

AWARD-WINNING DESIGNS FOR A BETTER FUTURE FEATURED IN PRINCE OF WALES' GARDENS

Earth Awards celebrates the power of good design & innovation

10 September 2010: A wall made entirely from recycled plastic bottles and a house made out of the soil it is built on are two award-winning installations at HRH The Prince of Wales' *'Garden Party to Make a Difference'* from 8th -19th September 2010.

Polli-bricks by Taiwan-based Miniwiz and Cambridge Professor Michael Ramage, Peter Rich Architects and John Ochsendorf's Earth Pavilion are finalists in The Earth Awards 2010. They have been specially constructed in the gardens of Lancaster and Marlborough House as part of the Earth Awards' exhibition of innovative products and structures designed to provide accessible solutions to improving quality of life.

Visitors to the Start Festival in the Prince of Wales' gardens will be able to see the earth tiles in The Earth Pavilion, which is made from local soil excavated from a construction site in Barking, mixed with a small amount of sand and cement for strength and longevity. The building is completely bio-degradable and, when used, can be returned to the earth from which it was built.

Polli Bricks provides a cost effective and environmentally friendly form of wall cladding for use in buildings from homes to office blocks. It is 100% re-engineered from recycled plastic bottles, so reducing carbon dioxide emissions across the lifecycle of a new building. The Polli Bricks wall at the Start Festival includes solar-powered LED lighting, providing a renewable energy source as well as enhancing its aesthetics.

The two Earth Awards finalists will be exhibited alongside two other unique pavilions: The Commonwealth Pavilion, designed by architect Sergio Palleroni, a member of The Earth Awards Selection Committee, explores the principle that innovative architecture can unite and empower people, inspiring them to take steps to build a positive future; Pallet House, by architects Suzan Wines and Azin Valy, uses the goods pallet as a simple building block to provide an inexpensive and efficient solution to housing people.

Selected by the world's top creative thinkers, The Earth Awards identifies viable ideas from fashion to architecture and consumer products, and marries them with investors.

On 16th September The Earth Awards' six finalists will go head to head at an 'Investors to Innovators' Summit taking place at Marlborough House. There, they will seek to impress an audience of world-leading investors who have the means to bring these incredible concepts to the consumer marketplace.

The six finalists are:

- Sustainable Shells by Michael Ramage, Peter Rich Architects and John Ochsendorf, England – BUILT ENVIRONMENT
- Polli-Bricks by Arthur Huang, MINIWIZ Sustainable Energy Development Co, Taiwan – PRODUCT
- Kayu Sunglasses by Jamie Lim, Kayu, USA – FASHION
- AskNature by The Biomimicry Institute. Represented by Megan Schuknecht, USA – SYSTEMS
- Artificial Photosynthetic Foam by David Wendell and Carlo Montemagno, University of Cincinnati, USA – FUTURE
- The Butterfly Houses by Andreas Grontvedt Gjertsen and Yashar Hanstad, TYIN tegnestue, Norway – SOCIAL JUSTICE

Earth Awards judge Terence Conran comments: "Intelligent design has the power to improve, inspire and shape people's lives. The Earth Awards' celebration of sustainable innovation reinforces how cutting-edge ideas can help to build a better world and also be a commercial success on a global scale." †

Nicole Ting Yap, Founder of The Earth Awards, adds: "The Earth Awards is about providing an aspirational platform for consumer-driven ideas, which can challenge designers to build a new economy.



We are thrilled to have been invited to bring these innovative ideas to life by recreating them in the Prince of Wales' garden as part of his Garden Party to Make a Difference."

HRH The Prince of Wales' Garden Party is part of the Start initiative which inspires people to build a better future. For more information go to www.STARTuk.org

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Notes to editors

About The Earth Awards

The Earth Awards is an aspirational platform for consumer-driven ideas that challenge designers and innovators to build a new economy. It is the only truly global awards dedicated to identifying viable designs which have the potential to improve our quality of life and build a new economy.

The Earth Awards Selection Committee is made up of world-leading entrepreneurs, designers and thinkers, making the awards the very best in class. They all share the Earth Awards' belief in building a new economy founded in innovation and design. Their task is to identify those innovations with the greatest potential and then present them to world industry leaders who have the means to bring them to market.

www.theearthawards.org

The Earth Awards 2010 Selection Committee comprises:

- 1 Paola Antonelli, Curator for Architecture and Design, Museum of Modern Art
- 2 Yves BÉhar, Founder, Fuseproject
- 3 Sir Richard Branson, Founder and CEO, Virgin Group
- 4 Graydon Carter, Editor-In-Chief, Vanity Fair
- 5 Majora Carter, President, The Majora Carter Group
- 6 Tony Chambers, Editor-in-Chief, Wallpaper* Magazine
- 7 Alexandra Cousteau, Founder, Blue Legacy International
- 8 David de Rothschild, Founder, Adventure Ecology
- 9 His Holiness The Gyalwang Drukpa, Spiritual Leader, The Drukpa Lineage
- 10 Rick Fedrizzi, President and CEO, United States Green Building Council
- 11 Julie Gilhart, Fashion Director, Barneys New York
- 12 Dr. Jane Goodall, Jane Goodall Institute & UN Messenger of Peace
- 13 Scott Mackinlay Hahn, Co-founder, Rogan and Loomstate
- 14 Peter Head, Director, ARUP
- 15 Graham Hill, Founder, Treehugger
- 16 Khaldoon Khalifa Al Mubarak, CEO, Mubadala Development Company
- 17 Yang Lan, Chairwoman, Sun Television
- 18 Ira C. Magaziner, Chairman, Clinton Climate Initiative
- 19 Bill McKibben, Writer, Environmentalist
- 20 Barry Nalebuff, Professor, Yale School of Management
- 21 Sergio Palleroni, Co-founder and Director, BaSiC Initiative
- 22 Karim Rashid, Founder, Karim Rashid Inc.
- 23 Jonathan Rose RIBA, Principal, AECOM and Masterplanning Practice Leader
- 24 Cameron Sinclair, Founder, Architecture for Humanity
- 25 Werner Sobek, Founder, Werner Sobek Engineering + Design
- 26 Philippe Starck, Founder, Starck Network
- 27 Diane von Furstenberg, Founder, DvF
- 28 Dilys Williams, Director, Center for Sustainable Fashion
- 29 Ken Yeang, Principal, Llewelyn Davies Yeang

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