
GEX SCENOGRAPHY CHARTER

Infinite creativity within finite materiality

INTRODUCTION:

The vision of the GEX scenography charter is to rethink the creative development process and foster innovation to minimise ecological impact whilst maintaining artistic integrity and vision. By incorporating life cycle thinking into the scenography development process we aim to arouse curiosity and raise awareness around developing fertile futures that support life and ecosystems.

GEX SCENOGRAPHY DEFINITION:

Scenography includes all deco, art, installation works, design, signage...

It defines the look and feel as well as the onsite visibility of an event's philosophy and/or Corporate Identity. It can be composed of light, performance, structure and space using interesting concepts, new techniques, and unusual materials

THE CHARTER:

This charter is addressed to creators and facilitators of scenography.

To achieve infinite creativity within finite materiality the partners within the Green Europe Experience (GEX) will:

- ✓ Enable a circularity of materials by ensuring that the materials used have maximum life before, during and after usage as scenography
- ✓ Minimise the usage of virgin material
- ✓ Maximise usage of reused, reclaimed and recycled materials
- ✓ Provide transparency by ensuring traceability showing that the production of all new materials avoids deforestation, child labour, conflict minerals and other human and environmental rights abuses
- ✓ Rethink consumable usage to minimise waste
- ✓ Minimise transportation impacts through distance, weight and quantity of materials
- ✓ Optimise energy, water, gas and fuel usage where applicable
- ✓ Prolong the life cycle and use phase of scenography and ensure it is shared, reused, refurbished, reclaimed, or recycled after first usage
- ✓ Recover energy from what can't be recycled or reused
- ✓ Maximise outreach to ensure greatest number of people benefit from the art

GEX project framework applies the 7Rs of the Circular Economy :

RETHINK – creative development process

REDUCE – materials, chemical, water and energy usage

REUSE – materials and consumables

REPAIR – to ensure longevity of artwork

REFURBISH – materials and ideas to be continuously revived

RECOVER – salvage and reclaim what would be waste

RECYCLE – separate materials that cannot be reused for recycling to new items