is disposed of in the UK per annum, so the drive to develop socially sustainable options for mature waste management service is gaining a momentum.

KraalD is a design and social narrative that revolves around the Designedisposal manifesto and promotes minimisation of London's future landfill. The Designedisposal asterism strives to incorporate design activism, craft making, exposition, co-workshop engagement and trash aesthetics; To facilitate rather than dictate, using the exhibition and installation as the platform. It argues that a changing relation to disposal is a changing relation to oneself. The aim is to co-design new values and induce social-emotional relations towards urban plastic waste, promoting discard ethos and ocean pollution awareness.

Further, this ongoing practice led research is to re-perceive the *Transformation by Designedisposal* MRes Design theses, Goldsmiths, 2013; beyond the product design vocabulary, exploding the design advocacy framework within socio-cultural, environmental, ethical and critical discard practices and theories. This research paper suggests the notion of transgression, initially formulated by George Batteille as a flip-flop approach, continually crossing of boundaries for formulating everyday alternatives to socially normative notions of devalued waste. Therefore, a central question will explore: *How can design practice advocacy lead to social partnership opportunities, reconnecting London's presently fragmented waste management services with local community of users and citizens?*

My previous professional experience has been a core foundation for this design activist research paper. Since 2004, in South Africa, I have been actively engaged in Limpopo's rural waste program REDI; Collaborating in INDEX future scenarios Denmark, 2005; Under GDC 10% (Greenside Design Center) incepting and leading interdisciplinary IFIA award-winning Cool Trash and Play Trash group, 2008-10; This research paper propose to present case study of the past two years of KraalD praxis engagement with the rapidly growing contemporary discard practice art, craft and design community, and collaborating with London-based eco-activist groups. Sitespecific at Kingston Sculpture Park 2013; Designsonearth Eco Bag Art Workshop at Designersblock, Southbank Centre, 2013; Eco Tales Twickenham Riverside at Orleans House Gallery Event 2013; Eco Tales – Bottle top art at NHM, London, 2014. In the region has formed competitive IT-microcluster making software and graphics development for web projects. The reasons for this were: concentration of creative and talented young people, the main enterprises in the sphere of information and communication technologies with the appropriate infrastructure, relative information isolation of the region due to the lack of federal broadband lines for a long time, the properties of the mentality of the local population.