

A white circular logo consisting of two concentric circles, with the outer circle being slightly larger than the inner one, creating a ring-like effect.

CIRCULAR  
DESIGN Learning for Innovative  
Design for Sustainability

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# THE UL TEAM

## WHO WE ARE

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## ABOUT



**Mamukko is all about upcycling, creativity & passion. Mamukko is uniqueness, originality & consciousness!**

Mamukko creates authentic & original bags from selected reclaimed sails, life-rafts, leather & other textiles which are all handcrafted in their workshop in Kinsale, Ireland. Each is one off and a limited edition. Mamukko has a unique serial number hand-stamped onto the bag or stitched on a label.

Due to the fabrics they use and the fact that they create new designs each week, Mamukko only produces limited edition small batch series and unique designs

## THE PEOPLE



**Attila Magyar**  
Co-creator  
Business manager  
[contact@mamukko.ie](mailto:contact@mamukko.ie)



**Lavente Magyar**  
Co-creator  
Designer

## YOUR THEME

With continuously changing trends, the fashion industry is massive and wholly unsustainable. With new colours, styles, fabrics etc. each year the industry promotes a rapid and continuous cycle of mass production and mass consumption. Challenging this industry is no small feat, especially for SMEs with limited resources. Mamukko is one of the challengers, reusing ocean race sails and reclaimed life rafts and mixing them with leather and craftsmanship to upcycle them into one-off, durable products. Right now, they are looking for a way to introduce another reclaimed material – fishing nets – into their production. **Throughout this internship, you are expected to explore the potentials of this reclaimed material and come up with innovative solutions on reusing it within the existing and potential capabilities of Mamukko.**

## YOUR CHALLENGE

Your solutions need to consider the life-cycle of fishing nets comprehensively in order to reveal the potentials and limitations of it as a material input for durable products. **The design of the components and/or products produced out of this reclaimed material needs to be timeless and durable, parallel to the Mamukko's founding direction.**

**Craft and the materials:** All the products produced and sold by Mamukko are hand-crafted, through a deep understanding of the opportunities and limitations embedded in the materials they reclaimed. They experiment with these materials, understand the potential within, and design one-off products reflecting this potential. A detailed understanding of their craft and their decision-making process is highly important for this project.

**The fishing net:** With its purely functional design, fishing nets are produced to be used over long periods of time. Produced out of plastic fibres in Ireland, fishing nets are hard to recycle with no recycling facility to undertake this process. On the other hand, their production also results in off-cuts that are simply disposed of. It is necessary to understand the story of this material and to re-imagine a circular design solution.

# STAKEHOLDERS

**Inconsistency of the material flow:** The production of Mamukko's products are reliant on the materials they recover from various sources. The company receives a wide range of materials in different sizes, colours, structural properties, etc. Furthermore, material flows are not continuous (i.e. they cannot acquire the same material again). Hence, the design decisions are made on the spot according to what is available and how they can come together in a timeless and durable way.

**Understanding the Business Structure:** You need to map out the existing internal and external design and production opportunities of the company, as well as the sale and post-use services, their opportunities and limitations. Through such an analysis, you can position your design solution within this structure or suggest changes to it.

## INTELLECTUAL PROPERTY

Any potential Intellectual Property rights arising from the Circular Design internship project reside with the client company. As such all information should be treated with confidence unless there is agreement from the client.

## WHO THEY WORK WITH

As Mamukko creates its bag from upcycled material, they have created over time a network of organisations and companies that can provide them with materials to create new bags as well as support their eco-conscious business model. Here are some stakeholders that you can get in touch with during the research phase of this project. *Please consult Mamukko on how to get in touch with stakeholders.*



**Circular Ocean**  
*Pursuit of innovative and sustainable solutions for marine plastic waste*



**Bord Iascaigh Mhara**  
*Help to develop the Irish Seafood Industry and promote responsible environmental practice.*



**Survitec Group**  
*A global leader in safety and survival solutions*



**Swan Net-Gundry**  
*Manufacturers of High Quality Fishing Nets*

## OTHER POTENTIAL STAKEHOLDERS

Here are some other potential stakeholders that are located in/around Limerick City. You can try getting in touch with them. You should know that this list is not final and you should try finding out more potential stakeholders to understand the context of this design projects.



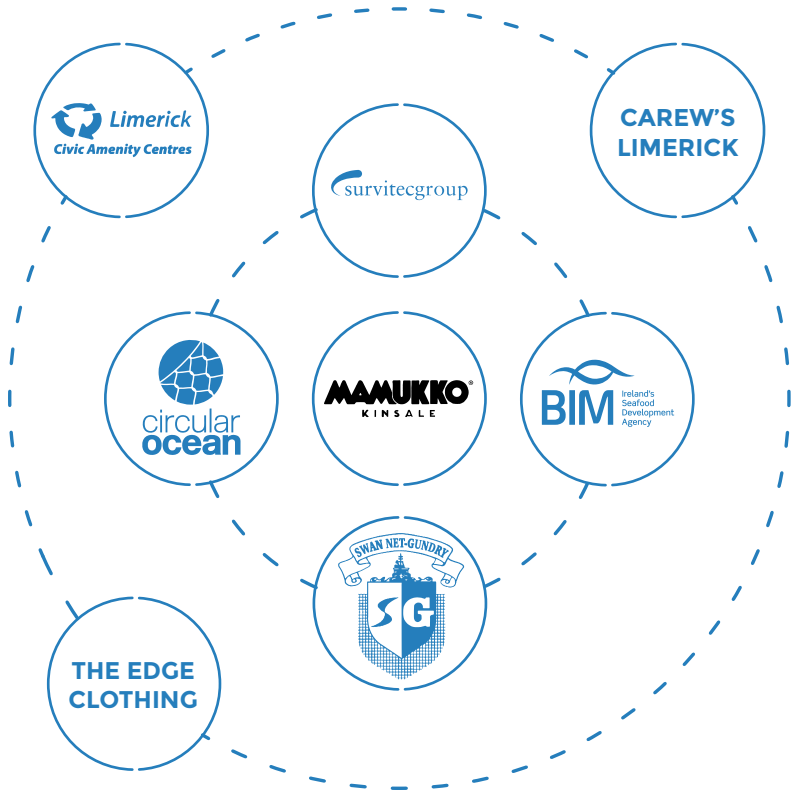
**Limerick Recycling Centres**  
Mungret Civic Amenity Centre  
Bunlicky, Mungret



**The Edge Clothing**  
Limericks only Retro/  
Vintage/ Clothes Shop



**Carew's**  
Leather goods and repair



Here is a link to A Google map with more details on the stakeholders location:

 <http://urlz.fr/5JGG>

# SCHEDULE

DATE	TOPIC	DELIVERABLE
<b>Phase 1</b>		
<b>Sept 1<sup>st</sup></b>	<b>11:00</b> Kick-off meeting: - An introduction to L4IDS Erasmus+ project - Interns introduction	
	<b>12:30</b> Lunch: - Along with a walk around the campus	
	<b>14:00</b> Team members introduction: - Individual mapping - Establishing rules of engagement	
	<b>16:00</b> Project Briefs: - Introducing project topics	
<b>Sept 1<sup>st</sup> Sept 4<sup>th</sup></b>	Assignment: - Go through the First-timers/Basics and First-timers/Indexes-Reports OERs	
	Assignment: Prepare a 5 min presentation for your brief choices : - With your team members, align yourself with one of the project briefs. Highlight the skills and interests of team members that make your team compatible with the project brief you selected. Also, state your second and third choices as well.	
<b>Sept 2<sup>nd</sup></b>	Scheduled FabLab Training: - One-day training on additive and subtractive manufacturing tools in FabLab	
<b>Sept 4<sup>nd</sup></b>	<b>10:00</b> Presenting Project Brief Choices: - If everybody selects different projects, there is no problem. But if any two groups end up aiming for the same brief, the project brief assignment will be done according to these presentations.	<b>Pitch</b>
	<b>14:00</b> Meeting the key contacts in industry: - Key contacts will present their businesses - Go through the project briefs and schedule with key contacts	

<b>Sept 5<sup>th</sup></b>	<b>9:30</b> Masterclass : Understanding Material Flows and Stakeholders in Circular Economy by Sharon Prendeville, Loughborough University, UK	
<b>Sept 5<sup>th</sup> Sept 15<sup>th</sup></b>	Assignment: Gathering information on local material flows, stakeholders and key contacts: - Getting in contact with key contacts and specified stakeholders	<b>Presentation of your findings Other media (Photos,videos, sounds, etc.) Report on your findings</b>
	- Understanding the material flows and available processes of key contacts and other stakeholders - Pointing out possible intervention points in the flows	
<b>Sept 14<sup>th</sup></b>	Workshop on analysing/interpreting the field data	
<b>Sept 18<sup>th</sup></b>	<b>9:00</b> Presentations - Research outcomes: - Each team presents their outcomes - Comments for other project teams	<b>Presentation</b>
	<b>14:00</b> Group Discussion	
<b>Sept 18<sup>th</sup></b>	Assignment: Check out First-timers/Approaches to Sustainability OERs	
<b>Sept 19<sup>th</sup></b>	<b>9:30</b> Masterclass: Approaches to Design for Sustainability by _____	
	<b>10:30</b> Workshop: Refine the design brief	
<b>Phase 2</b>		
<b>Sept 19<sup>th</sup> Oct 8<sup>th</sup></b>	Idea-generation	
<b>Oct 7<sup>th</sup></b>	Scheduled FabLab Training: - One-day training on additive and subtractive manufacturing tools in FabLab	
<b>Sept 25<sup>th</sup> Oct 8<sup>th</sup></b>	Building mock-ups	
<b>Oct 9<sup>th</sup></b>	Presentations: Initial ideas presented to representatives of key contacts, lecturers and other professionals	<b>Mock-up(s) Presentation</b>

### Phase 3

	Planning: - Deciding on a direction for the projects - Meetings with every team on how to continue the project, defining shortcomings and planning the further steps.	
<b>Oct 10<sup>th</sup></b>	Group Discussion	
<b>Oct 11<sup>th</sup></b>	Masterclass: - Sustainability in the Broader Context by Simon O'Rafferty, EPA	
<b>Oct 11<sup>th</sup> Oct 31<sup>st</sup></b>	Design detailing	
<b>Oct 20<sup>th</sup> Oct 31<sup>st</sup></b>	Initial assessment of final design solution for Sustainability and fine tuning	
<b>Oct 30<sup>th</sup></b>	Bank Holiday	
<b>Oct 31<sup>st</sup></b>	Assignment: Key Contact Visit: Presenting the detailed design solution and assessment and gather feedback	<b>Presentation</b>
<b>Nov 1<sup>th</sup></b>	Presentations: Finalized design solutions & their initial assessment Group Discussion:	<b>Mock-up</b>

### Phase 4

<b>Nov 6<sup>th</sup> Nov 17<sup>th</sup></b>	Prototyping (DFLab resources)	
<b>Nov 19<sup>th</sup></b>	Masterclass: - Presentation & Pitching by Nexus Innovation Centre	
<b>Nov 20<sup>th</sup> Nov 24<sup>th</sup></b>	Final assessment of ideas	
<b>Nov 20<sup>th</sup> Nov 27<sup>th</sup></b>	Preparing communication material	
<b>Nov 28<sup>th</sup></b>	Final presentations and exhibition	<b>Posters Presentation Prototype</b>
<b>Nov 29<sup>th</sup></b>	Group Discussion	

## EXPECTED OUTCOMES



During this project, you will be asked to develop, within your group, a **process book**, which will document your entire design process, from research, ideation and initial concepts, to your final concept and its development. This document will take the format of printed A3 paper as well as a PDF version which you will hand us over at the end of the internship. It will also feature the logo of your partner, of the University of Limerick and of the Circular design project. Those will have to be at least 3 cm large.

For the final presentation and exhibition of your project, you will be asked to create **posters** to present your project next to your prototype. Those will be the synthesis of your research, ideation and creation process. It will show your design process from your initial research up to your final project. The format of the posters will be decided during the internship. It will also feature the logos as previously indicated.



During the Phase 2 of this project, it will be expected that you develop one or more **mock-ups** to represent your initial ideas. To build those, you will have access to the UL workshop and to the Limerick FabLab (depending on its availability). Those mock-ups can be physical ones as well as slide shows, video, interface, etc., or any medium that best represents your ideas. You will then present your mock-up(s) and initial ideas to your partner.





**Prototype** : At the end of your internship, you are expected to have built a prototype of your design solution. Although the specifications of your prototype will change according to your design solution, you are expected to build one as close to the real thing as possible, using the department workshop and FabLab Limerick.

For each phase of the project, you will be presenting the advancement of your project to your partner, the UL team or external professional experts. The **presentation** medium is yours to choose (slide shows, videos, etc.) The only obligation you have is to feature the logo of your partner, the logo of the University of Limerick and the logo of the Circular design project. Your names should also be visible. You should also make sure your presentation's file is as small as possible.



## A FEW RECOMMENDATIONS FOR YOUR PRESENTATION

- Don't use more than **6 lines of text**, the less text the better
- Use **sans serif fonts**, you can still use a creative font for a slide title but avoid using it for body text
- Maintain a **strong contrast** between text and background.
- Use no more than **5 colors**, you can use a tool like **Adobe's Kuler** to help you choose the colors.
- Use no font size smaller than **18 point** (24 is preferred) and you can go up to 35-45 points for title.
- Don't forget to integrate the **logo of your partner**, of the University of Limerick and of the Circular design project.
- **Test your slide-show** beforehand to adjust the colors, font sizes and bugs.

## WORKSHOP

The school workshop will be available to you and is on the ground floor. Here you will be assisted by Robert Whelan and Donal Ryan. The workshop is usually open from **8:30 am to 5 pm** and you are required to wear a **white coat and protection glasses**. You will have access to the following machines depending on your previous training and workshop capabilities:

- ✓ Pillar drills
- ✓ Band saws
- ✓ Milling machine
- ✓ Lathe
- ✓ CNC Roto drilling machines
- ✓ Bench grinder
- ✓ Disc hand sander
- ✓ 3D printers
- ✓ Scroll saw
- ✓ Sewing machine
- ✓ Strip heater
- ✓ Thermoforming machine
- ✓ Paper guillotine
- ✓ Light box
- ✓ Photo booth
- ✓ Painting booth

## THE PEOPLE



**Robert Whelan**  
Technical support



**Donal Ryan**  
Technical support

# ABOUT LIMERICK

## FAB LAB

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Fab Lab Limerick started in 2012 as an elective course at the School of Architecture, UL in which open source 3D printers, CNC routers and laser cutters were built. In 2014 this self-build equipment was moved to an empty building in the city centre. Since then, Fab Lab Limerick has evolved into **a fully functional digital fabrication laboratory that offers cultural, educational and research programmes on digital fabrication**, bridging the gap between these technologies and creatives from all disciplines.

## THE PEOPLE

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Javi BuronGarcia  
Director



Ger Walsh  
Education Officer

Find more information on the website :

<http://fablab.saul.ie/>

*We are delighted to welcome you to the University of Limerick for the first CIRCULAR DESIGN: Learning for Innovative Design for Sustainability. Below is some useful information before you travel.*

## TRANSPORT TO/FROM AND AROUND LIMERICK

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University of Limerick [UL] and Limerick City are easily accessible for travellers to the West of Ireland. It has its own airport (Shannon- 30 minutes' drive) as well as easy transport routes (motorways) from other parts of the country (Dublin, Cork, Galway etc.). Ryanair and Aer Lingus (as well as many other carriers) offer low priced flights into Ireland. Flights operate to Shannon from the UK, Europe (including European hub airports) and the USA. Dublin Airport also offers a wide variety of destinations, also covering Asia, and is around a 2hr drive from the University. Cork Airport is also just a 1hr 45 min drive away.

Public transport such as trains and buses operate regularly (mostly every hour) from Dublin to Limerick. Taxis and a regular bus service operate from Shannon Airport to Limerick. Prices range from €10 return on coaches, €15.00 return on trains (all from Dublin). Local taxi prices from Shannon Airport to UL are around €45.00, and coaches from €6.00 return. Car hire is available at all airports.

**Plan your journey to Limerick and around Ireland here :**

<https://www.transportforireland.ie/>

### **Bus Options:**

**Bus Eireann** is Ireland's public bus service [www.buseireann.ie](http://www.buseireann.ie). There are connecting buses from all towns and cities. You can get a bus from Dublin Airport to the University of Limerick (Dublin to Limerick -Route number 12)

A number of independent bus operators transfer between Dublin Airport and Limerick City.

**M7:** Get bus from Dublin Airport to the Red Cow Luas Stop. Transfer bus to continue your journey to University of Limerick-the bus runs from 06:15 in the morning with the last bus leaving Dublin (Red Cow Luas Stop) at 00:05

 [www.dublincoach.ie](http://www.dublincoach.ie)

**Eireagle:** Operate a direct bus from Dublin Airport to Limerick City, the Hurlers Cross stop will leave you close to the University.

 <http://www.eireagle.com/>

### **Rail Options:**

Similarly Irish Rail trains connect Ireland's major cities. The train stations are accessible by bus from the major airports where you can get connecting trains around the country. <http://www.irishrail.ie/>

From Dublin airport: Take bus from Dublin Airport (Dublin Bus- Airlink Express) to Heuston Rail Station. Direct trains to Limerick Colbert Station operate regularly throughout the day.

 <https://www.transportforireland.ie/>

## **THE LIMERICK REGION**

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### **The “Wow” Factor**

Ireland's Shannon Region is famous for being the home of High Kings, Castles and the Cliffs of Moher, ideally positioned in the southwest to be your gateway to the Wild Atlantic Way, conference delegates are sure to be wowed; uninterrupted vistas, tourist hotspots, bucket list locations and some of the best food and drink in Ireland.

### **The Place**

Limerick City is a thriving urban area with an eclectic mix of past and present. Explore age old castles, walk along the banks of the famous Shannon River, immerse yourself in the local art scene with mini glass making workshops, or grab an easel and enjoy an afternoon of watercolour

painting overlooking Peoples Park in Limerick's Georgian Quarter. Dive head first into modern life in Limerick by enjoying afternoon tea in the city centre, sipping on a Guinness by an open fire or shopping till you drop in the fashion quarter. Easily walkable and simple to navigate be sure to build in lots of rest stops in some of the local cafés, Limerick's Milk Market with artisan food providers and enjoy the coffee culture.

### **Our Neighbours**

In neighbouring County Clare you can find Medieval Banquets, a thriving traditional music scene and some of the most iconic landmarks on the island of Ireland, The Burren and The Cliffs of Moher, all on our doorstep. This Burren's karst stone landscape covers over 300km fascinating geologists from all over the world. The rugged, lunar like territory carved into the Irish landscape by the glacial activity in the ice age which began over 1 million years ago is home to a unique variety of alpine and Mediterranean plants and flowers that have flourished in this diverse environment. This space is not just famous for its natural beauty though. You can also find megalithic tombs, Celtic crosses, a ruined Cistercian Abbey and more than sixty wedge tombs here.

### **Get Wild**

Ireland's Shannon region sits along the Wild Atlantic Way, the longest European coastal drive opens you up to life on the edge of the Atlantic Ocean. Experience the outdoors like never before, mountain biking, surfing, horse-riding, famous links golf courses and breath-taking views and meet those who are making craft beers, smoked salmon, seaweed beauty products and much more from the land around them.

### **Dynamic**

A young and dynamic city that is home to some of the largest international industries combined with three higher education institutes in Limerick means that industry and research can work side by side.

## **ADDITIONAL HELPFUL INFORMATION**

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### **Clothing:**

Ireland is generally informal about clothes. Warm sweaters, comfortable walking shoes and rainwear are advisable throughout the year.

## **Credit Cards**

Credit cards are widely used in Ireland and all leading credit cards are accepted.

## **Currency**

Like other countries in the European Union, the Republic of Ireland's currency is the euro (€). Bills (notes) come in denominations of 5, 10, 20, 50, 100, and 500 euros. You will also commonly see one and two euro coins, as well as 5-, 10-, 20-, and 50-cent coins (100 cents to the euro). Exchange rates vary daily. You can check the latest values at :

 <http://www.irishtimes.com/business/exchange-rates>

Frequent travellers find it most convenient to withdraw cash using ATMs, where the exchange rate is most favourable, rather than exchanging money at the airport. Confirm with your own bank that your ATM card will work. Inform them in advance of your travel plans, so that your access should be simple. Check with your bank for any cost associated with using the ATM network while in Ireland. There may be a foreign transaction fee in addition to the regular bank fee. If you want to exchange your currency in Ireland, a main bank is the best place to change currency. Bureau de change counters in banks usually offer better exchange rates—but be sure to check for local Bank Holidays when they will be closed.

## **Driving**

A valid licence is required for driving in Ireland. Driving is on the left and seat belts must be worn at all times. In the Republic of Ireland the speed limits are 50km/h in built up urban areas, 80km/h on rural Regional roads (R) and Local Roads (L), 100km/h on the National Roads(N), including Dual carriageways and 120km/h on the motorways(M). The signposts denoting speed and distance are in kilometres per hour. All signposts and place names are displayed bilingually in both Irish and English.

## **Emergency Numbers**

Republic of Ireland Emergency Police, Fire, Ambulance: Telephone: 112 or 999

The fire, ambulance and police services in Ireland are all contactable via the above numbers. When calling emergency services you will be asked to provide:

- The exact address of the incident or emergency and/or any noticeable

landmarks nearby

- Directions to the scene of the emergency
- The telephone number you are calling from
- Details on the incident itself, the number of persons involved, the description of any visible injuries and knowledge of any pre-existing medical conditions Try and stay calm and listen to the call taker's instructions. It is also important to keep your own phone on as the emergency service may need to contact you for further information.

## **Shopping**

Shops are generally open Monday to Saturday from 9.00am to 6.00pm with late night shopping until 8.00 or 10.00pm at many of the larger stores. On Sunday, many supermarkets and some of the bigger shops will open from midday until 6.00pm. There are several supermarkets within walking distance of the University. Local stores will have the essentials (bread, milk etc.)

Low-cost- Lidl, Aldi.

Mid-range- Supervalu, Dunnes, Tesco.

## **Smoking**

Since 2004 smoking is prohibited in the general workplace, enclosed public places, restaurants, bars, cafes, education facilities, healthcare facilities and public transport. It is legal to smoke outdoors.

## **Tipping**

The customary tip in Ireland is 10 to 20 per cent. Many hotels and restaurants add it in the form of a service charge on the menu or bill. It's not customary to tip in pubs unless you have table service. Tipping porters, taxi drivers, hairdressers etc. is a good idea.



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