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## **Title: Plastic Fantastic.... Or is it?**

**'By 2050 there will be more plastic in our Oceans than fish'**

World Economic Forum, Ellen MacArthur Foundation and McKinsey & Company,  
*The New Plastics Economy: Rethinking the future of plastics: Feb 2016*

**Date: Wednesday November 30**

**Details: Trudie Ballantyne; Course Leader for Photography – Editorial and Advertising and Dr Michelle Williams, Course Leader for Project Design.**

Since the 5p charge for plastic carrier bags the number being used has fallen by 85%. Micro beads are to be banned by end of 2017. Petitions for bans of plastic straws and tampon applicators are active. This is a positive start but there is a long way to go. We have now been officially classified as to be living in the geological Anthropocene epoch (started 1950), by 2050 there will be more plastic in our oceans than fish, geologists of the future will discover sedimentary layers of plastic and other markers of our industrial and consumerist society. Trudie & Michelle will discuss the environmental disaster relating to plastics; sustainable viable alternatives and the circular economy model, they will feature artists, organizations and designers who are bringing about social change and innovation with regard to plastic and how its waste is being regarded as being a valuable commodity.

Trudie is currently working on a personal photography project, 'Ocean Edge', some images from which were shortlisted and exhibited in the Environmental Photographer of the Year Awards at the Royal Geographical Society. Collecting plastic objects and fragments gathered around the coast of the UK, from straws, lighters, toys to tampon applicators, she returns to her studio to create large format still life images which she aims to create impact and prompt the viewer to consider their own everyday consumption and subsequent use and recycling of plastic items.

Michelle is a product designer and active researcher in education for sustainability. As an entrepreneur she created a skin care business with sustainable values at its core. With her students she collaborates with other creative courses, the local community, companies, The Design Academy and sustainable charities to create 'The Regeneration Project' where the public can bring products, including computers and electronic devices to be repaired, learn about up cycling clothes and how to become disruptive innovators.

Trudie Ballantyne is a University Teaching Fellow and has exhibited her photographs internationally. For the past nine years she taken Editorial & Advertising Photography students on highly successful trips to Shanghai, China and Vancouver working with other professionally orientated photographic courses supported by major international brands such as Superdry UK, Converse China, Specialized USA and Lululemon Canada. Her own research and practice is also receiving recognition and interest from photography awards and galleries.

Michelle Williams has worked in industry as a project leader in product design, has a doctorate in design and has been an entrepreneur for 10 years. She is dedicated to giving her students real-life experiences to create a design portfolio enabling them to become successful in the direction that they feel passionate about. For example, her first year students are designing a classroom for the British charity IT Schools Africa. Superdry have also set her students a design project to gain an invaluable insight in branding and people's lifestyle choices.

Time and venue: Refreshments at Elwes Reception, The Park campus, Cheltenham, GL50 2RH from 5pm. The lecture is from

6pm until 7pm at nearby TC014. Parking is free of charge.  
Places are free but must be booked in advance [here](#)