

☕ Coffee Talk with Laura



Please tell us about yourself, who are you and what do you do? Hi, my name is Laura van de Wijdeven. I'm from Rotterdam and I'm working as an independent designer in my studio Atelier LVDW. My work is based on material research and experiment. My explorations on new materials are translated into a variety of interior products and art objects.

How did your journey towards sustainability begin and how did you come up with the initial idea? My journey towards sustainability began during my study at Willem de Kooning Academy and my internship at Studio Nienke Hoogvliet back in 2015. Sustainability is a very broad term, especially within the material design field. Since my graduation in 2016, I've been focused on the human part of sustainability by exploring our human connection to nature. Within this philosophy, I explore raw natural materials and organic waste streams. I was part of the Materials Designers competition in 2019 where I had the opportunity to experiment on one chosen food waste material: eggshells. That's where I developed the recipe I'm still working with today, to create unique Eggshell Ceramic pieces.

What are the biggest challenges you face? A big challenge is to bring new ideas and products to the market. To compete

with traditional materials and high material standards. Currently, I'm collaborating with Dutch design label House of Thol to explore these challenges by researching the biggest bottlenecks within new materials.

What is a possible future for your initiative? Where do you want to be within five years? At this point, I'm working on unique Eggshell Ceramic pieces. Decorative objects like bowls and vases. I hope in five years my Eggshell Ceramic collection has grown and that the project has spread the story of our enormous egg consumerism and a new perspective on valuable waste. Next to the unique pieces, I would like to collaborate with a company that is specialized in eco-friendly disposable tableware. To apply this waste stream into a product that still can be used as a plant nutrient after its use.

If you have three free wishes, what would you wish for?

1. I hope to develop lots of new projects within material research and design.
2. Interesting collaborations.
3. The integration of new biomaterials into our daily life.

What do you think we all can do to solve the plastic pollution problem in general? Use as less plastic disposables as possible and have more material awareness.

Insights about the project

“Eggshell Ceramic”

by Laura van de Wijdeven, Netherlands



AWARD WINNER



The enormous egg consumerism is the source for Laura's unique Eggshell Ceramic pieces such as bowls and vases – and hopefully soon for disposable tableware as well.