



THE CREATIVE  
RECYCLING  
CENTRE  
REGGIO EMILIA



*“Are things thrown away because of their ugliness, or are they ugly because they have been earmarked for the tip?”*

**Zygmunt Bauman, philosopher**

REMIDA was created in 1996 in Reggio Emilia and is a **cultural project for sustainability, creativity and research into discarded materials**. It promotes the idea that remnants, imperfect things, are potential bearers of beauty, capable of stimulating reflection, offering resources to education and escaping the definition of “useless” and “rubbish”.

REMIDA is a project by the Preschools and Infant-toddler Centres-Istituzione of the Municipality of Reggio Emilia with Iren Emilia and is managed by the Reggio Children-Loris Malaguzzi Centre Foundation.

REMIDA interprets a possible relation between **Atelier culture** and the **culture of ecology**, in the encounter between experience in Reggio Emilia’s infant-toddler centres and preschools and Iren Emilia, and a common desire to offer a completely new approach to sustainability.

REMIDA opposes the culture of use-and-throw-away with the idea that materials are a finite resource and **suggests creative re-use as a way of valuing materials** and their potentials,

expressivity and multiple interpretations.

REMIDA gathers materials intended for disposal from the worlds of industry, commerce and artisans, and offers them as a subject for investigation.

The materials come from over **200 local companies** involved in the project. Materials may be remnants, seconds, unsold, or the result of over production, which the Centre collects through Iren Emilia and then organises and arranges, offering them free of charge to approximately **400 schools, associations and social organizations** in Parma, Piacenza and Reggio Emilia for cultural and educational activity.

Since 1996 REMIDA has handled more than **800 tonnes** of discarded materials, contributing to a **reduction in waste** disposal.

REMIDA spaces change constantly during the year contaminated by ongoing projects. Arrangements of materials and space layout is the subject of reflection and transformation, to provoke and seduce, to offer new ideas for project-design.

Each year the Centre is visited by **more than 3,000 people** including teachers, artists, students, administrators and curious people from around the world. It organizes meetings with schoolchildren of all ages, courses for professional development and events with the city.

## PROJECTS

REMIDA's intention is to keep a relationship going between the different worlds of culture, school, business and public bodies and create projects with universities, libraries, museums and city administrations in public places where people meet, such as squares, colonnades and city neighbourhoods.

The **Remida Day** event absorbs REMIDA all year round but comes to life in May, reinforcing the message of sustainability, looking with new eyes at the idea of discarding and thinking anew about everyday habits through installations, exhibitions, ateliers, seminars and the traditional Fair of Used Household Items with over 400 stalls.

**"Saved by REMIDA"** is a project run entirely by volunteers and was created to give books a new life through swapping. It has become a reference point for people seeking out unusual books and a place of transit for books that find new homes in places such as public offices, schools and the children's ward of the local hospital's.

## EDUCATION

REMIDA offers a place of research to teachers, artists, students, professionals, and the curious. Group visits, ateliers and professional development are by booking only, with a contribution towards costs.

### ➤ **Guided Visits (1 hour)**

Individual or in groups

### ➤ **Approaching materials (1,5 hours)**

For students of all ages from infant-toddler to university

### ➤ **Workshop / Atelier**

#### **The language of materials (3 hours)**

For schools, groups of students, teachers, professionals

### ➤ **Professional Development Courses on material expression (1 or more days)**

For everyone

### ➤ **City/Citizen ateliers**

For children, adults and families

Educational meetings of different kinds can be arranged based on specific requests, expectations and aims.

Individual visits are free during opening times to the public.

## NETWORK

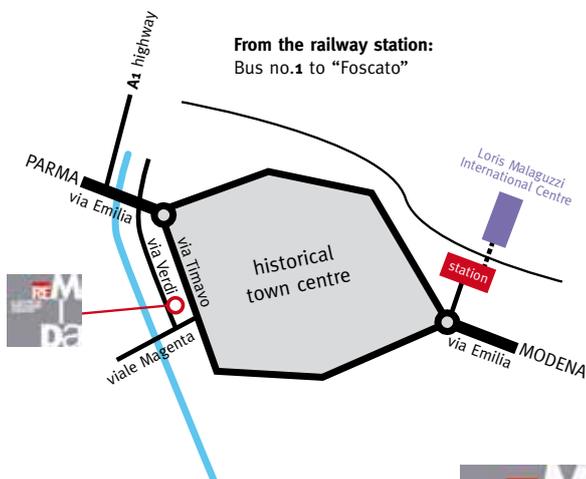
REMIDA centres have opened in other places around the world creating a network of **15 centres**:

### REMIDA IN ITALY

Reggio Emilia  
Naples  
Turin  
Bologna  
Genoa  
Milan  
Florence  
Rovereto  
Varese

### REMIDA IN THE WORLD

Trondheim (Norway)  
Frankfurt (Germany)  
Södertälje (Sweden)  
Vaggeryds (Sweden)  
Perth (Australia)  
Bueons Aires (Argentina)



From the railway station:  
Bus no.1 to "Foscolo"

### REMIDA the Creative Recycling Centre

Via Verdi 24 - 42124 Reggio Emilia  
T. (+39) 0522 431750

remida.reggioemilia@gmail.com  
www.remida.org

### OPEN TO THE PUBLIC FOR COLLECTING MATERIALS:

Tuesday/Thursday 3-6pm  
Wednesday/Friday 9am-12.30pm  
Group visits by appointment only



Project by



Managed by

