

A New Kind of Blue

<https://anewkindofblue.com/>

A New Kind of Blue is a Berlin based design studio looking for locally embedded solutions to global problems with the starting point in circular economy. The studio is founded by material and product designer [Tim van der Loo](#) and Techno-Anthropologist [Sandra Nicoline Nielsen](#). They strive towards rethinking the notion and aesthetics of recycled materials and creating truly circular product life cycles.

New Blue

<https://tim-vanderloo.myportfolio.com/new-blue>

The New Blue project stems from a desire to rethink the notion of recycled materials and create a truly circular product lifecycle by reimagining how to recycle jeans.

The Mattress Bag

<https://tim-vanderloo.myportfolio.com/the-mattress-bag>

The Matras Bag is a prototype and concept that solves the need of mattresses for the homeless. The Matras bag functions as a bag to carry around and at the same time it is a mattress. **The Mattress Bag is awarded with the 1st prize in the upcycling design competition *MESH UP!***



Square Loom Weaving

Square Loom Weaving is initiated as an upcycling project at the charity organisation Textilhafen introducing a strategy to use T-shirts with low reuse value.

Weaving is an ancient technique dating to the dawn of humankind and has over time evolved into many different techniques. The square loom weaving technique used in this project is known for its popularity as a hobby tool in the 1930s United States. With the simple and small square looms, however, it became popular as a home leisure activity.

<https://tim-vanderloo.myportfolio.com/square-loom-weaving>