

TRANSFORMING FESTIVAL WASTE

## PURPOSE

Revive is an innovative project aimed at **repurposing** abandoned festival tents into fashionable garments; this addresses both the issues of **waste management** within festival sites as well as **how we can consume and produce fashion sustainably**.

This project is **grounded in sustainability** and combines creativity, **environmental consciousness**, and social responsibility to redefine the lifecycle of festival tents, through transforming them from **single-use items** into stylish, **eco-friendly** apparel that can either be purchased or created through an educational repurposing workshop.

“IT MAY ONLY TAKE  
**ONE EVENT**  
TO CHANGE  
AN ENTIRE  
**PERSPECTIVE”**

Wan, Y (2023)

## PROBLEM

**250,000** tents are left at festival sites annually accumulating to **900 tonnes** of waste being sent to landfill due to the **misconception** that left over tents will go to charity.

## COLLABORATORS

To create change **collaboration is essential** as it allows the combination of **resources** and **efforts** in turn creating an **increased reach** and **impact**. Revive relies on three key collaborators in order to achieve its **sustainable mission** as they each play a part in helping to reduce the **carbon footprint** caused by the **single use plastic** tents.

## FWRD

Festival Waste Reuse and Diversion is the only UK registered charity for waste diverting and reduction.

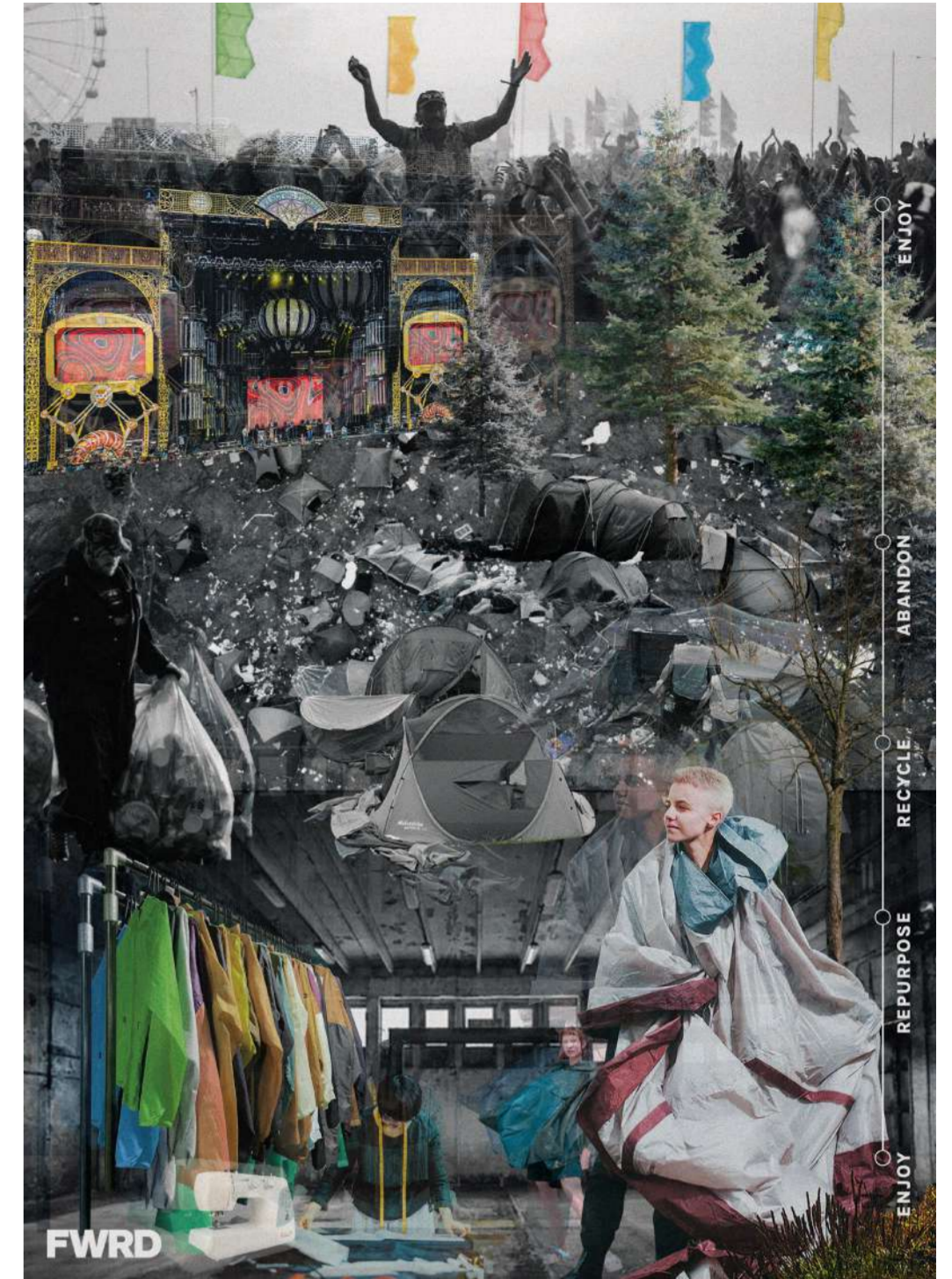
This charity not only diverts waste but also provides a free shop at festival sites where collected festival gear will be given to those in need, they also engage in trying to change social behaviours of festival attendees through sustainable tasks and rewards.

FWRD is a stakeholder of Revive due to its pre-established goals that intertwine with the mission of Revive. This project would offer a new avenue of waste diversion by having FWRD deliver a large portion of tents to help further the lifecycle of a tent.

## Creamfields

This festival site is located south west of Manchester City Centre making it an accessible location in which festival tents can be sourced from yearly in order to help reduce the waste of this particular site. By using Creamfields as a supplier it can help provide a steady stream of tent material to Revive that is locally sourced reducing the fuel used in transport.

**24 MILES**  
FROM REVIVE



CONCEPTUAL PITCH POSTER OUTLINING THE CONCEPT OF REVIVE.



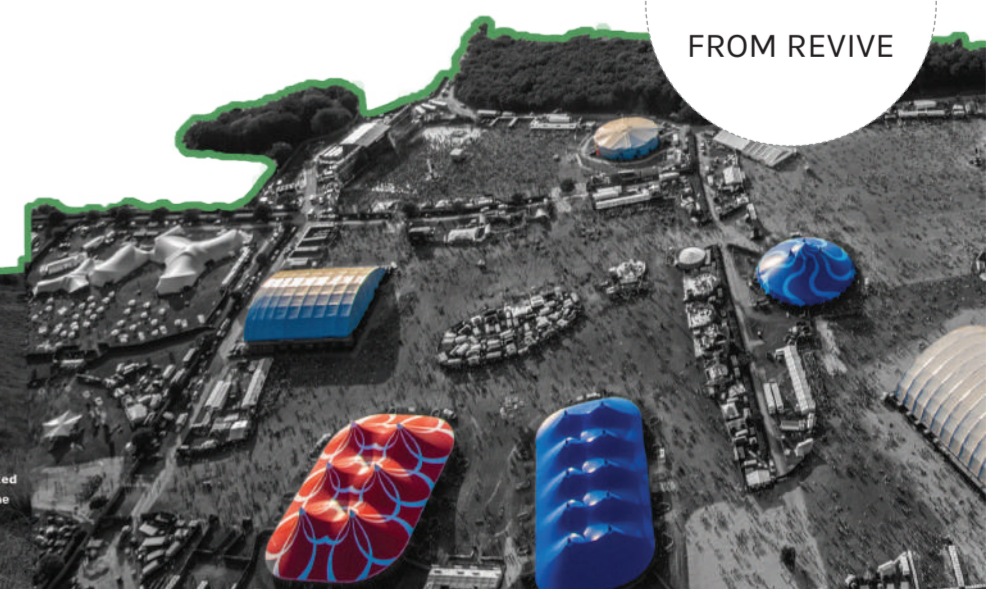
Following an interview with fellow MMU student Jess O'Riley this project was influenced by her passion to design with sustainability.

The talents and ability for this designer to work with the imperfections of tent fabric makes Revives dream a reality.



ENJOY

Year in brief  
In 2022 we  
ran 4 trials for sustainable engagement  
3 tonnes diverted  
5 salvages attended  
Industry 1st post-event diversion integrated with waste management. The future of event waste management.



REDUCE WASTE

By providing an **alternate recycling** route Revive can help to **reduce** the number of tents sent to **landfill** after a festival season.

PROMOTE SUSTAINABILITY

By **upcycling** tents into garments, **sustainability** is **promoted** within the fashion industry, reducing the reliance on **virgin materials** and **minimizing** the **carbon footprint** associated with clothing production.

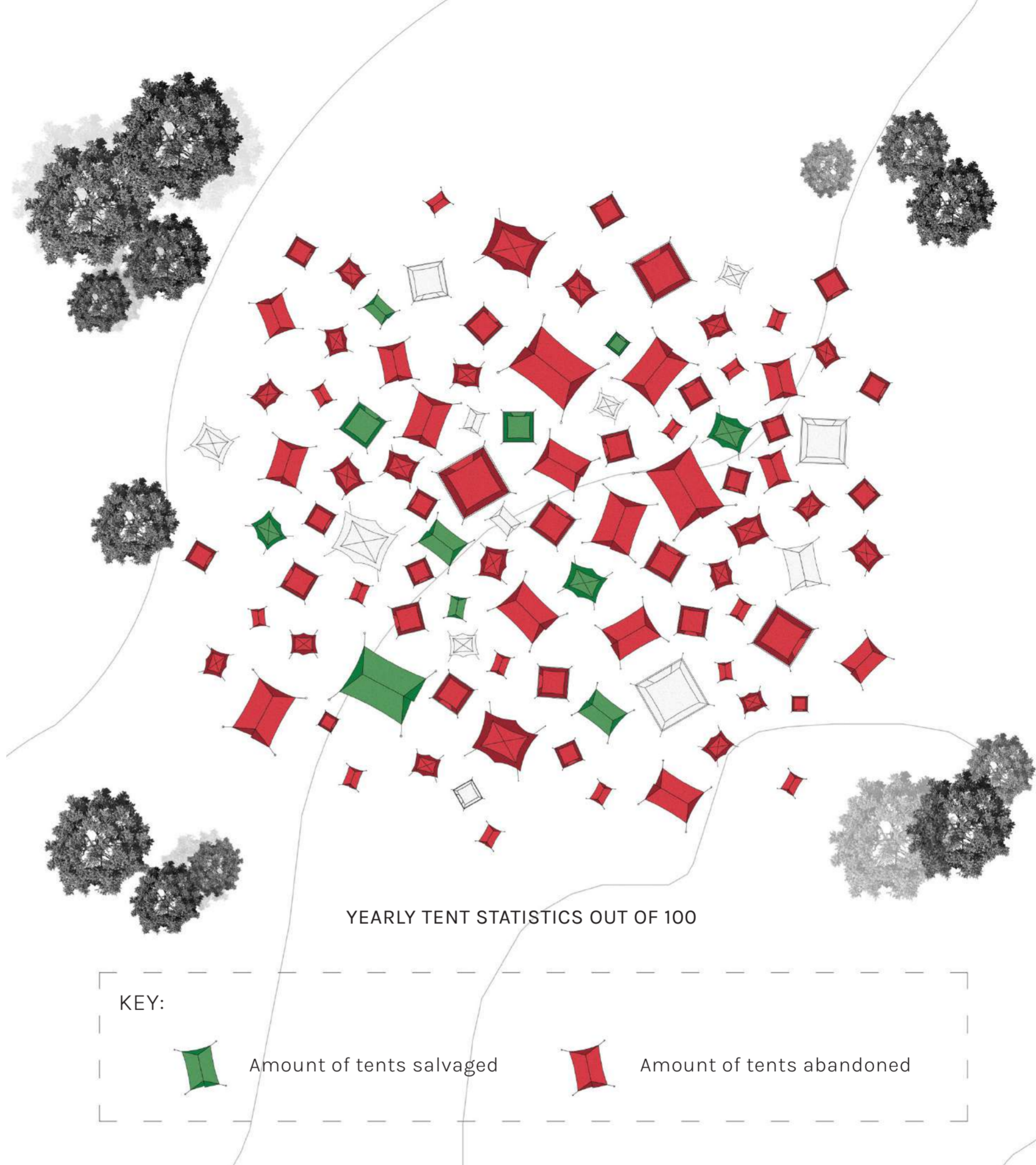
RE-EDUCATE

The opportunity to become **educated** through a **sustainable workshop** provides the first step **changing a social attitude** that has developed within festival culture.

CREATE CHANGE

Through re-education **learnt skills** should be **translated** into practice in order to **reduce** the **amount of festival waste**.

When no more garments can be made Revives mission is **complete**.



THE ISSUE

An alarming number of tents are left at festival sites each year due to **misconceptions** and a **lack of awareness** among festival attendees about the environmental impact of their actions. Many festival-goers do not realize the **significant harm** their abandoned tents cause once the event is over.

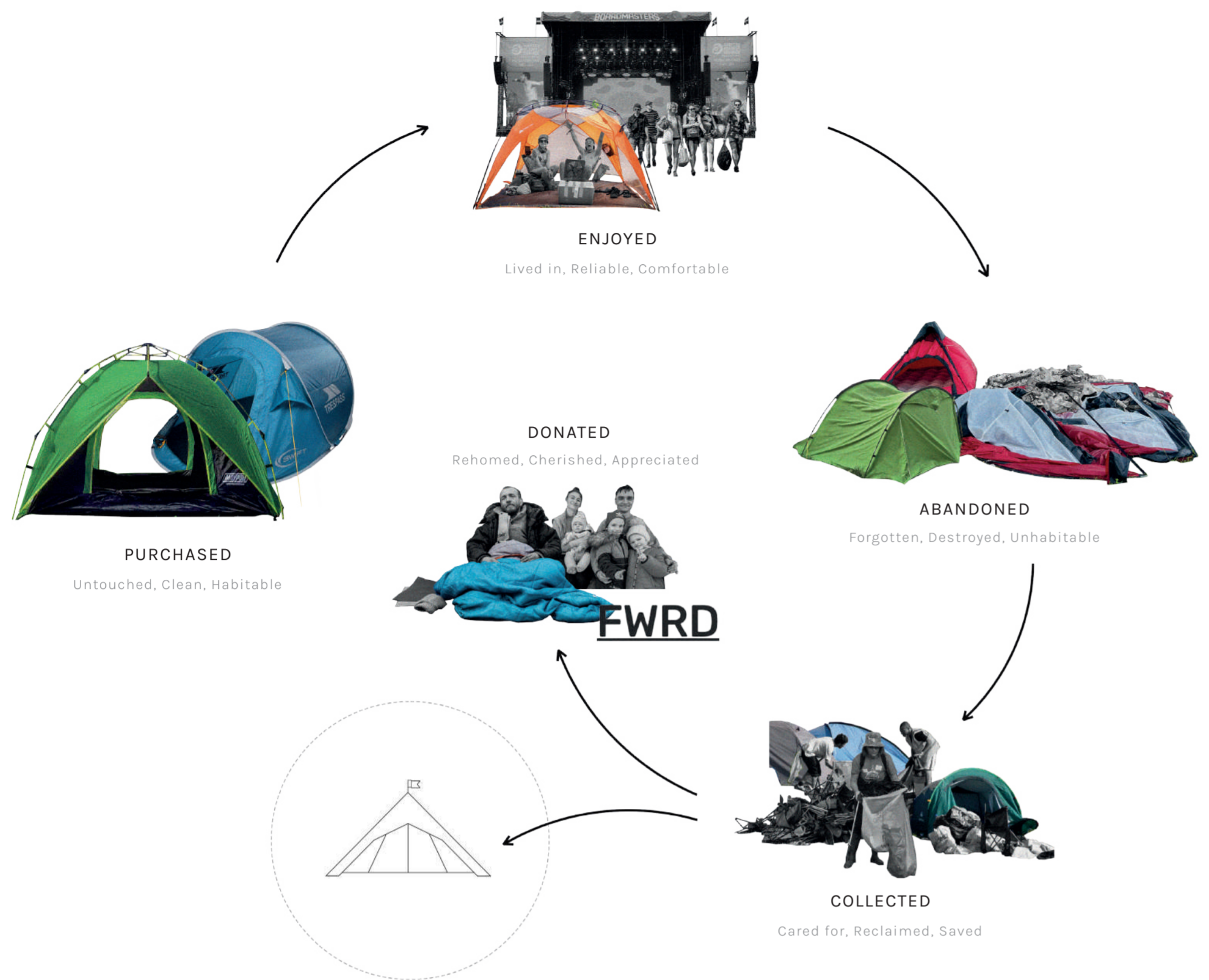
Abandoned tents are among the largest contributors to festival waste, with **50-90%** ending up in landfills. This generates a considerable **carbon footprint** because tents are typically made from **synthetic materials** such as **nylon, polyester, and PVC**, which require substantial energy and resources to produce and dispose of.

Revive aims to significantly **reduce** the percentage of tents sent to **landfills** by **creating partnerships** with local festivals for tent collection. Currently, only **14%** of UK festivals have partnerships with **charities** for this purpose. Revive's goal is to change this by **increasing collaboration** and **raising awareness** about **sustainable practices**.

**39%** of people leave their tents behind due to the misconception that their tents would be donated to charity...

People who believe this are **4X** more likely to leave their tent behind.





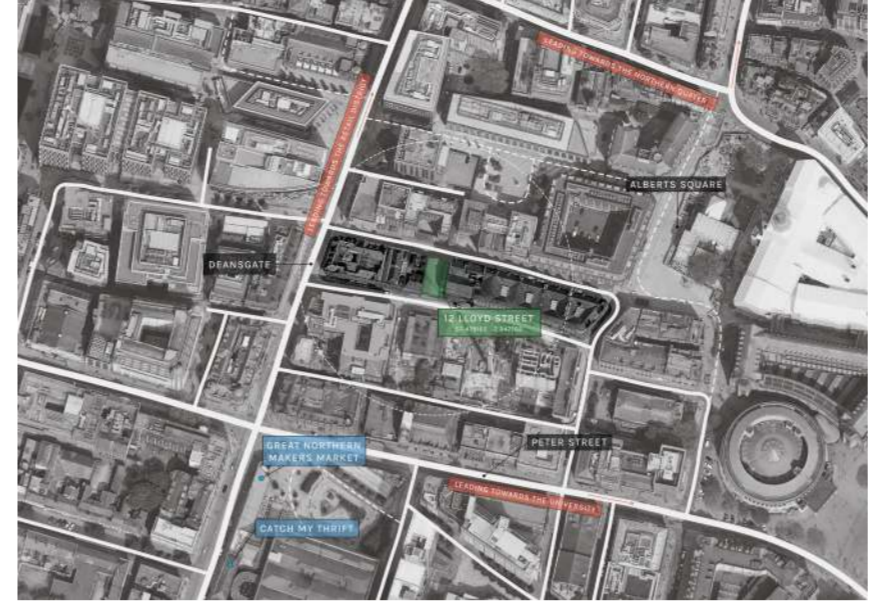
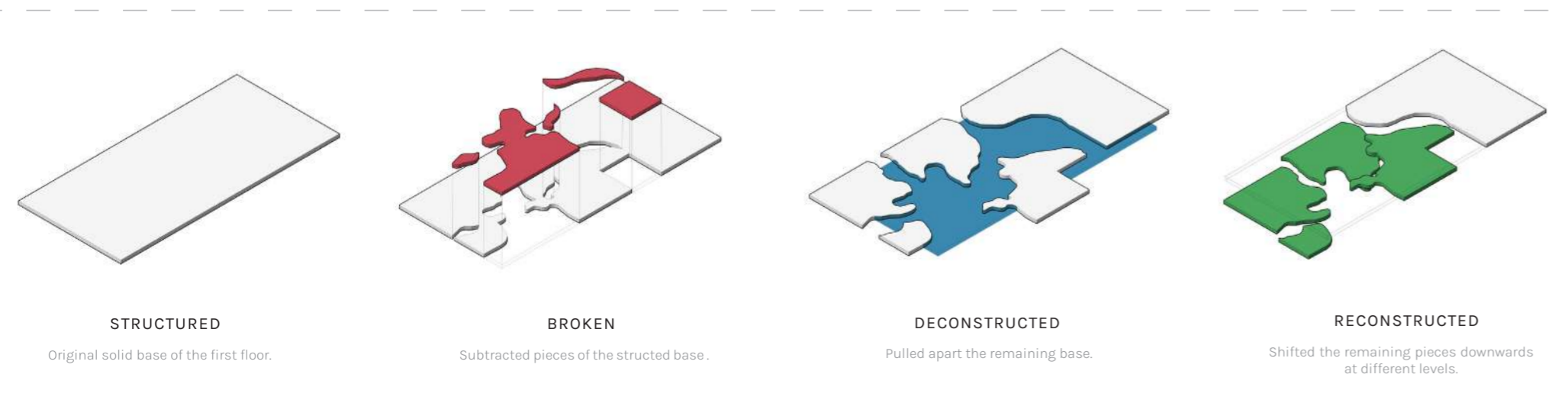
THE PROPOSAL

To address tent wastage, the concept of a **tent lifecycle** was developed.

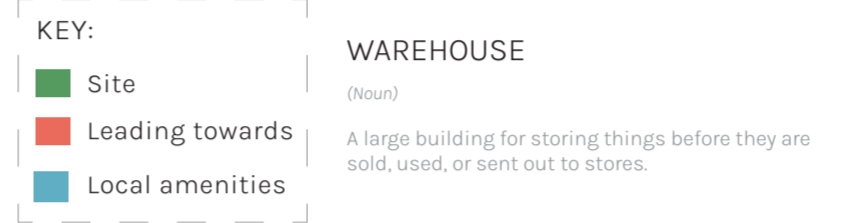
At the beginning of a tent's life, it is purchased and brought to a festival site where it is **used** and **enjoyed**. After the festival, many tents are **abandoned**, no longer needed by their owners. While some are **collected** and **donated** to those in need, a **significant** number still end up in **landfills**.

Revive proposes an **innovative recycling initiative** to reduce the number of abandoned tents at the Creamfields North site. This initiative will establish a **direct channel** for tents to be **donated**, further **extending the lifecycle**.

By adhering to the **European Waste Hierarchy**, this project falls under the **minimization** and **prevention** category, as it aims to **repurpose** and **recycle** materials. The hierarchy prioritizes waste management practices that prevent waste generation and **minimize environmental impact**. By repurposing and recycling tents, the project not only reduces the need for new materials and resources but also contributes to a **circular economy** where materials are kept in use for as long as possible.



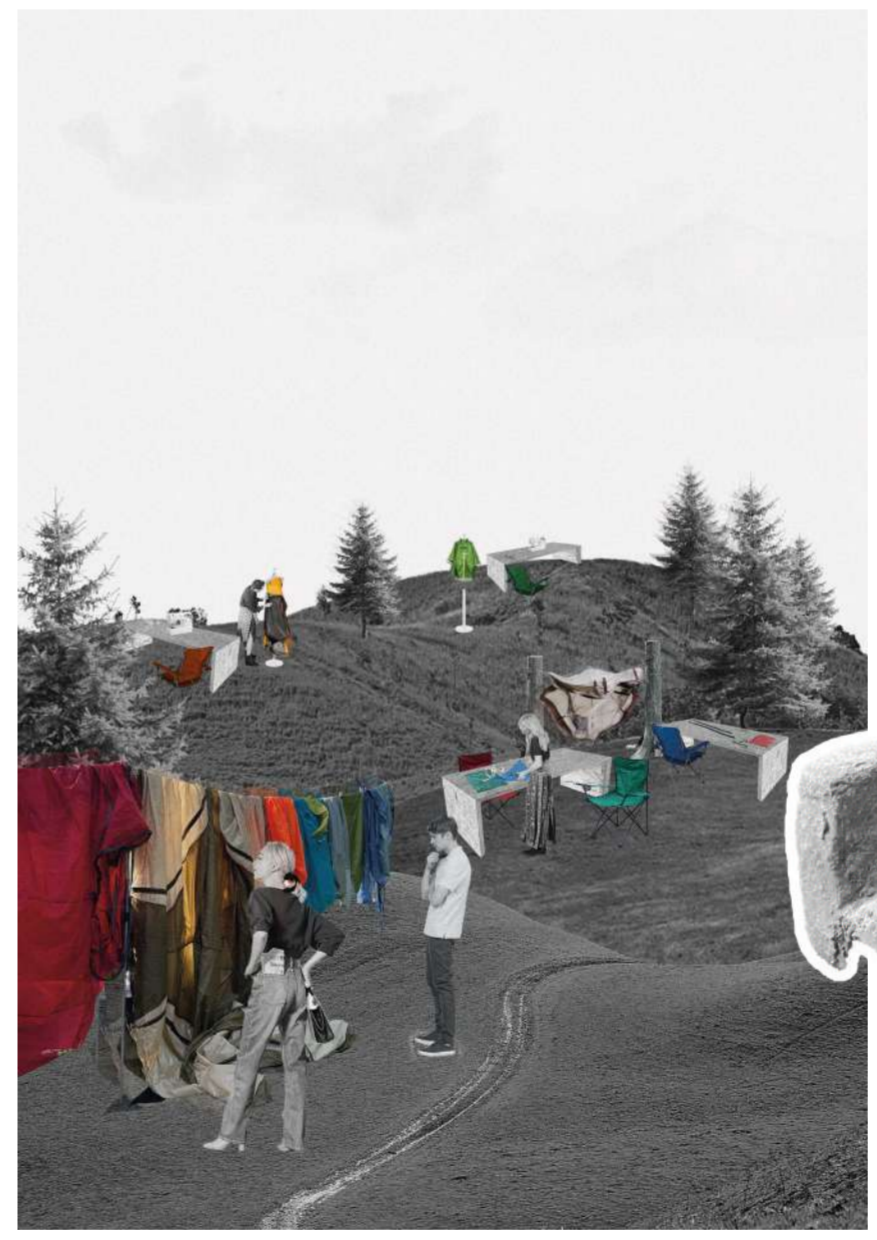
LOCATION: 12 LLOYD STREET, MANCHESTER, M2 5DN



Revive will operate out of **12 Lloyd Street**, an abandoned warehouse. This location resonates with the project's theme, as it will host **production activities** similar to those traditionally found in a warehouse space.

Both the warehouse and the festival tents share a common narrative of abandonment, having served their purpose and then been **forgotten**.

Revive aims to breathe new life into both, **transforming** the space and the tents to be **vibrant** and **functional** once again.



CONCEPTUAL IMAGE OF THE WORKSHOP SPACE INFLUENCED BY NATURAL LANDSCAPE AND CONTOURS.

To clearly illustrate the influence of the contour lines, this diagram was created to showcase the **transformation** process for the first floor of the warehouse.

The concept behind this transformation is to **mimic** the **festival landscape** by creating **double ceiling height** between the ground floor and first floor, making the space feel larger and more **expansive**, akin to the **outdoor environment**.

Additionally, it represents the **journey** of the tent material as it is **recycled** into **new fashionable garments**, encapsulating both the **spatial** and **material transformation** within the warehouse.

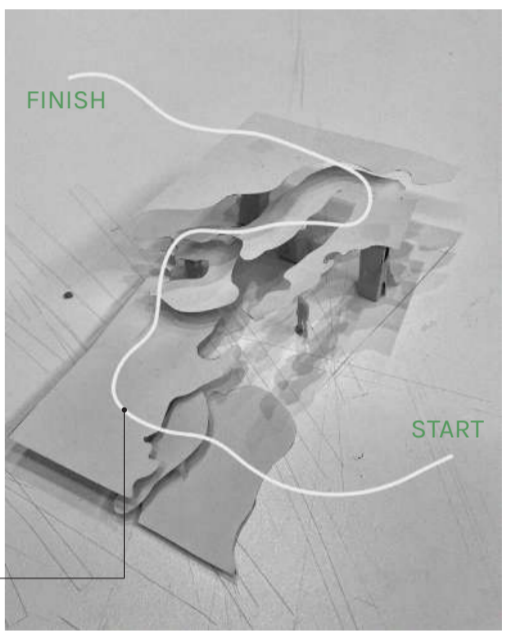
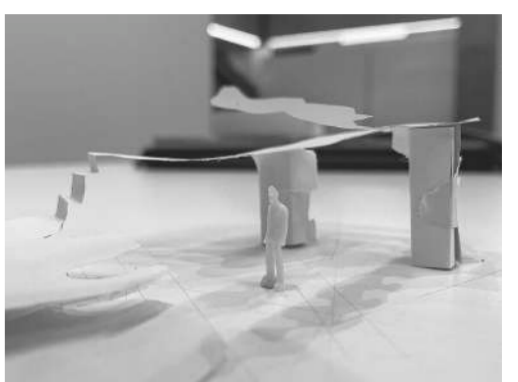


LOCATION: DARESBUY, CHESHIRE

Festival attendees play a crucial role in reducing tent waste. Primary research indicates that 62% of attendees believe the sustainability of an event is the responsibility of the festival organizers, with only 3.8% taking personal responsibility.

Revive's idea to create an alternative recycling route will help to reduce the rate of abandonment however Revive wishes to go a step further by create an environment in which teaches attendees to recycle their tents through a garment making workshop.

To ensure the effective translation of the knowledge acquired in the workshop, the space, referred to as the campsite, is designed to mimic the Creamfields North festival site. This is achieved using contour lines to replicate the landscape, placing attendees in a familiar setting where improved sustainable behavior and responsibility can be fostered.



PAPER CONCEPTUAL MODEL CREATED CREAMFIELDS NATURAL CONTOURS.

The journey up the hill

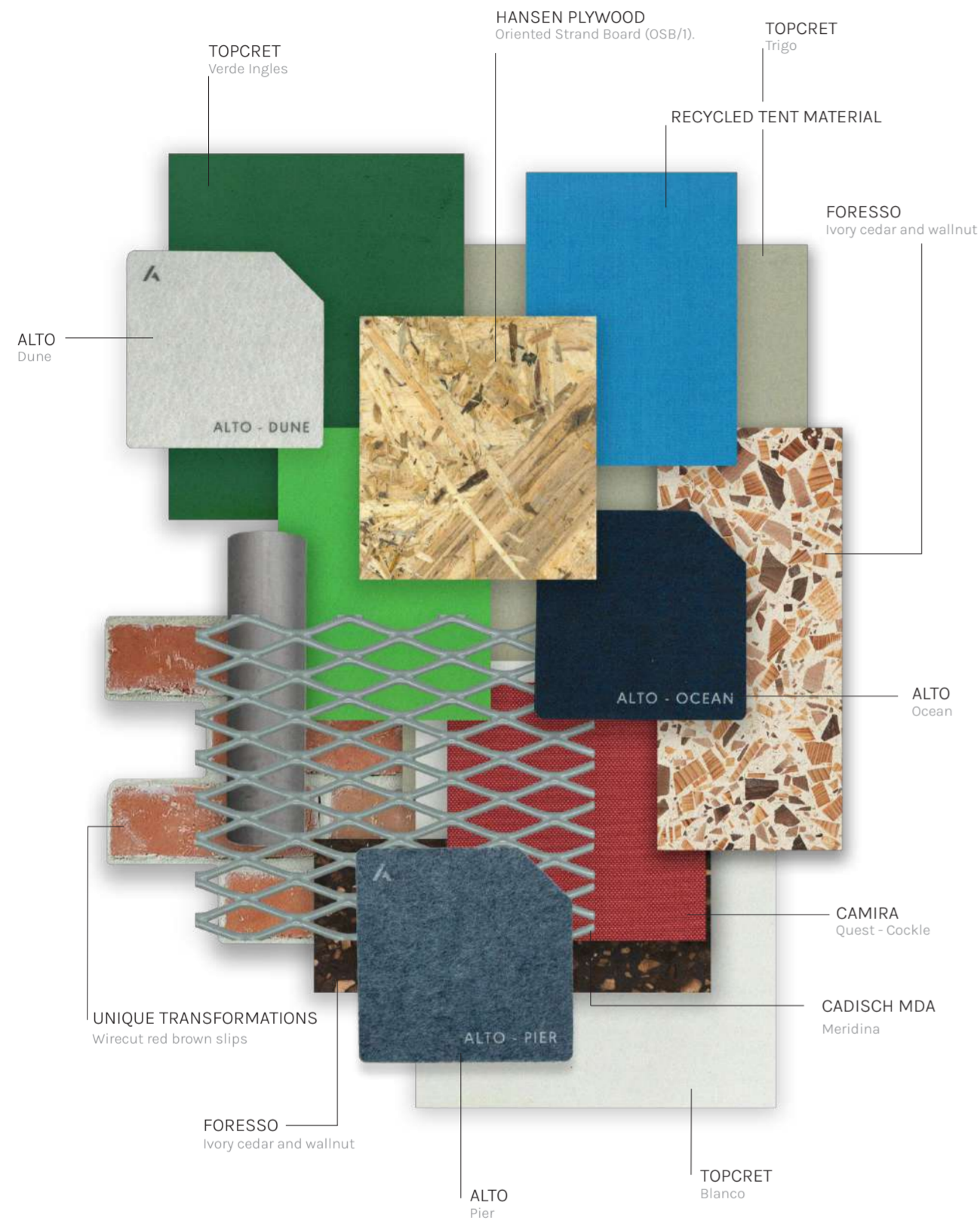


CONCRETE MODEL OF THE DECONSTRUCTED FIRST FLOOR INFLUENCED BY THE CREAMFIELDS CONTOUR LINES.

## THE DESIGN STRATEGY

With a strong emphasis on **recycling** and **repurposing** tent material, materiality became a pivotal aspect of the design process, significantly influencing the creation and structure of the space. It is the **responsibility** of the designer to make **conscious material choices** that not only meet the functional needs of the space but also benefit the **environment**.

Revive prides itself on its commitment to **sustainable materiality** by selecting materials that align with its sustainability mission, ensuring that every choice supports the overall goal of environmental stewardship.



TENT GUY ROPE DESIGN ILLUSTRATION.

Revive aims not only to **utilize** the fabric from abandoned tents to create fashionable garments but also to **repurpose** other components of the festival tents.

Guy ropes are collected from the tents and repurposed into a handrail that will line the campsite, **guiding attendees** on their **journey** through the space.

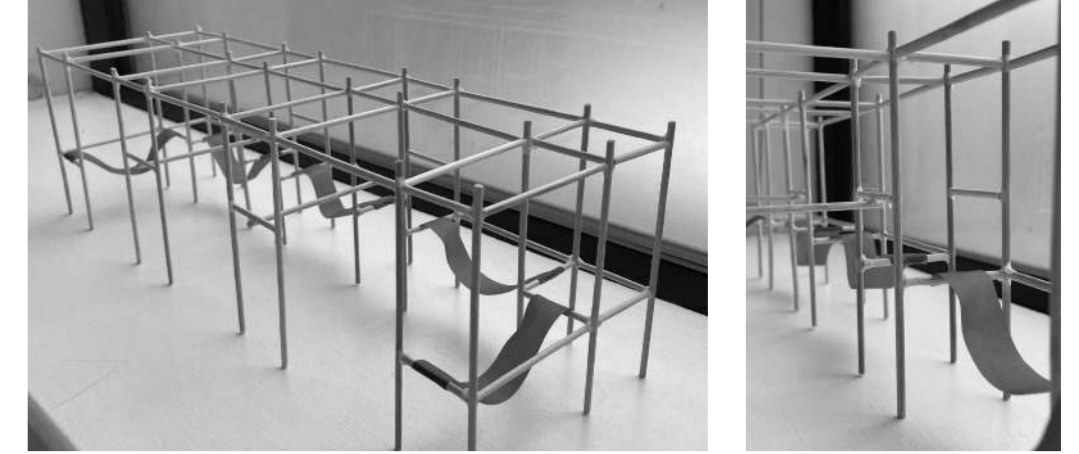
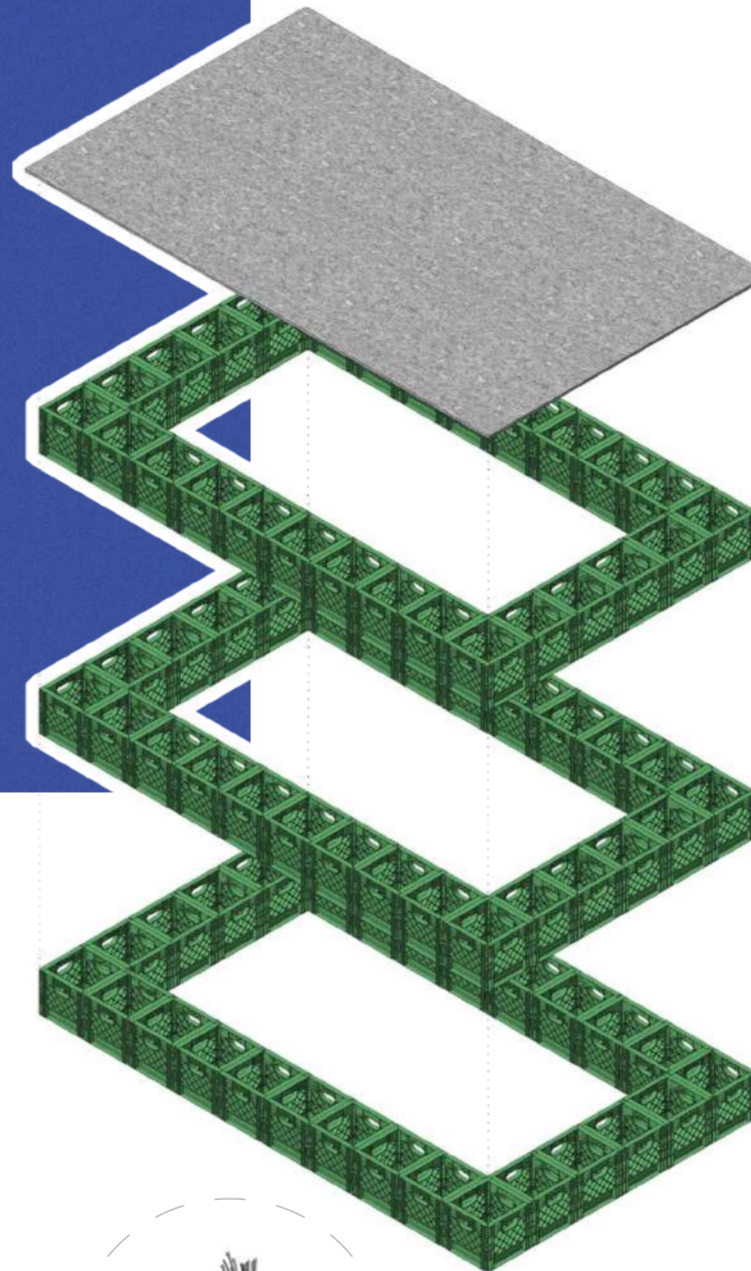
Transforming these guy ropes into a handrail is a **creative** and **sustainable** choice of materiality, symbolizing Revive's **commitment** to sustainability. It serves as a tangible reminder of the transformative power of **mindful consumption**.



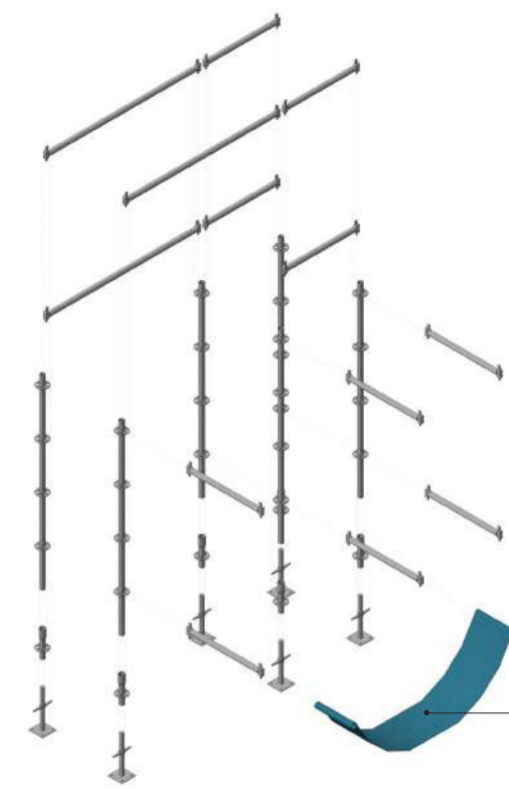
Within the festival site, a display table was created using crates commonly **discarded** by food vendors after festivals.

This innovative approach aligns with Revive's mission to **support the environment**. In Revive's design journey, it has embraced the challenge of working with **existing materials** rather than resorting to purchasing new ones.

By incorporating **abandoned** pieces from festival sites into the design, it infuses the space with character through a more meaningful and **environmentally responsible** design approach.



CONCEPTUAL MODEL OF THE COMBINED SCAFFOLDING SEATING AND DISPLAY DESIGN.

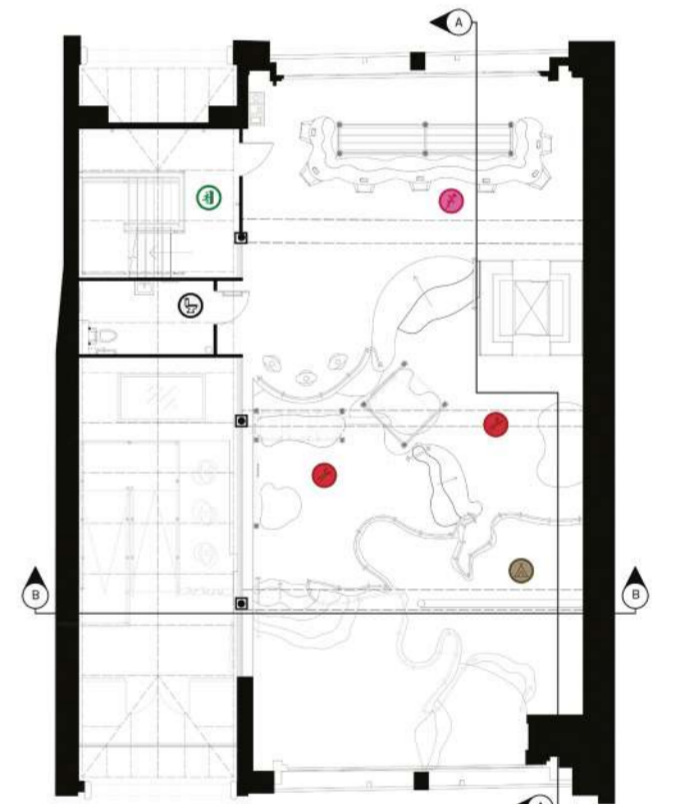
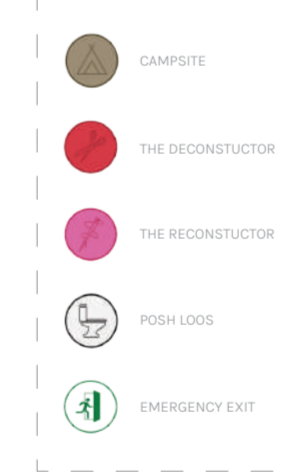


Inspired by the **temporary** nature of festival materials, this **multifunctional** seating and garment display rail structure was created using the **Layher scaffolding system**. This design choice evokes the essence of festival aesthetics, offering a familiar and relaxed setting for attendees within the festival site.

Utilizing scaffolding structures provides the benefits of **interchangeable** design while also promoting **circularity**, as scaffolding is typically rented for specific purposes and returned to suppliers when no longer needed, making it a highly **adaptable** design choice.

Camira Quest fabric.

SCHEDULE OF ACCOMODATION



First floor plan  
Not to scale

## HERO MATERIALS

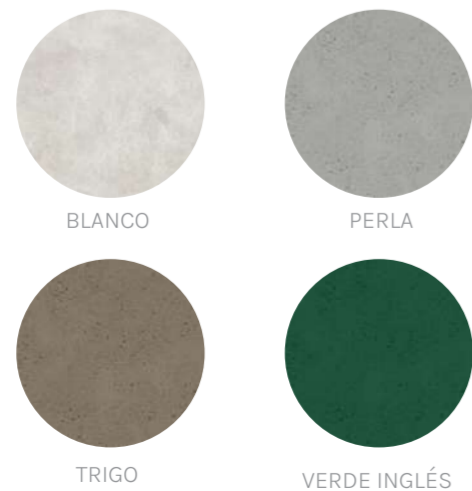
### TOPCRET

#### BAXAB ECO

The first VOCs - Free microcement that is breathable, non-toxic and a waterbased solution that is highly resistant and provides a seamless finish.

#### SUSTAINABLE FEATURES

LEED, BREEAM and WELL certified. Recyclable and reusable. Can be applied onto existing surfaces so limits the need for demolition or disposal.



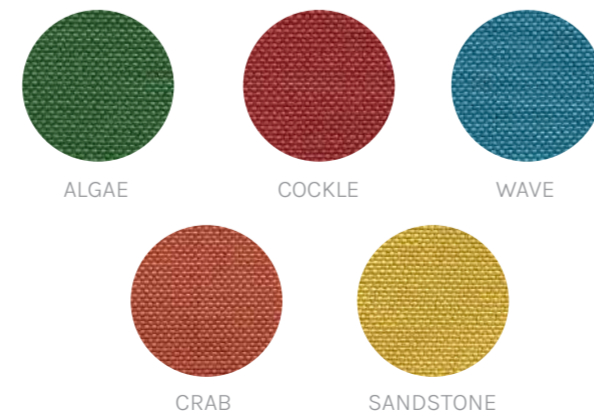
### CAMIRA

#### QUEST

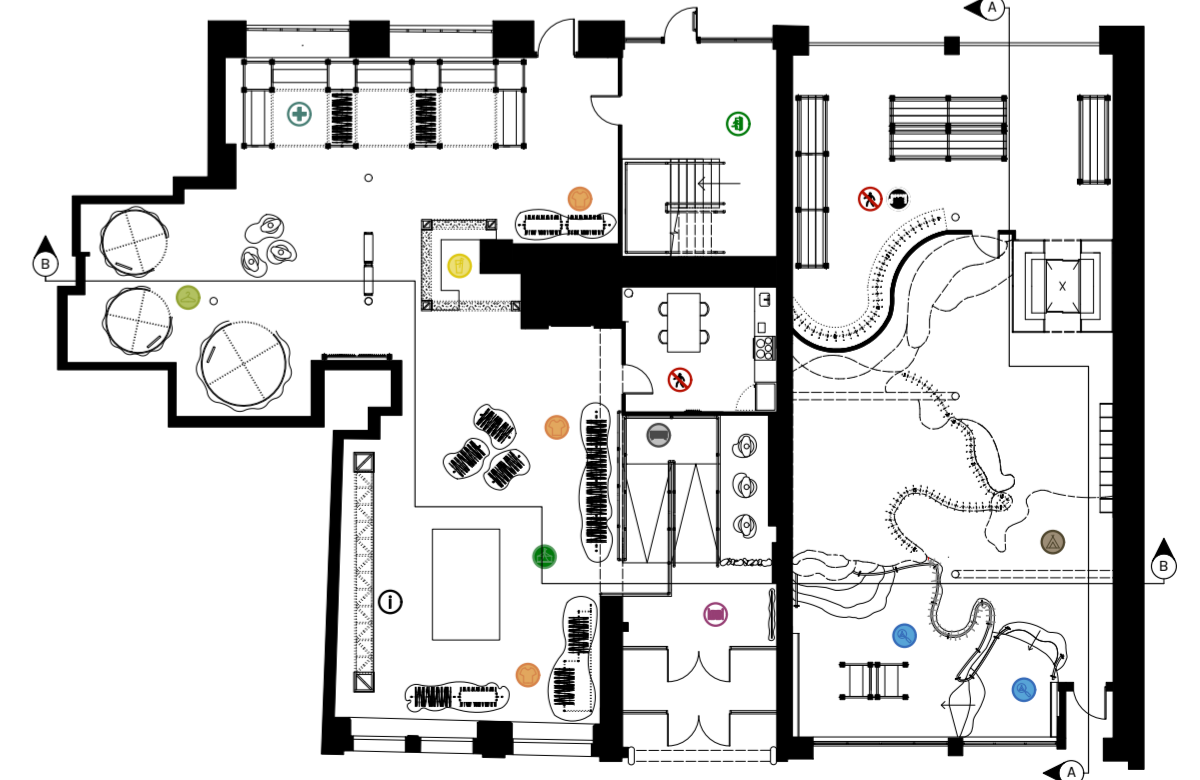
Created using a weaved technique that is enhanced by discat-dyed SEAQUAL YARN to bring eco-friendly choice to upholstered fabric.

#### SUSTAINABLE FEATURES

Made with 75% SEAQUAL YARN - Partnered with the SEAQUAL INITIATIVE to combat marine plastic pollution. This yarn is that combined with 100% post-consumer recycled polyester.



SCHEDULE OF ACCOMODATION



Ground floor plan  
Not to scale



MAIN GATES



MERCHANDISE



RELAXED SEATING



LOST PROPERTY



THE RECONSTRUCTOR

ENJOY

## THE SOLUTION

By creating a retail space that sells garments made from **recycled** tents, Revive aims to **raise awareness** about tent abandonment rates and support the local festival, Creamfields North. Profits from sales will be donated to the festival's **sustainability fund**, helping to ensure **greener** festivals for all.

Through the workshop, Revive seeks to change attendee **perceptions** on sustainability, promoting not only a reduction in waste but also fostering a more **sustainability-conscious** generation of festival-goers.

### MAIN GATES

Upon entering through the main gates of Revive you are met with entrance barriers in the form of an accessible ramp as a first touch point for the site; this was designed with the intention to mimic the path of a festival journey and slow down the journey of the attendee allowing them to take in their surroundings and even appreciate the unique features of the space such as the glass roof that is complemented by solar powered festoon lighting.

### MERCHANDISE

Upon entering the main gates, attendees will arrive at the festival site, where they can browse the merchandise stands featuring fashionable garments made from recycled materials. At the information point, the story of Revive is displayed on a roll of swash stretched across a truss system, showcasing Revive's sustainable mission.

### RELAXED SEATING

Within the festival site relaxed seating can be found towards the back of the space aligned along the full height windows. The hammock style seating is supported by a scaffold structure to hint at typical festival materiality and its highly interchangeable and adaptable nature.

### LOST PROPERTY

The donated tents from the festival site are displayed to attendees participating in the sustainable workshop, allowing them to select materials to create a garment. This hands-on experience serves as their first touchpoint in sustainable education.

### THE RECONSTRUCTOR

In the final stage of the workshop, attendees work with the imperfections of the tent fabric to create their garments. By handling the tent material, participants will reflect on its journey, fostering a deeper connection to its materiality and understanding its value, thus recognizing it as something worth preserving.

## THE ATTENDEE

Attendee profiles for Revive were heavily influenced by a previous essay that analyzed **social attitudes** of festival-goers, identifying **three key attendee types**.

These insights significantly influenced the use and design of the space, as it was tailored to **accommodate the diverse characteristics** and **behaviors** of different attendee groups.

“ **SUSTAINABILITY** IS AN EVIDENT MATTER OF BEING DEPENDANT ON THE BEHAVIOUR OF OTHER ATTENDEES ”

Werner et al. (2018)



**SUSTAINABLE CO-CREATOR**  
Sustainable warrior who embraces sustainable practices within their personal lives.

CHARACTERISTICS:  
Open, positive, green thumb, caring and responsible.



**CALCULATED**  
Operates with personal gain at the forefront and is a balance between sustainable co-creation and experiential.

CHARACTERISTICS:  
Strategic, selfish, overthinker and controlling.



**EXPERIENCE SEEKER**  
Wanting to escape the constraints of normal life and deviate from responsibility.

CHARACTERISTICS:  
Rebellious, carefree, independent and experimental.



SECTION A  
NOT TO SCALE

Section A highlights the landscape feature of the campsite as the purpose of the design is meant to mimic the landscape of the Creamfields site from the ground to the sky, through the use of cloud shaped acoustic panels hanging over the hill of the contour inspired feature staircase.



The sustainable co-creator ventures through the festival site by taking the time to read the information point which displays the sustainable story of Revive due to a natural interest in the sustainability of the project. Within the campsite they spend a longer time looking at the abandoned tent material as they are more considerate of their material choice, they then begin to travel up the campsite to take part within the workshop.



Within the festival site the Calculated type spends more time looking at the garment display rails as they are determined to find items in which they can purchase at the bar in order to showcase their unique garment to the world. An interest is then taken in the campsite as this is an opportunity to take part in an activity to create their own garment, through this the attendee may begin to question their outlook due to being re-educated and faced with a personal sustainability inner conflict.



The experience seeker takes the most interest within the campsite as they are attracted to the experience that it holds; this will be beneficial to this attendee was they are the ones who need the most re-education on sustainability. After the workshop is finished they head over to the festival site to sit in the relaxed seating area to take in what they have just learnt as well as admire the atmosphere within the space.

