



**MyPlastic/**



# Beautiful/ Adaptive/ Destructive/ Playful/

**From the most everyday objects to the most extraordinary creations, it's hard to imagine a world without plastic. It's so universal it's almost invisible. Yet plastic shapes our lives.**

The MyPlastic project shines a new light on this material by exploring in short films the often highly personal relationship we have with plastic.

From a therapeutic salad spinner that whirls like a train. To a cheap garden chair that becomes a sanctuary in a burned out compound in the Congo. To a penguin deity that feeds off plankton and brews the best beer, ever.

These are the plastic stories of designers, humanitarian documentary makers, scenographers, animators, monster makers, academics and astronauts. Stories of objects that are loaded with emotions, memories and meaning.

The whole project and films can be seen at [myplastic.modip.ac.uk](http://myplastic.modip.ac.uk)

MyPlastics was created by AUB Marketing and Communications in collaboration with MoDiP.



## Joe Rush

Joe Rush is the founder of The Mutoid Waste Company, who use discarded and found objects to create post-apocalyptic sculpture. In this film he talks about inspiration, tractor theft and the power of autonomous design.

**“I loved the random accident of something made for one purpose...making another purpose so perfectly”**



### Pete Fowler

Pete Fowler's work blurs the boundaries between art, design and illustration and is inspired by his love of psychedelica, music and monsters. In this short film he discusses magic beer, camouflaged penguin deities and the intoxicating smell of a new plastic toy.

**"They live on a very high mountain and feed off airborne plankton but they also make the best beer, ever."**



### Jim Lovell

Captain James Lovell is a retired Navy Officer and astronaut, who captained 4 space missions, including the ill-fated Apollo 13. In this short film he talks about the common bond of flight, hitching a ride on the moon's gravity and trying not to tell Tom Hanks what to do.

**“We were very short on the critical things we needed to get home”**



### Pamela Howard

Working as a scenographer, director and writer for the stage, Pamela Howard has realised over 200 productions in a career spanning 5 decades. In this short film she talks about form and function, Swiss trains and the recuperative value of the Triumph salad spinner.

**“I’m in my salad spinner... It’s a little old train.”**





## Roy Brown

Roy Brown is an artist. In this short film he talks about drawing in a 3D space, feeling like a robot and when the only creative response is to take things apart.

**"I got covered in silver dust"**





## Eliza Bonham Carter

Eliza Bonham Carter is the Curator and Head of the Royal Academy Schools. In this film she talks about functionality, beauty, and restocking her supply of paperclips.

**“I got to the end of my little stash about a year ago”**



## Giles Duley

After abandoning a career as an editorial photographer in the fashion and music industries, Giles Duley now focuses on humanitarian projects through organisations such as Medecins sans Frontiers in countries including Afghanistan, Syria and Angola. His images capture the strength of people who fight adversity, rather than succumb to it. He talks about civil war, cockroaches and sitting in plastic chairs.

**“I found myself in quite a dangerous area and the compound was literally burnt to the ground”**



## Mat Hunter

Mat Hunter was a partner at IDEO before becoming Chief Design Officer at the Design Council. He is a passionate advocate about the role that innovative design plays in tackling the big issues of our time. He talks about the Apple Newton, Steve Jobs, and living in the future.

**'...maybe it flies, who knows?'**



## Peter Lord

Peter Lord's childhood fascination with plasticine led to him founding Arndman Animations and producing/directing films such as *Chicken Run*, *Curse of the Were Rabbit* and *Pirates! Band of Misfits*. He talks about story-telling, cowboys sinking into furry worlds and why it is important to care about things being beautiful.

**'I wanted to dictate the story'**



### Stuart Bartholomew

Stuart Bartholomew is Principal and Vice Chancellor of Arts University Bournemouth. Here he talks about having a paper round, his mother's pancakes and how she discovered a miraculous invention.

**"Often the things that we take for granted become the thing that in memory we most value"**



## Peter Phillips

Peter Phillips is a product designer and Associate at the Design Council. In this film he talks about designing from the inside out, translucency and the triumph of want over need.

**“They bought one when they didn’t really need it, but just wanted it”**





## Stuart Semple

In his paintings, Stuart Semple uses bright colours to deal sombre themes – struggle, fear and lost youth. He also works with musicians such as The Prodigy and Lady Gaga and does philanthropic projects with the charity Mind. In this film he talks about getting into trouble, creative therapy and communicating without words.

**‘...for the last twenty years I’ve used it every day of my life’**





## Emma Hunt

Emma Hunt is the Deputy Vice Chancellor at Arts University Bournemouth. She talks about post war design, the perils of lumpy flour and the phenomenon of the accidental collector.

**“Before long you realise you have this little army of men”**



### Jordan Trent

Jordan Trent is a designer and maker of outdoor equipment. In this film he talks about military specification, materials with continuity and plastic with personality.

**“I try and spend as much time as possible to get the right stuff”**



## Richard Haynes

Richard Haynes is a stop-motion animator who has worked on Rupert Bear, Postman Pat, Rory the Racing Car, Fifi and the Flowertots and Shaun the Sheep. Here he talks about his pester power, making movies in the garden and falling in love with He-Man.

**“They are limited at what they can do, but imagination fills in the rest”**



