

Design e Sustentabilidade

A RE-UTILIZAÇÃO CRIATIVA DE MATERIAIS RECICLÁVEIS

TOKYO ZOKEI UNIVERSITY AND UNIVERSIDADE DE SÃO PAULO

**DESIGN AND SUSTAINABILITY:
THE CREATIVE RE-UTILIZATION OF RECYCLABLE MATERIALS**

ACTIVITIES

A direct, intensive and practical experience in design for sustainability and promotion of social inclusion.

Conference and workshop with professors Fumi Masuda, Fausto Viana, Maria Cecilia Loschiavo and a group of students of Tokyo Zokei University and University of São Paulo (USP).

The activities will be carried out in groups, so as to explore proposals of innovative usage of recyclable materials, involving collectors of such materials associated as "Movimento Nacional de Catadores de Recicláveis" (National Movement of Recyclable Materials collectors plus students and teachers from the participating universities).

The quest for social, economic and ecological sustainability has achieved a new impetus in the context of the present issue of climactic changes and energy crisis. At the heart of the debate lies a radical questioning of the viability of current production consumption, and discard systems, plus contemporary societies lifestyle.

As a part of the theoretical / practical activities it will be discussed the role of design in promotion of sustainability and social justice, as a result of USP courses CAC 5245, AUP 479 and AUP 5864.