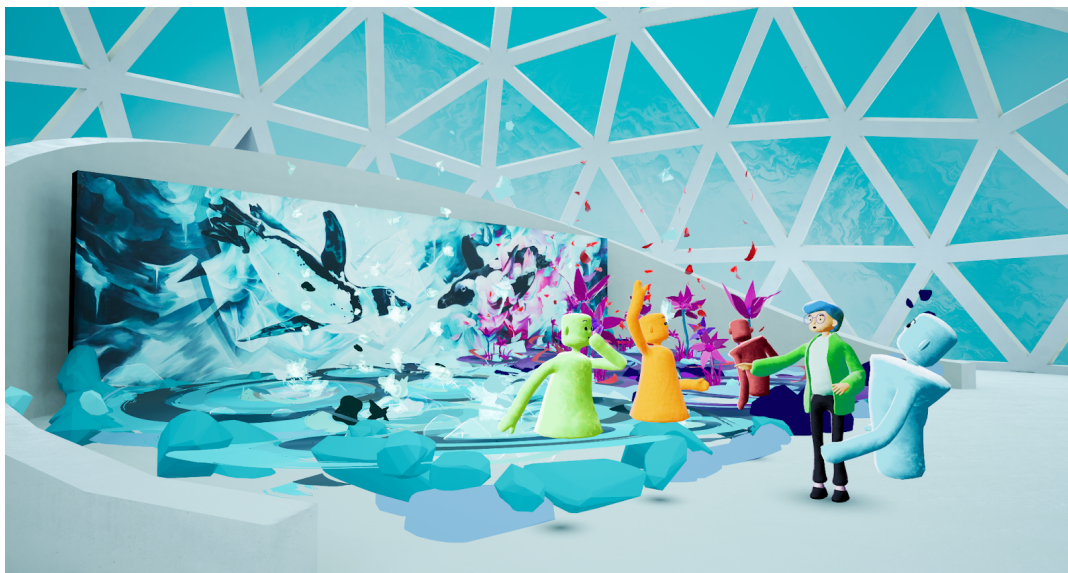


EMBARGO - 10:00 GMT 11TH NOVEMBER 2021

Imagine a future where single use plastic is only found in museums.

Museum of Plastic 2121 has launched on 'Curatours' - November 11th.



Tour Guide talking to visitors in the Environment Wing of Museum of Plastic 2121 about the Mural called "The Choice" by Cheeky Observer

- An international collaboration with arts' collectives and academics from the UK, Austria and South Africa.
- Part of British Council's Creative Commissions programme
- Available for free
- Accessible via Oculus Quest VR headset & Windows PCs



A preview of the History Wing of Museums of Plastic 2121, opening 11th November 2021

Commissioned by
BRITISH COUNCIL

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ART**
organisation

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**EVOLVING
A CIRCULAR
PLASTICS
ECONOMY**

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MODiP
Museum of Design in Plastics

CURATOURS

**COOPERATIVE
INNOVATIONS**

Museum of Plastic 2121 has launched on Curatours

Curatours, a portal for arts & culture, has launched its first museum, the Museum Of Plastic 2121, a virtual museum based 100 years from now in an imagined future where things have worked out well for both the planet and humanity. Visitors can uncover the story of plastic - its history, science, industry, and impact on our environment. They will learn the importance of establishing a circular economy and find out how activism and individual action happening now will lead to positive change in the future.

Combining pixels and paint, and the physical with the virtual, Cooperative Innovations worked closely in partnership with South African environmental organisation, The [Greenpop](#) Foundation and the Street Art organisation, [Baz-Art](#), which in turn worked with artists and communities to create real world murals alongside 3D paintings for the museum. We've compiled a tool kit of practical actions and changes each visitor can make/ implement in their own lives so we can all start working towards a positive future.

Museum of Plastic 2121 is supported by the British Council's [Creative Commissions](#) programme, a series of creative commissions exploring climate change through art, science and digital technology as part of [The Climate Connection](#) global initiative.

Emma Cooper, Project Lead at Cooperative Innovations, said:

"Curatours is a social digital space - it isn't connected to physical geography, it's nationless, timeless and unconstrained by physics. Featuring stories and creativity from partners around the world, it's a space where people can gather, learn and discuss what they've learned. The whole idea of the Museum of Plastic is to take advantage of the best properties of the Curatours platform and, by bringing a future museum to life, to show visitors a path forward to a better future."

Dr Alice Bell, Co-director at Possible, said:

"It's been really exciting working with Cooperative Innovations on this project. I love the inspiring, optimistic story they tell about a possible future, without flinching from the problems of today, one that weaves together technological innovation with political movement building, and social and cultural change. I also think they've been really clever about how they use the story of plastics. It's not just a plastic straw here or a crisp packet there, but how the whole system of plastics sits at the core of modern consumption and the fossil fuel age - moreover, how maybe, just maybe, tackling plastic pollution could, far from being a distraction from larger structural fights with the oil industry, help humanity heal its relationship with the oceans and build something positive based on a technological drive to improve our world as well as respect for science and other species we share the world with."

(Dr Bell provided environmental consultancy & voices the guided tour in the Museum of Plastic 2121)

Pauline Deutz, University of Hull said:

"Combining the insights from academic research with a creative approach, makes a powerful tool for communication. The problems that plastics can cause have been widely publicised; our Plastics Project at Hull was trying to address those by designing new plastics and new ways of recovering value from plastics. Our research also looked at policy and social issues, which are quite often the constraints on environmental improvements. So it was a refreshing experience to look forward 100 years to imagine what a future plastics world might look like with problems resolved. COP-26 is the perfect time to be taking this look forward. There have been some gloomy headlines recently, but we should remain optimistic that a better society can be achieved alongside the awareness of how urgently necessary it is."

Misha Teasdale from Greenpop discusses the state of plastic pollution in South Africa:

"Our relationship to plastic here in South Africa is mostly quite unhealthy. This goes across the board, from policy, to producers, retailers and consumers. There is a need for a significant cultural shift within every sector. Plastics travel by the wind and tributaries, and almost inevitably land up in our major river systems and oceans. From what I have seen, there is sufficient motivation in the various sectors to move the needle and come up with innovative ways to create circular economies, find alternatives to single use plastics and build policies that change unhealthy behaviour."

How to visit the Museum of Plastic 2121

You can visit The Museum of Plastic 2121 through the Curatours app which is available for Oculus Quest VR headsets and Windows PCs.

To download for Oculus Quest VR headset, please visit:

<https://ocul.us/2ZKIVTa>

To download for Windows PC, please visit:

<https://bit.ly/3bArsj2>

Further information can be found by heading to the website:

<https://bit.ly/2ZPUMja>

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-- ENDS --

Press Kit Link:

<https://www.dropbox.com/sh/tpkj5s6w7oce9c1/AAAbqRibvDTlh8kWh9609RPMa?dl=0>

About Museum of Plastic 2121

The Museum of Plastic 2121 is an imagined institution built 100 years in the future. In our version of the future things have worked out well for both the planet and humanity. The world today can seem bleak as the media presents us with terrifying predictions of the future. We're all struggling with deep-seated anxiety and real doubt that individual action can have an impact. We wanted to create a positive version of our future story and give audiences the tools to start making the changes needed for this to happen.

Combining pixels and paint we worked closely in partnership with South African activists [Greenpop](#) and the artists' collective [Baz-Art](#), who in turn have worked with artists and communities to create real world murals alongside 3D paintings for the museum. They've conducted workshops and public engagement around the subject of single use plastic and its impact on the environment, and have provided us with the toolkit we will share through the museum. These artworks are being brought into the space to demonstrate the amount of effort being made in the present day to educate and motivate the public to make changes in their behaviour.

About Cooperative Innovations

Driven by a nerdy excitement and passion for cooperative social experiences, Cooperative Innovations is an immersive technology studio that makes experiences that bring people together. Cooperative Innovations is a multidisciplinary BAFTA award winning team with experience in gaming, storytelling and e-learning.

<https://www.coopinnovations.co.uk>

Cooperative Innovations received funding in March 2020 from Innovate UK to develop a prototype of Curatours. The underlying technology the company is working on comes from the previous four years of R&D and decades of developing multiplayer and social experiences.

About Greenpop

The Greenpop Foundation NPC is an award-winning registered non-profit organisation headquartered in Cape Town, South Africa. Working to restore ecosystems and empower environmental stewards through forest restoration, urban greening, food gardening, and environmental awareness projects across Sub-Saharan Africa. Greenpop was founded in 2010 and has since planted over 150,000 trees and inspired over 140,000 active citizens across South Africa, Zambia, Malawi, and Tanzania.

About Baz-Art

Baz-Art is a non-profit creative organization based in Cape Town, South Africa. Baz-Art's vision is to showcase the power of street art and its ability to transform communities

and individuals on a micro and macro scale. Baz-Art's mission is based on 3 pillars: education, social inclusion, and artistic development.

About University of Hull's Plastics Collaboratory

The University of Hull's Plastics Collaboratory forms a diverse team of more than 45 academics combining a broad range of expertise including politics, law, chemistry, physics, logistics, social sciences, linguistics, health, education, environmental sciences, psychology, marketing and engineering.

Led by the Departments of Chemistry, and Geography, Geology and Environment the Evolving Circular Plastics Economy Project aims to understand the pathways and interactions of plastics in the environment, identify the gaps and leaks in a plastics circular economy, and explore and develop new pathways to an enhanced circularity in plastics use.

<https://www.hull.ac.uk/work-with-us/research/institutes/energy-and-environment-institute/our-work/plastics-collaboratory>

About University of Graz (Universität Graz)

University of Graz is a key player in the university landscape in Austria with a field of excellence in climate change research and interdisciplinary, cross-cutting research in the area. The Christian Doppler Laboratory for Sustainable Product Management conducts basic research to develop new methods to maximise the sustainability performance and circularity of products and services.

About Museum of Design in Plastics, Arts University Bournemouth

The Museum of Design in Plastics (MoDiP) is the only accredited museum in the UK with a focus on plastics. It is the UK's leading resource for the study and interpretation of design in plastics and a specialist research resource within the Arts University Bournemouth (AUB). The museum aims to increase understanding and appreciation of the use and significance of plastics in design by collecting, researching, interpreting and presenting objects made of, or including components of, plastics, and supporting archival material. www.modip.ac.uk

About the British Council

The British Council is the UK's international organisation for cultural relations and educational opportunities. We build connections, understanding and trust between people in the UK and other countries through arts and culture, education and the English language. In 2019-2020 we reached over 75 million people directly and 758 million people overall including online, broadcasts and publications. Founded in 1934 we are a UK charity governed by Royal Charter and a UK public body. We receive a 14.5 per cent core funding grant from the UK government. www.britishcouncil.org