

FOR IMMEDIATE RELEASE

Rescued Clay: Transforming Local Waste into Creative Possibilities at London Design Week.

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Rescued Clay, a pioneering design practice based in the Park Royal Design District, is redefining sustainable design by turning local construction waste into objects of beauty, function, and cultural storytelling. As part of London Design Week, Rescued Clay will showcase how material rescue, community engagement, and circular design intersect to shape a new creative landscape with open workshops and walk-in talks.

From Waste to Wonder

Rescued Clay recovers clay from nearby construction and landscaping sites, material that would otherwise go to landfill. The rescued clay is transformed into tiles, vessels, sculptures, furniture, and public installations, each piece carrying the unique story of its origin in London's urban landscape.

Designing with Local Roots

Situated in the heart of the Park Royal Design District, home to over 400 makers, artists, and designers, Rescued Clay thrives on collaboration and local identity. Community isn't just who you work with, it's the story you tell together. Through partnerships with schools, residents, and businesses, the practice transforms material recovery into a shared creative journey.

Collaboration and Climate in Action

Workshops, curated visits, and community events are central to the Rescued Clay ethos. These initiatives spark awareness, foster collaboration, and reclaim the narrative of local materials. By championing circular economy principles, the project reduces reliance on virgin resources while inspiring new ways to see "waste" as a cultural and creative asset.

Why It Matters

Rescued Clay addresses some of today's most pressing design challenges:

- Circular Economy: Intercepting waste and keeping valuable materials in use.
- Sustainable Design: Reducing environmental impact with hyperlocal sourcing.
- Material Awareness: Re-educating communities on the creative potential of waste.

Looking Ahead

Rescued Clay plans to expand its impact by partnering with architects and developers, advancing material research, scaling local production, and deepening community engagement, ensuring that the story of London's clay becomes a shared story of resilience and creativity.

Visit Rescued Clay at London Design Week

Join Rescued Clay at London Design Week to experience first-hand how local materials, collective action, and sustainable design come together to shape the future of making.

For press inquiries, interviews, or high-resolution images, please contact:

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