

TRY AGAIN?

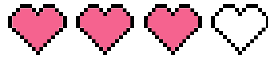
INDUSTRIAL UPCYCLING INITIATIVE

OPEN CALL 2



MATHILDE WITTOCK

OPEN CALL : REIMAGINING INDUSTRIAL GLASS FOR DESIGN



TRY AGAIN? x Mathilde Wittock

As part of the TRY AGAIN? initiative, this open call invites designers to take a fresh look at glass syringes recovered from a former GSK stock, not as technical waste, but as a resource with strong creative potential.

Co-developed with the designer **Mathilde Wittock**, the project explores how these industrial components can be transformed. Originally conceived for purely technical use, they are reconsidered here as materials in their own right: to be diverted, reshaped, and reimagined into functional objects that challenge conventional ideas of form, use, and durability.

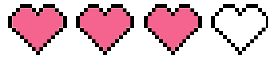
The ambition is to develop **a reproducible small-series object or a capsule furniture collection** that integrates these elements in an inventive and intentional way, resulting in a desirable product grounded in values of care, transformation, and responsibility.

Designed with production and distribution in mind, the project positions reuse as a key driver of contemporary design, demonstrating that innovation can emerge from reinterpreting existing resources and opening new production perspectives.

OBJECTIVE & MISSION

Applicants are invited to develop a reproducible object or small-series capsule furniture collection that visibly and clearly integrates the recovered components. The proposal must demonstrate a balance between desirability, feasibility, sustainability, and production potential, reflecting a concrete approach to reuse as a creative driver.

For this edition, the material provided consists of recovered glass syringes from a former safety stock of GSK. Applicants can consult the product sheet and key specifications in the documentation provided.



SELECTION CRITERIA

To ensure alignment with the programme objectives, projects must meet the following criteria:

1. Material Use

- The central material must be the recovered glass syringe;
- Components must remain visible and recognizable;
- Prototyping waste must not exceed 10%;
- Assembly must be reversible (no permanent gluing or fusion);
- Maximum three complementary materials (excluding technical fasteners), ideally sourced from upcycling channels (e.g., ROTOR, fab labs).

2. Modularity & Reproducibility

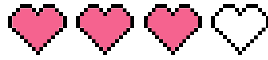
- The object must be suitable for small-series production or a capsule furniture collection;
- During this first pre-project phase, applicants present the concept and general approach. Detailed production and cost documentation will be requested after the first jury review as part of the second phase.

3. Industrial Feasibility

- Design choices should enable technically viable and reproducible production;
- Particular attention will be given to anticipation of fabrication, assembly, and scaling constraints.

4. Values & vision

- Alignment with TRY AGAIN? values: creativity, collaboration, and transparency;
- Encouragement of co-creation with end users;
- A social dimension or clearly defined context of use is a plus.



SELECTION PROCESS

The selection process will take place in two phases.

Phase 1 - Pre-selection based on application file

Applicants must submit a PDF including:

- Portfolio
- Moodboard of the project (maximum 1 page)
- Concept description including the techniques and materials involved (maximum 500 characters, in English)

The jury will conduct an initial selection based on the submitted applications.

Phase 2 - Project development and presentation

Three shortlisted candidates will be invited to present a more developed proposal including a model and/or prototype to the jury.

Candidates will be asked to present a proposal including:

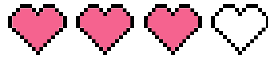
- a moodboard and design statement;
- a detailed presentation of the project;
- sketches or preparatory drawings;
- visuals of the object (a partial or non-functional prototype is accepted).

To facilitate this phase, stocks of glass syringes will be made available at several locations across Brussels so that candidates can access the source material and integrate it directly into their design process.

Following the jury's deliberation, each of the three finalists will receive €500 (excl. VAT) as compensation for their work.

The final winner will receive €4500 (excl. VAT), including the €500 compensation for Phase 2, covering:

- preparation of technical plans and drawings;
- coordination and discussions with cultural stakeholders and jury members to develop a production-ready design;
- prototype development;
- production rights should the object be manufactured by another entity, with production chosen and managed by the designer;
- royalties in the event that the object is commercially produced.



COMMITMENTS

Mathilde Wittock commits to:

- lending her image to the project;
- mentoring the winning designer throughout the project's development.

TRY AGAIN? commits to:

- promoting the final result through a communication campaign and integrating it into a real-world context;
- awarding the €4500 grant to the selected designer and the €500 to the two non-selected finalists;
- supporting connections between the winning project and interior architects, relevant events, and companies interested in integrating the product into their projects.

MEET THE JURY

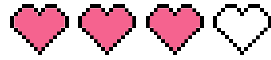
The jury actively supports finalists with expertise and mentorship to guide development, production, and market readiness.

The jury includes:

- **Mathilde Wittock** - Designer
- **Dieter Van Den Storm** - Artistic Director at MAD Brussels
- **Gaston Golstein** - Duplex
- **Maarten Gielen** - Circularity expert
- **Clémentine Le Guerec** - Designer and representative of the TRY AGAIN? initiative



TRY AGAIN?



TIMELINE

Call launch: 27 March 2026

Application deadline: 17 May 2026

Phase 1 - Jury preselection: 21 May 2026

Phase 2 - Prototype / model presentation & final jury: 22 June 2026

Winner announcement: 2 July 2026

QUESTIONS ?

For any questions regarding this open call: tryagain@impact-valley.com



TRY AGAIN?

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YES



NO