



Next Material

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Tyrecycling - material making matter

The task of the subject “Innovative product design” entitled „Starker Auftritt - 2.0“ was to develop an innovative shoe collection, by rethinking the traditional shoe design.

During the research for the material concept, Katharina Grobheiser became aware of used tyres, made from rubber and rubber mixtures. To create a material contrast, the bootleg is made of a 100% woolen felt. Another important highlight is the puff print that creates a rubber-like haptic. The project focuses on recycling used tyres since no other concept of reusing this material has been developed yet.

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