



'PROJECT RECYCLED'

Cindy Poole

Cindy Poole's 'Project Recycled', is a collaborative and artistically sustainable model which embraces the values of a circular economy. The backbone of 'Project Recycled' centres on the properties of glass as an endlessly recyclable material, innovating low value glass waste into reimagined and refined, functional artworks that have high value and artistic merit.

What?

Our 'Project Recycled' range; including homewares, jewellery, tableware, sculptural design and lighting fixtures takes inspiration from Western Australia's ever-changing landscapes and embodies the aesthetics of our environment by playing with a variety of inclusions, design features and hues from sunburnt amber to vivid blues. Each quality product is authentically handcrafted by Cindy Poole and her 'Shed Elves' inside the Esperance Gallery.

How?

Raw materials are sourced from collaborative suppliers; providing all sectors of businesses and community members with an alternative and sustainable waste management option by diverting glass waste away from landfill and back into the economy. The artistic process involves a series of crushing, kiln firing and shape forming methods, which transform the raw glass materials into a finalised product, offering a cohesion of form meeting function.

Who?

The 'Project Recycled' team consists of a group of five passionate and hard-working post/under-graduate university students who form the foundations of our marketing communications, photography, brand management, graphic design and architecture. Cindy's leadership and drive supports the team, while added strategic direction comes from H-Factor's Robyn Moyle.

'Project Recycled' strives to promote and share the suppliers and collaborators who become involved in the project, as we all work together from the grassroots to take control of our corporate and community responsibility which is something worth advertising.

'The Story'

One of the cornerstones of 'Project Recycled' is its unique collaborative nature and how we wish to promote and share the people, places and materials behind our products. We truly believe in the power of WA's small businesses, and how the stories behind the face of a brand can impact the final product.

We want to bring like-minded people together, to not only support short term goals but allow ourselves to be involved in something bigger... True sustainability for Western Australia, as we cultivate a circular economy.

If 'Project Recycled' sparks your interest and supports your sustainability values, we encourage you to get in touch to become a part of our story to make a difference today...

Click here to **Become a part of our story** (<https://www.cindypool.com.au/project-recycled/>)