Ink in trash

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in collaboration with ecopixel Italia
pre-inked Plastic
Recycled Plastic
by using a colored fluid and give specific color to plastic waste

Thanks to ecopixel’s extensive color palette, it was possible to design our board and with it transform any image into a work of art made of plastic waste.

Thanks to the fact that since 2022 ECOPIXEL is able to “pigment” its raw waste materials a whole new generation of possibilities has opened. In fact, with this new, vast color palette ECOPIXEL gives birth to the incredible possibility to create accurate colored plastic waste that allows assembly in image-panels being true works of art. This abstraction of images can be applied to boards of any size, where the image can be a message, create a “Manifesto” or be any other kind of image featuring true artistic value.

The size of each pixel can actually be linked to the size the entire panel so to play with resolution as part of the concept. The image panel is a structured set-up where colored cylinders put together a visual texturized image, full of color like a vivid and genuine painting.

Working closely with ECOPIXEL industry, I had the opportunity to directly experience the development of this new pigmentation production method and color management and so had the chance to collaborate in its final result.
Image panel is an entirely detachable, disassemble and therefore reusable product. As ECOPIXEL is a recyclable material itself, it also results a true circular project.
ECOPIXEL is a manufacturing company that recycles mono-polymer plastic typology, made from 100% shredded waste material. The material is usually made with industrial thermo-plastic waste but more and more also with collected material from any other field including household-waste.

ECOPIXEL's pre-pressurized production method and especially the maxi-flake version brings plastic recycling onto an entirely different level where the randomly pixelated appearance is brought to a precisely chosen color-pattern, and since the low melting temperature, 120 °C melting point, avoids any material quality change during the process, we can speak of a "True Cycle".

ECOPIXEL uses a thin-walled high dispersion energy saving tooling technology.

5 main colors are the base of this palette. From the mixture of these 5 colors, a total of 45 colors have been chosen to offer a wide range of possibilities.
ECOPIXEL’s pigmented waste series gave the ability to create color defined designs. With ECOPIXEL creating a version of each color in its distinctive terrazzo texture, the final image results with a magnificent air of detailed perfection.

ECOPIXEL colors are suitable for OUTDOOR situations, it resists temperatures from -10°C to +60°C, does not fade, does not fear humidity. The material doesn’t absorb, as this will not lead to microbial growth and contamination.
Urban Board

Applications

01 Environmental décor
02 Wayfinding & Signage
03 Placemaking and architectural design
04 Public Art and murals
05 Retail design
Environmental décor

As a static & architectural decoration. Provides communication & connection between people and the places they visit, public or private spaces.

Plays a supporting role with identification and direction.
Using recycled plastics into a commitment to change how we reuse plastic
Wayfinding & Signage:

Wayfinding & Signage:
Signage systems that guide visitors through parks and urban environments.

Wayfinding & Signage:
Creates clarity & certainty for the guests. Design and placemaking for parks and outdoor spaces.

Wayfinding & Signage:
Working closely with cities, communities, to connect people with outdoor spaces through creative park wayfinding signage.
Placemaking design & Graphic Architecture

As a powerful tool to welcome visitation.

Art programs and community landmarks that connect people to place. It’s important to pull from the local community in order to connect their values with the environmental graphics.
Public Art and murals

Public Art and murals that makes places memorable. To create "wow" moments that people don't easily forget. A brightly colored wall or community created mural can have a large impact. These public artworks often become Instagram opportunities which drive traffic to the project.

Retail design

Retail design: For mixed-use environments, lifestyle centers, malls, and individual residents. Translating a retail brand's experience in delightful and surprising ways.