



EVENT: JUNK BATTLE!

DATE/TIME: Friday, April 20, 2018
2:00pm – 6:30pm (see Event Schedule)

LOCATION: LA Cleantech Incubator, Amphitheater and Exhibition spaces @ La Kretz Innovation Campus, 525 S Hewitt St., Los Angeles.

For more information about JUNK BATTLE
<https://pandopopulus.com/hubs/junk-battle/>

“Imagine TED meets architecture-and-design studio meets hackathon meets innovation black belts, and you’ve just imagined what JUNK BATTLE! can be.”
-- Creative Director John Bielenberg

LOCAL STUDENTS TAKE ON BIG JUNK!

SUMMARY: JUNK BATTLE! brings design and architecture students together from across LA County and turns them loose on one of our toughest challenges: what to do about mountains of institutional waste.

JUNK BATTLE! features upcycled design innovations developed by teams from **UCLA, ArtCenter College of Design, California Institute of the Arts, and LA Trade Technical College** competing to see who can create the most amazing and useful stuff from a big pile of their own institution’s trash. Students and professors from **Pasadena City College** and **USC** are also involved.

Moderated by **Brandt Williams**, we will hear from **Marcus Eriksen**, adventurer, environmentalist and founder, 5 Gyres; **Commissioner Heather Repenning**, VP of the Board of Public Works for the City of LA; **Bonny Bentzin**, Deputy Chief Sustainability Officer, UCLA, and **John Bielenberg**, life-long design insurgent and founder of the Think Wrong Institute.

Judges include adventurer, activist, and stubbornly curious **David de Rothschild**; CEO of COMMON, former pro drummer and Zen priest **Mark Eckhardt**; entrepreneur and member of Apple’s original Mac team **Kathy Schlein**, and computer animation pioneer who brought SHREK to the big screen, **Ken Bielenberg**.

VISUALS: JUNK BATTLE! is all about creating the most amazing things possible from a big pile of trash. Early peeks at the work have shown us everything from a hat made out of broken bottles and scraps of paper to a backpack fashioned from the upholstery of old chairs to repurposed concrete to community garden structures. Student exhibits will be on display.

UCLA highlights the challenge. The university purchases a billion dollars’ worth of goods every year, a percentage of which winds up in area landfills. UCLA targets a zero-waste goal by 2020. But to reach it, they have to change the game. The essential challenge is the same for institutions large and small across the County.

Quarter- and semester-long JUNK BATTLE! courses have been underway at participating schools, where students are designing anything from large structures for a community garden to

gear for traveling to a collection of things to wear, all made from institutional junk. Professional architects and designers serve as project consultants.

JUNK BATTLE! Schedule of Events:

2:00 Arrivals

2:30 Welcome and Intro to JUNK BATTLE! Moderator Brandt Williams, Chief Change Officer, Idiota.

2:45 Junk and Gyre: Marcus Eriksen, Adventurer, environmentalist, and founder, 5 Gyres.

3:00 Student Group I Presentation. Judges' feedback.

3:15 Student Group II Presentation. Judges' feedback.

3:30 Los Angeles and Waste: Commissioner Heather Repenning, Vice President of the Board of Public Works, City of Los Angeles.

3:45 Break. Student sizzle videos.

4:00 Going Zero Waste: Bonny Bentzin, Deputy Chief Sustainability Officer, UCLA.

4:15 Student Group III Presentation. Judges' feedback.

4:30 Student Group IV Presentation. Judges' feedback.

4:45 Think Wrong to Do Good. John Bielenberg, life-long design insurgent and founder of the Think Wrong Institute, Future Partners, Common and Project M.

5:00 Honored Guests' Remarks.

5:15-6:30 Awards/Celebration/Reception.

A Pando Populus event presented by NCompass in collaboration with the UCLA Office of Sustainability, Common, the Think Wrong Institute, What Design Can Do, and the Los Angeles Cleantech Incubator, and in association with the following educational institutions and departments: UCLA Design Media Arts, ArtCenter, CalArts, LA Trade Tech/Architecture, Pasadena City College, and USC.

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