



Cumulus Green 2020: For A Circular Economy, an international student competition organized by Cumulus, the only global association serving universities and colleges of art, design and media, is pleased to announce the three winners and 50 honorable mentions awarded in this competition. The top projects were recognized by an esteemed international jury as outstanding exemplars that respond to the theme of Cumulus Green 2020: how to address the United Nations Sustainable Development Goals (SDGs) blueprint with a focus on SDG 12: responsible consumption and production. With input and resources by the [Ellen MacArthur Foundation](#), the competition called on students from approximately 300 of the Cumulus membership—some of the most distinguished art, design and media institutions around the world—to enlist their students in addressing solutions for SDG 12 which is closely linked to the concept of a circular economy — one that is restorative and regenerative by design.

Cumulus Green 2020, administered by Cumulus Secretariat with oversight by the Cumulus Executive Board, sought innovative solutions for a circular economy in order to meet the United Nations Sustainable Development Goals by 2030. As Cumulus President Mariana Amatullo remarked in the call for entries: *“Intentional change by design. A transformative vision for a better world. We are thrilled to invite the global community of our Cumulus students to engage with SDG12 and show us the possibilities a circular economy can unleash.”*

The Cumulus Green 2020 competition kicked off in October of 2019. A total of 683 submissions poured in from 163 universities across 44 countries. A diverse range of education levels were represented, with 52% of entries from bachelor students, 34% from master students, and 14% from recent graduates. Innovative solutions were encouraged within three submission categories: products, services and systems.

The judging process was led by jury co-chairs and former Cumulus Vice-Presidents Dr. Sam Bucolo and Elsebeth Gerner-Nielsen. The multi-stage review process was conducted in the early spring by distinguished representatives and experts in design, cultural diplomacy, sustainability and circular economy. The international jury included: José Allard, Lin Cunzhen, Ralitsa Diana Debrah, Loredana Di Lucchio, Michael Peter Edson, Sara Hyltén-Cavallius, Leanne Kemp, Arzu Mistry, Mugendi K. M'Rithaa, Gonzalo Muñoz, Elio Palicio, Clare Shine, Rachel K. B. Troye, Simon Widmer, and Lou Yongqi.

Solutions were judged based on desirability/feasibility, evidence of a rigorous research process, and degree of innovation. Reflecting on the pool of submissions, Dr. Sam Bucolo stated: *“The entries reveal the high quality of our global art and design institutions and the diverse approaches that are being considered to prepare our future leaders to address our immediate social, environmental and economic challenges. I am left with the confidence that the future is in good hands.”*

Elsebeth Gerner-Nielsen added a reflection of the importance of the competition's theme in light of the current COVID-19 global pandemic: *"The world is confronted with three crises; the corona crisis, the economic crisis, and the climate crisis. In light of these, it is so very uplifting to experience the many design solutions young people from all over the world have developed for Cumulus GREEN which represent a future worth hoping for."*

Cumulus Green 2020 is proud to announce its three winners:

The first place winner, **FiloSkin** was developed by Valerio Di Giannantonio, a master's student at Iceland University of the Arts. This speculative product and system proposes a thread made of *H. Pluvialis*, a microalga that is capable of producing oxygen, filtering CO₂ from the air and responding to changes in the environment by taking on different colors. By enabling textiles to interact with our bodies through a symbiotic relationship with the skin, **Filoskin** might serve to mitigate environmental problems while adapting humans to pollution conditions in the future.

The second place winner, **Bloom**, is a network of eye-pleasing bio-reactors by Natalie Ferry and Stefano Pagani, BFA students in Product Design at Parsons School of Design, The New School in New York. Through a series of home accessories, including window shades and sculptures, **Bloom** yields bio-reactors composed of an algae-based, 3D-printed structure. Enough algae is produced to reduce the gap in the production between fossil fuels and biofuels, making algae-based biofuel a reality.

The third place winner, **DYPP**, is a concept from Frida van der Drift Breivik and Frøya Thue, Master's Students at The Oslo School of Architecture and Design in Norway. **DYPP** explores the future potential of seaweed as bioplastic through strategic use of design. The project envisions future concepts to inspire and challenge the emerging seaweed industry, from introducing a new biomaterial to challenging packaging as we see it today.

Reflecting on the caliber of submissions overall, Cumulus Green Jury member Simon Widmer, Design Network & Creative Lead for the Ellen MacArthur Foundation, stated: *"Design sits at the heart of a circular economy, and is central in moving us towards an economy that is restorative and regenerative. I have been impressed with the talent and passion on display throughout the many diverse entries, and it is clear that designing for a circular economy inspires many around the world. Directing this wealth of radical creativity towards the circular economy opportunity will be vital in building economic prosperity and resilience in the 21st century."*

While the live award ceremony planned for the [Cumulus Roma 2020](#) conference is now postponed to June 2021 as a result of the COVID-19 context, winners will receive cash prizes in the amounts of 5,000€, 3,000€, and 2,000€. In addition to these winning entries, Cumulus GREEN 2020 has announced 50 honorable mentions on its website. These projects represent a broad diversity of the Cumulus membership and include the following institutions: (see next page)

Aalborg University, Denmark
Aalto University, Finland
Academy of Fine Arts in Warsaw, Poland
ArtCenter College of Design, USA
BAU Design College of Barcelona, Spain
Beijing Institute of Technology (BIFT), P.R. China
Central Academy of Fine Arts, P.R. China
CENTRO, Mexico
Delft University of Technology, Netherlands
Design School Kolding, Denmark
East China Normal University, P.R. China
École Estienne, France
ENSAAMA School of Art and Design, France
Guangdong University of Technology, China
Jiangnan University, China
Konstfack University of Arts, Crafts and Design, Sweden
Linnaeus University, Sweden
Lund University, Sweden
National School of Architecture, Art and Design, Tecnológico de Monterrey, Mexico
The Oslo School of Architecture and Design, Norway
Parsons School of Design, The New School, USA
Politecnico di Milano, Italy
Politecnico di Torino, Italy
Pontificia Universidad Católica de Chile
Pratt Institute, USA
The Royal Danish Academy of Fine Arts, Denmark,
Sapienza University of Rome, Italy
Strate School of Design, France
Tongji University, P.R. China
Torrens University, Design Faculty, Australia
Universidad Autónoma Metropolitana, Mexico
Universidad del Desarrollo Facultad de Diseño, Chile
University of Applied Arts Vienna, Austria
University of Applied Sciences and Arts Northwestern, Switzerland
University of Applied Sciences Potsdam, Germany
University of Johannesburg, South Africa

BE OPEN Foundation, a Cumulus partner think tank whose mission is to promote people and ideas today to build solutions for tomorrow, is matching the monetary prizes for the top three winners. BE OPEN Foundation is also organizing an additional competition effort that will also be providing two additional awards of 2,000€ each (a founder's prize as well as a public vote prize) that will be selected from the pool of honorable mention projects.

The winning entries and honorable mentions of Cumulus Green 2020 can be viewed and celebrated in a digital exhibition at <https://cumulusgreen.org/>. The full gallery of all 683 submissions meanwhile is available in Jovoto Cumulus submission portal here: <https://www.jovoto.com/projects/cumulus-green-2020/ideas>

For more information about the Cumulus GREEN 2020 competition, please contact:

The Cumulus Secretariat, att. Eija Salmi, Secretary General and Anna Lindberg,
Coordinator at cumulusgreencompetition@aalto.fi

Cumulus International Association of Universities and Colleges in Art, Design and Media
<https://www.cumulusassociation.org/>