

2021



Rubis Mécénat

NDAO HANAVAO

Innovation and creation laboratory
for social design

Madagascar

With Vitogaz Madagascar



Innovation and creation laboratory for social design in Antananarivo, Madagascar

Ndao Hanavao (Let's Innovate) is a local initiative launched in 2018 by Rubis Mécénat in association with Vitogaz Madagascar (a Rubis Group subsidiary) in Antananarivo, Madagascar.

Ndao Hanavao is an innovation and creation laboratory set up by guest designers and young vocational trainees with artisans, engineers and local stakeholders. It strives to find viable long-term solutions focused on object design to the social problems facing the population in Madagascar living in insecurity. All year long, the Ndao Hanavao laboratory hosts six young Malagasy trainees from disadvantaged areas of Antananarivo in order to accompany them in the development of collaborative and commercial initiatives with local craftspeople based on the projects developed at the lab.

Ndao Hanavao was developed with Benjamin Loyauté, project curator. It is led locally by Carine Ratovonarivo, designer and project coordinator and Camille de Roffignac, project manager.

Workshop with
The Polyfloss
Factory,
Ndao Hanavao
laboratory,
Antananarivo, 2019



Being trained locally, dealing with real problems that challenge us on a daily basis, with a job on offer: this process is what gives the Ndao Hanavao project all its strength.

Carine Ratovonarivo, eco designer and coordinator of the Ndao Hanavao project

SOCIAL DESIGN

Confronted by exponential growth in the object design market and dwindling global resources, a rising number of designers are exploring increasingly specialist activities. These designers are addressing environmental, political, social and humanitarian issues in order to offer a practical response to contemporary problems. They are tackling change in a globalised world by inventing new types of progress and designing forward-looking and tailored solutions to environmental challenges in particular. This process had no formal definition for some time, but has now been dubbed 'social design'.

Benjamin Loyauté, Ndao Hanavao project curator

Context

RUBIS MÉCÉNAT'S SOCIO-CULTURAL PROGRAMMES

Educational artistic and social programmes to reintegrate, professionalize and reveal young artists in South Africa, Jamaica and Madagascar

Rubis Mécénat develops long-term social art initiatives by establishing educational artistic programmes based on the visual arts and design for young adults from disadvantaged communities in some of the countries where the Rubis Group is active. These educational programmes function as creative platforms at the heart of local communities by offering to secondary school students as well as to out-of-school youth workshops led by recognised artists and general educational support classes so that they can acquire academic and artistic skills.

Three socio-cultural programmes exist today: the photography project Of Soul and Joy, in South Africa (since 2012), the InPulse Art Project in Jamaica (since 2015) and the social design project Ndao Hanavao, an innovation and creation laboratory for social design in Madagascar (since 2018).

Rubis Mécénat's commitment creates strong links of solidarity and trust. By going as close as possible towards those that are the furthest away from contemporary art, Rubis Mécénat reaffirms its belief in its educational and societal virtues. It does not only reach out to students, it also encourages the local community to enter into an active discourse around the visual arts and design.

In Madagascar, over 1.5 million children are not in education, or left school after the first three years. In order to mitigate inequality, a number of third sector associations and NGOs are working to get them back into the classroom or into employment. The Rubis Group, and its subsidiaries Vitogaz Madagascar and Galana, are already working in the country, supporting the Graines de Bitume association in Antananarivo and the Toamasina primary school in Tamatave. In order to provide more active support, Rubis Mécénat decided in 2018, along with Vitogaz Madagascar, to set up a social design training programme for young Malagasy adults.

Lorraine Gobin, managing director, Rubis Mécénat

Guest designers

1st edition (2018 - ongoing)

The Polyfloss Factory

From plastic waste to candyfloss

THE PROJECT

For its 1st edition, Ndao Hanavao invited The Polyfloss Factory in 2018 to set up their plastic waste transformation process in Madagascar. This lasting collaboration is enriched by the invitation of artists and designers to the lab, making it possible to invest the field of possibilities offered by Polyfloss wool.

Invited to develop the concept of their Polyfloss machine in Antananarivo, The Polyfloss Factory set up with the Ndao Hanavao laboratory an ongoing incubation, experimentation and training laboratory aimed at the transformation of plastic waste, a major local issue.

The Polyfloss Factory is an innovative plastic recycling process which draws its inspiration from candyfloss. It produces a flexible wool which can be used in different ways as a thermal insulator, as packaging, for decorative items, and also for textile/artisan purposes, moulding, and creating design pieces.

Collected from the waste dumps of Antananarivo by a network of collectors, the recycled plastic is transformed into wool and then into finished products at the Ndao Hanavao laboratory with the Polyfloss Factory process.

Ndao Hanavao is an example of collaboration and design focusing on innovation. In a supportive atmosphere of knowledge-sharing, all project members work together to become drivers of social, climate, and creative change.

Audrey Gaulard, designer, The Polyfloss Factory

More about the project

'L'entreprise du faire', 2019

Text by Benjamin Loyauté, Ndao Hanavao project curator



Opposite:
Setting up
of the plastic
collection
network with The
Polyfloss Factory,
Antananarivo, 2018

Below:
Turning plastic
into wool with
the Polyfloss
machine, Ndao
Hanavao laboratory,
Antananarivo, 2019



Above:
Production of the
Polyfloss wool,
Ndao Hanavao
laboratory,
Antananarivo, 2019

Below:
The Polyfloss
Factory team,
from left to right:
Nick Paget,
Audrey Gaulard,
Émile de Visscher,
Christophe Machet,
Antananarivo, 2019

The Polyfloss Factory project was developed at the Royal College of Art in London in 2011. The team, composed of Audrey Gaulard (textile and robotic designer), Nick Paget (industrial designer), Christophe Machet (mechanical systems engineer and designer) and Émile De Visscher (materials science engineer and designer), was exploring ecological issues and decided to devise a process for recycling plastic at a local level.



COLLABORATIONS

Since 2018, Ndao Hanavao has been inviting designers each year to conduct research and to experiment with the Polyfloss wool during workshops at the lab.

Laureline Galliot

French designer

Since 2019, Ndao Hanavao has been collaborating with the designer Laureline Galliot to create a model of rug made with the Polyfloss wool. The rug will evoke articles of straw and the traditional stripes of the 'lambas' (emblematic item of the Malagasy traditional costume).

Biography

Influenced by her own digital paintings, she experiments with modelling and virtual paintings and explores new formal possibilities for objects using iPad as a touch screen interface to re-connect design process with hand gesture. In combination with 3D printers, they can also be made into three-dimensional ready-painted objects using an innovative form of plaster craft. His digital creations have been adapted for weaving looms so that he can also use them to produce textiles and rugs. Laureate of the Villa Noailles in 2013 and of the Villa Kujoyama in 2017, her work has joined the French design national collection of the CNAP and the MADP in Paris.

Benjamin Loyauté

French artist, Ndao Hanavao project curator

Since 2020, Benjamin Loyauté has been conducting research with the Ndao Hanavao laboratory on 'good-luck' amulets inspired by Malagasy traditions, to be sold on the local market.

Biography

Since the start of his career, Benjamin Loyauté has invited us to read his work through the lens of the social sciences, phenomenology, fables and Koans. According to him, 'there is reality, what we see of reality, and what we do with it'. Known for research around speech acts, his work explores the ordinary, forms of cultural and natural heritage, contemporary beliefs, and changes in societies. For the artist, 'creation is like being in an ambush'. He is interested in forms of appropriation of our faculties of perception and in resistance movements. According to sociologist Véronique Dassié – a researcher at the French National Scientific Research Centre (CNRS) and the Anthropology and History of the Institution of Culture Laboratory – he practices infrapolitics.

Carine Ratovonarivo

Malagasy eco-designer and Ndao Hanavao project coordinator

In 2020, Carine Ratovonarivo collaborated with the Ndao Hanavao laboratory to reinterpret the traditional Malagasy mat known as a 'tsihy'. This new reading of this object combines two techniques: a quilted structure with patterns reminiscent of the original art of manual weaving, and Polyfloss plastic wool stuffing, which offers the same level of comfort as the traditional 'tsihy'.

Biography

Carine Ratovonarivo was born in Madagascar. After graduating in Applied Arts in 2009, she funds Carine H.C.R éco-design. Her designs follow the fundamental rules of eco-design: Reduce, Reuse, Recycle. Driven by an exacerbated ecological approach, each object emanating from her travelling workshops sublimates banality and tries to propose the right combination between matter, form and function. Her offerings reveal a strong preservation of the Malagasy intangible heritage, combining recycling and craftsmanship.

Nicole Stjernswärd – KAIKU Living Color

American designer

Since 2020, Ndao Hanavao has been collaborating with Nicole Stjernswärd for research around the coloration of the Polyfloss wool with natural pigments from Madagascar. This research will help expand the range of textile creations produced at the Ndao Hanavao laboratory, while retaining a short and responsible supply chain.

Biography

Nicole Stjernswärd is a London-based multidisciplinary designer and the founder of KAIKU Living Color, a process that creates sustainable colorants made from agricultural waste - a sustainable alternative to synthetic colors. She holds an MSc/MA in Innovation Design Engineering from Imperial College London and the Royal College of Art, and a BDes in Architecture from the University of Minnesota. Her experience extends across the fields of design, engineering, and architecture, with a focus on sustainable innovation.



Polyfloss wool coloring tests
by Nicole Stjernswärd, 2020

THE R'ART PLAST COMPANY AND THE POLYFLOSS X NDAO HANAVAO OBJECTS

R'Art Plast is a business founded in 2020 by the six young Malagasy trained at the Ndao Hanavao laboratory, supported by the team at the Lab and the Ndao Hanavao non-profit association.

Its aim is to sell wool made from plastic waste using the innovative process developed by The Polyfloss Factory at the Ndao Hanavao laboratory on the local market. R'Art Plast also sells items created from Polyfloss wool which blend local craftsmanship with experimental design.



Luminaire made with
The Polyfloss Factory,
French Institute
of Madagascar,
Antananarivo, 2020



Polyfloss wool
spinning, Ndao
Hanavao laboratory,
Antananarivo, 2020



Exhibition-sale of the
R'Art Plast company,
Antananarivo, 2021

Guest designers

2nd édition (2021 - ongoing)

Alexandre Echasseriau and Samuel Tomatis

Plastic and invasive plants recycling

After more than three years of deployment, Ndao Hanavao is now extending and undertaking new phases of experimentation around its research and forecasting laboratory.

Rubis Mécénat is providing a logical follow-up by inviting new designers and artists to its research lab, which supports day after day the concepts of environmental justice, the very topic that does not evade the questions that link social and ecological necessities. In 2021, the lab will extend its research and will welcome two other perspectives, two new experiences.

Alexandre Echasseriau, a seasoned industrial designer who studied at ENSCI - Les Ateliers and École Boulle, will bring his atypical know-how and apply his research, technique and methodology to plastic recycling. Samuel Tomatis, for his part, will be invited as part of a long-term project for recycling natural waste around algae and invasive plants. In addition, new young trainees will join the lab.



Alexandre Echasseriau



Samuel Tomatis

Alexandre Echasseriau

In Madagascar, Alexandre Echasseriau will explore the network created by local stakeholders to recover resources on the island from waste produced by human activities. Heat compression of locally recyclable materials will be the main focus of the designer's collaboration with the Ndao Hanavao laboratory. Applying this process to mass-produced essential consumer goods will recover a previously bulky resource and make it available to the Malagasy people.

Biography

A graduate of the École Boulle and ENSCI - Les Ateliers, Alexandre Echasseriau is a designer and maker. He trained as an industrial designer working on creating both tools and the items they can be used to produce, operating in ecosystems on diverse scales with great agility. Working in a freelance capacity since 2013, he set up the Crafter Studio in 2016 and supports economic stakeholders with innovative projects, bringing together different perspectives, seeking inspiration in the fields of art, science and traditional know-how. From design through to the production of a prototype, he adopts an experimental and flexible approach to his work, immersing himself in the project environment.

Samuel Tomatis

The project developed by Samuel Tomatis aims to implement his technique for transforming green algae into objects by adapting it to environmental issues in Madagascar. In collaboration with the Cétamada non-profit association on St. Marie Island and the Ndao Hanavao laboratory, he will collect green algae and invasive plants and make them into useful, aesthetic and biodegradable objects.

Biography

Samuel Tomatis graduated in 2016 from the ENSCI - Les Ateliers with honours, after graduating from the Institut Supérieur des Arts Appliqués with honours. The young designer has a close relationship with science and ecology, his work oscillates between industrial design and ephemeral architecture. Seduced by the sea and the tidal phenomenon, his research revolves around the universe of marine resources, and more particularly seaweed. Samuel works with a variety of trades, including scientists and craftspeople. Experimentation, material work and eco-design are at the heart of his approach. In 2017, he was finalist of the Audi Talents and won the Agora grant for design, chaired by Erwan Bouroullec. His work has been shown at the Centre Pompidou and at the Villa Noailles.



Traditional Malagasy rug 'Tsihy' made in Polyfloss wool with Carine Ratovonarivo, Antananarivo, 2020



Opposite
Top: workshop with Laureline Galliot, Ndao Hanavao laboratory, Antananarivo, 2019

Bottom:
Exhibition 'Ndao Hanavao! La Magie du collectif', French Institute of Madagascar, Antananarivo, 2020



Guest artists

Since 2018, Ndao Hanavao has been inviting artists to deliver their interpretation of the program and to create works from the design projects developed in the lab.

Joël Andrianomearisoa

Malagasy artist

Since 2019, Joël Andrianomearisoa has been collaborating with the Ndao Hanavao lab to create artworks from the Polyfloss wool produced on site and to lead workshops with the lab's young designers in order to make them aware of his artistic practice. A triptych of Polyfloss wool hangings created during these workshops was acquired by Rubis Mécénat for its art collection.

Biography

Born in 1977 in Antananarivo, Madagascar, Joël Andrianomearisoa lives and works between Paris and Antananarivo. He is a graduate from the École Spéciale d'Architecture in Paris, and his work explores many disciplines, from fashion to design, video to photography, scenography to architecture, installations to visual arts. Andrianomearisoa's work has been shown, among others, at the Maxxi in Roma, the Hamburger Bahnhof in Berlin, the Smithsonian in Washington and the Centre Pompidou in Paris. In 2019, he represents the first pavilion of Madagascar at the Venice Biennale (Italy), with support from Rubis Mécénat. He is represented by galleries Sabrina Amrani (Madrid) and Primo Marella (Milan).



Workshop with Joël Andrianomearisoa, Ndao Hanavao laboratory, Antananarivo, 2019

Laureline Galliot

French designer

In 2019, Rubis Mécénat commissioned Laureline Galliot to create a triptych of digital paintings documenting the steps preceding the production of the Polyfloss wool. The triptych depicts scenes specific to the recovering of plastic waste practiced by locals in Antananarivo's neighborhoods: collection, cleaning, shelving; a set of preliminary steps to the making of Polyfloss wool. Armed with his iPad, the artist set out to meet the gatherers as they went about their work. This produced two portraits and a still life which elevate recovered waste into ornaments as a way of changing perceptions of 'disposable' packaging.

Laureline Galliot, series of digital paintings realised within the frame of the Ndao Hanavao project, Antananarivo, 2019



Madame Zo

Malagasy artist (in her memory)

Madame Zo created large works, notably woven items, from a variety of reclaimed materials (fabrics, plants, metal, etc.). In 2019, she collaborated with the Ndao Hanavao laboratory and the Polyfloss Factory on trials with Polyfloss wool.

Biographie

Madame Zo was an innovative and environmentally-focused artist-weaver. She produced large works from diverse and incongruous materials (fabrics, plants, metals, etc.). Her works have been shown at the 'Madagascar, arts de la Grande Île' exhibition at the Musée du Quai Branly in 2018, the Tapestry Triennale in Poland (2007), the National Museum of African Art in Washington DC (2004) and at the Dak'Art Biennale (2000 and 2002). Her woven pieces are some of the most iconic contemporary Malagasy creations of recent years.



Exhibition

Ndao Hanavao! La Magie du collectif

French Institute of Madagascar, Antananarivo

December 2020 - January 2021

The group show 'Ndao Hanavao! La Magie du collectif' presented a group of artistic and design works made with the innovative plastic recycling process created by The Polyfloss Factory at the laboratory in Antananarivo. The pieces were made by the young Malagasy designers trained on site, with guest artists and designers.

Guest artists and designers: Joël Andrianomearisoa, Laureline Galliot, KAIKU Living Color (Nicole Stjernswärd), Benjamin Loyauté, Madame Zo, Henitsoa Rafalia, Carine Ratovonarivo, Rijasolo, The Polyfloss Factory (Audrey Gaulard, Christophe Machel, Nick Paget, Émile de Visscher)

Curated by Benjamin Loyauté

Publication

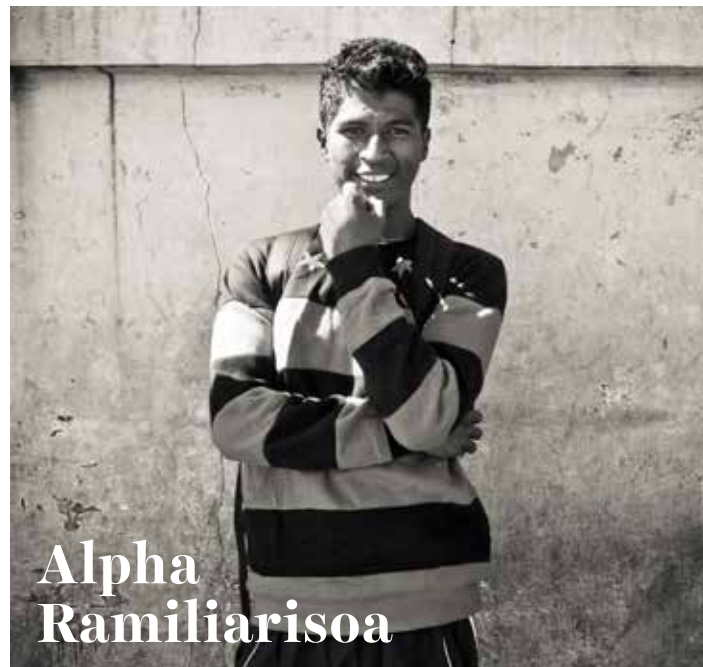
Ndao Hanavao!

Published by Rubis Mécénat

Texts by Benjamin Loyauté and The Polyfloss Factory
2020

Opposite:
Exhibition '*Ndao Hanavao!*
La Magie du collectif',
French Institute of Madagascar,
Antananarivo, 2020





Actors

THE DESIGNERS OF THE NDAO HANAVAO LABORATORY

The project hosts six young Malagasy trainees aged between 17 and 21, from disadvantaged areas of Antananarivo, current or former beneficiaries of non-profit associations which help people to re-enter the workforce, such as Enda, Manda, and Graines de Bitume.

NDAO HANAVAO TEAM

Permanent team

Lorraine Gobin, project director,
Rubis Mécénat managing director

Juliette Le Bihan,
Rubis Mécénat project manager

Benjamin Loyauté, project curator

Local team in Madagascar

Camille de Roffignac, project manager

Carine Ratovonarivo, designer and project coordinator

Lova Randriamparany, workshop manager

Graines de Bitume,
association in charge of the young trainees

Rijasolo and Rafalia Henitsoa,
project's photographers

Vitogaz Madagascar represented by Olivier Gasbarian,
general administrator, assisted by Harilala Rasolondraibe,
Patrick Rakotomalala, administrative director
and Rova Rakotobe, accountant

Ndao Hanavao laboratory
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RUBIS MÉCÉNAT

RUBIS GROUP ENDOWMENT FUND FOR COMMITTED SOCIAL AND ARTISTIC PROJECTS

Founder of the Ndao Hanavao programme

Since 2011, Rubis Mécénat, the Rubis group's endowment fund, has been promoting artistic creation throughout the countries where the Group operates. The fund develops long-term social art initiatives by establishing educational artistic programmes based on the visual arts and design for young adults from disadvantaged communities in some of the countries where the Rubis is active. At the same time, it supports artists in France and abroad by commissioning works for specific places as well as for the Group's industrial sites, in collaboration with cultural institutions. For each commission, Rubis Mécénat helps to produce the artwork and accompanies the artist throughout the artistic process. The fund also supports the artist in a longer term by purchasing art works and editing publications and artist videos.

VITOGAZ MADAGASCAR

RUBIS GROUP SUBSIDIARY

Main partner of the Ndao Hanavao programme

When it was decided to privatise SOLIMA, a former state-owned oil company, Rubis Group subsidiary Vitogaz set up a full-service chain in Madagascar to import, store, process and distribute Liquefied Petroleum Gas (LPG), which has been operational since March 2001.

In Madagascar, which is the fourth poorest country in the world and has the fifth largest population of non-school-attending children, 90% of the population lives below the poverty line and three-quarters of the population live on less than two euros a day.

Since 2016, Vitogaz Madagascar has been actively supporting the Graines de Bitume association, which helps children living in the street or in the very poor districts of the capital city, Antananarivo, find their rightful place in society. In addition to funding learning days and other events, and organising tours of its gas depots as part of a youth employment programme, the Vitogaz subsidiary and the Rubis Group have, over the past three years, been providing financial support to the Graines de Bitume association so that it can operate its three existing centres, which are attended by nearly 300 young people every day.

The launch in 2018 of the societal and environmental project Ndao Hanavao strengthens the civic footprint of Vitogaz in Madagascar. This initiative implies an ongoing commitment of Vitogaz on the field, affirming its responsibility as a committed company and taking part in the social landscape of Madagascar. Vitogaz encourages its employees to contribute to the Ndao Hanavao project by providing a team of volunteers who take part in the various administrative and logistical tasks related to the programme. The creation by the subsidiary of an eponymous non-profit organisation to facilitate the project's management also means a strong connection to the region and a will to engage in a long-term commitment.

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Cover:
The Ndao Hanavao laboratory team
with a traditional Malagasy carpet 'Tsihy'
made in Polyfloss wool with the designer
Carine Ratovonarivo, Antananarivo,
2020, © Rijasolo

p. 8-9 © Nicole Stjernswärd -
KAIKU Living Color
p. 12 (left) © Thomas Guillermond
p. 17 © Laureline Galliot,
courtesy Rubis Mécénat
p. 3, 7 (top and bottom),
11 (bottom), 15, 20 © Rijasolo

Free HD visuals
available upon request.

