

DANISH ARCHITECTURE CENTER

EXHIBITION PLASTIC FACADE

YEAR

2021

LOCATION

DAC, COPENHAGEN

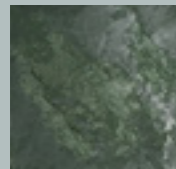
AMOUNT

1 EXHIBITION WALL
CONSISTING OF 50 ELEMENTS

PARTNER

LETBEK
AAGE VESTERGAARD LARSEN

MATERIALS



DRAUGHTMASTER
KEGS
INJECTION-MOLDED
100 % UPCYCLED



PROJECT CHARACTERISTICS

In 2016, Carlsberg introduced a new lightweight beer keg made of hard plastic. As the keg is sucked empty of beer and air, the keg collapses to become smaller. It has many advantages, but also one big challenge: What should happen to the used keg's plastic?

Plastic waste is among our planet's largest problems. To solve their plastic waste problem, Carlsberg partnered with Lendager Group - experts in recycling and upcycling - and formed Re-Plastic. Today, Carlsberg's empty kegs are used to create new materials and furniture. This wall panel is just one example of the ways the upcycled plastic has a longer life.

This exhibition "behind the facade" brings some of the architecture that surrounds us in Denmark. It touches upon issues that occupy us, but that also divide us. What's at stake when we build the walls we all live within? What forces drive the development, what mistakes do we make along the way, and how do we rectify them?

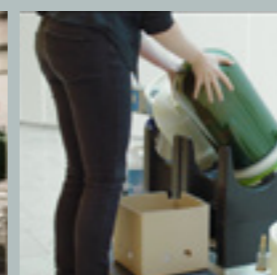


PRODUCE



Production and filling the DraughtMaster kegs.

USE



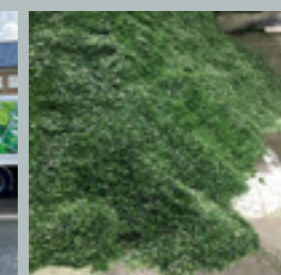
Carlsberg supplies kegs. The beer is served and enjoyed

PICK UP



Delivery & pick up of DraughtMaster kegs at the customer

TRANSFORM



The kegs are cleaned and granulated, ready to be recycled

UPCYCLE



Unique upcyclable materials, used for new products.

RE-PLASTIC

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www.re-plastic.dk