

RECYCLED WALLS AND EARTH TILES BATTLE FOR INVESTMENT TO PROVE ARCHITECTURE CAN REDESIGN THE FUTURE

Earth Awards 2010 finalists must pitch on the world stage

18 August 2010: The world's first wall cladding made entirely from recycled plastic bottles and earth tiles that empower people to build their own homes are two innovations in the running for a global design award backed by world-leading entrepreneurs.

Polli-bricks by Taiwan-based Miniwiz and Cambridge Professor Michael Ramage, Peter Rich Architects and John Ochsendorf's Sustainable Shells have been selected from over 500 entries to be shortlisted in The Earth Awards 2010. The two will now pitch to top CEOs at an Innovators Summit in London to secure funding to bring their concepts to market – and highlight the influence of construction in driving positive change.

Judged 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 to provide a real solution to improving quality of life. It is the only global innovation awards where the aim is to give the designer the means to enter the worldwide consumer marketplace.

Polli-bricks is the world's first scalable carbon-neutral, architectural cladding system re-engineered from used PET bottles. It is integrated with solar powered LED lighting, using renewable-energy and recycled materials to clad and light a room.

Sustainable Shells enables buildings to be created with natural resources by local people, in the world's poorest and most remote areas. It is the first time that ancient tile-vaulting has been fused with earth to create a building which can be replicated across the developing world, removing the need to import skills or materials.

Rick Fedrizzi, Earth Awards judge and President and CEO, United States Green Building Council, explains: "The landscape of tomorrow is being reshaped by today's visionaries. The Earth Awards is instrumental in inspiring and supporting architects and developers to re-think the most simple and complex structures, helping them to find more effective ways to use our resources to build a better world."

Fellow Selection Committee member Yves Behar, Founder of fuseproject, adds: "Entrepreneurs who integrate sustainable and social thinking are the future. New products and innovations pave the way for a stronger and fairer economy. The Earth Awards is about discovering the thinkers and doers who have the potential to inspire positive change and to hold them up as an example for the world to follow."

The six Earth Awards entries to be named as category finalists are:

- Sustainable Shells by Michael Ramage, University of Cambridge, England, Peter Rich Architects and John Ochsendorf – 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
- Artificial Photosynthetic Foam by David Wendell, University of Cincinnati, USA – FUTURE
- The Butterfly Houses by Andreas Grontvedt Gjertsen, TYIN Tengestue, Norway – SOCIAL JUSTICE

Case studies and images relating to each finalist can be found at <http://blogit.realwire.com/The-Earth-Awards-Announces-Six-Finalists-To-Redesign-Tomorrow>

THE EARTH AWARDS

RE-DESIGN TOMORROW. TODAY

Selected finalists will be showcased at HRH The Prince of Wales' Start initiative to inspire people to build a better future. They will appear at Start's 'A Garden Party to Make a Difference', in Clarence House, Marlborough House and Lancaster House gardens from 8th-19th September 2010. Finalists will pitch their innovation to an audience of leading CEOs and investors at a Summit held in partnership with the Financial Times at Marlborough House, on 16th September.

Nicole Ting Yap, Founder of The Earth Awards, concludes: "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 received such innovative ideas which have real potential to drive positive change, and look forward to showcasing them at HRH The Prince of Wales Garden Party on 16th September."

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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:

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

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About Start

Tickets for A Garden Party to Make a Difference are available at www.startuk.org

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