

oud en nieuw



After writing my column about the creative reuse of waste materials, I came across a new commercial television program promoting this mindset: *Oud en Nieuw*. The name of the show translates into Old and New and is a scrapyards challenge for young redesigners.

In *Oud en Nieuw* - with the slogan "waste does not exist" - ten creative handy(women) get the task to make beautiful designs of diverse waste materials. Each week, the contestants receive a new design assignment and get the chance to treasure hunt for their materials in various junkyards, a specific different one each time. The treasures are then brought back to the workshop, where everyone has a personal workbench at his or her disposal and a fully equipped place for woodworking as well as metal working. For the upcoming two days the craftsmen and women struggle with the given assignment, the materials, each other and themselves to create the best designs. A strict jury, often accompanied by a guest critic specific for that week's assignment, then decides who wins the week's challenge and who unfortunately performed below standards and has to leave the show. With this knock-out system, the group of participants becomes smaller each week and only the best make it to the finals.

In the first episode, the participants get the task to address the most old-fashioned furniture in Dutch living rooms: create a trendy coffee table. For this treasure hunt they go to a huge mountain of construction waste, from which a great diversity of materials is harvested; wood, reinforced steel, a heavy gastank, plastic buckets, a chunk of styrofoam. Rumour has it that the results are ten special and interesting designs.

In the following episodes the remaining participants have to deal with diverse design assignments, some based on function, others on material or open for personal interpretation. From the alteration of a complete massive log (cut away due to the sickness of the tree), to the freely interpretable design of an 'eyecatcher' or even the loaded task of designing a coffin for a terminally ill patient. The designers, some professional wood or metal workers, others just do-it-selfers or hobby creatives, work their asses off and present interesting - sometimes more than others - creations every time within two days.

Presenter Dennis Storm accompanied by the craftsmen and women participating in *Oud en Nieuw* (npo.nl)



The program is developed by BNN, which is part of the public broadcasting in the Netherlands, and aired every monday evening at 20.30 at channel NPO3. Its presenter Dennis Storm knows what he is talking about, since he is personally also a big do-it-yourselfer. He even has his own atelier - Atelier Raconteur - where he shows and sells his personal creations.

I must say I have been annoyed by the lack of social relevance of television programs these days, but this program really is a prime example of a show that combines low key television entertainment with inspiration and a societal message. It hopefully contributes to a more conscious mindset of the average person to rethink their own personal waste and make something great out of it!

Various designs made of scrap materials during the show (npo.nl/oud-en-nieuw)
