

# design

*What's new and happening in architecture, craft, interiors and design.*

WEDGED BETWEEN THE FRACTAL FORMS OF FEDERATION SQUARE, 'THE GREENHOUSE' BY JOOST OFFERS INSPIRATIONAL INSTRUCTION ON RECYCLING.

## GREEN DREAM

*A visionary 'pop-up' event venue with some impeccable eco-credentials gives the city of Melbourne a taste of waste.*





INSISTING THAT 'THE GREENHOUSE' BOTH USE AND BECOME RECYCLED MATERIAL, CAN-DO CREATIVE JOOST, LEFT, ARRANGED FOR THE IN-HOUSE BAR, RIGHT, TO SERVE ALL ITS BEVERAGES IN RECYCLED GLASS. THE LATTES, BELOW, TASTE EVEN BETTER OUT OF JAM JARS, HE SAYS.



*'The Greenhouse' is living, breathing testimony to how one man's quer*

"IF YOU THINK 'guerilla' gastronomy is a load of old rubbish," cracked Joost, the Dutch-born, Melbourne-based creative whose extraordinary way with flowers and found stuff has earned him single-name status, "then wait 'til you see what's to be dumped in Federation Square."

That was back in October, just days before 'The Greenhouse by Joost' – a self-sustaining, fully recyclable, 'pop-up' event venue made entirely from detritus – rose up from a courtyard wedge of the city's cultural heart. At that time plenty of detractors surfaced to pour cynicism on a 14-day build and fit-out that would set hundreds of hay bales into a steel structure roll-formed on site ("one truck delivering a machine capable of making all parts as opposed to the eight trucks required to move the factory-made equivalents"). But Joost just got on with his "waste of a space", and enlisted both the altruistic brains and brawn needed to realise its form.

It is now buzzing with waiters wheeling de-registered Bunnings' trolleys filled with sustainably farmed, locally grown produce – made palatable by über chef Shannon Bennett – through throngs of shoppers, student groups and the odd farmer who has waylaid his journey to understand why hay bales are building up in Fed Square. 'The Greenhouse' is living, breathing testimony to how one man's query of the common practise can annoy a whole city into action.

"It all began with Corina Baldwin," says the moonlighting foliage farmer of the Bigger Than Ten Bears (or btbtb) event entrepreneur with whom he frequently collaborates. "She was so repulsed by all the waste in the event industry."

Urging Joost to extrapolate the experiment of his own home (an extraordinary potplant-veiled structure featured on page 126 of this issue), Baldwin got busy selling the idea of a pop-up venue with no pop-down impact to fellow waste-hating industry.

THE 'POP-UP' VENUE WAS ALSO TO SERVE AS A DESIGN PROPOSITION FOR MORE SUSTAINABLE HOUSING. FITTED WITH A WORKING ROOFTOP GARDEN, ABOVE, THE STRUCTURE OFFERS PRACTICAL RESPONSE TO THE GLOBAL-WARMING STATISTICS PRINTED ONTO BOARDS, RIGHT.



STEEL IS 100% RECYCLABLE AND DOES NOT REDUCE IN QUALITY EACH TIME IT IS RECYCLED, MEANING IT CAN BE RECYCLED AGAIN AND AGAIN  
SOURCE: SUSTAINABILITY VICTORIA

MOST OF THE HAZARDOUS WASTE MATERIALS GENERATED BY HOUSEHOLDS WERE DISPOSED THROUGH THE USUAL GARBAGE COLLECTION (85% OF HOUSEHOLDS)  
SOURCE: AUSTRALIAN BUREAU OF STATISTICS 2006

THE 11 WARMEST YEARS ON RECORD HAVE ALL BEEN IN THE LAST 13 YEARS  
SOURCE: WORLD METEOROLOGICAL ORGANIZATION (WMO)

EACH AUSTRALIAN HOUSEHOLD PRODUCES ON AVERAGE 1.4 TONNES OF WASTE PER YEAR  
SOURCE: AUSTRALIAN BUREAU OF STATISTICS 2006

REMOVING ORGANIC MATERIAL FROM THE WASTE STREAM COULD REDUCE AUSTRALIA'S GREENHOUSE GAS EMISSIONS BY AROUND 3%  
SOURCE: AUSTRALIAN BUREAU OF STATISTICS 2006





*of the common practise can annoy a whole city into action*



**ABOVE:** FUNCTIONING AS DAYTIME CAFÉ AND NIGHT-TIME VENUE, 'THE GREENHOUSE' FEATURES JOOST-DESIGNED CHAIRS THAT ARE RE-CASTS OF OLD STREET SIGNS. **BELOW:** THE CHAIRS MADE FROM RE-WORKED SHIPPING CRATES TIP TO TURN INTO A BENCH, A TABLE OR A STOOL, AVAILABLE FROM THE GALLOWAY DESIGN COLLECTIVE (GDC).



"Thanks to all the fabulous people who got onboard, it required little selling," says Joost, roll calling the many purveyors, producers and suppliers who donated time and goods to ensure that the sustainability message is made both palatable and pleasing. "There's Richard Furnell of Aus Build Tech who donated himself and his technology to roll-form the BlueScope Steel coil; Jonathon Frawley and his amazing team from Lexon Constructions; Visy; my brothers Peter and Joop who gave me their greenhouses for growing; Mum and Dad who fed everyone; Caroma who supplied those waterwise toilets with the hand basin tops; Dorf, the taps; Miele who furnished all the appliances; Chep who supplied the big bins for the rooftop; Mark Douglass who made the glasses; Cate Burton, the candles; David Bromley, the backdrop; Gina O'Connor, the 3-D drawings; Innocent Bystander and Crittendens, the wines; Little Creatures, the beer; Supreme, the coffee; Hard Yakka, all the work gear; Bonds, the t-shirts; Green Eggs; T2; the guys from the Seamstress restaurant and bar..." He trails off until the fear of forgetting someone important results in the loud blurt. "Oh, yes, and Rob Adams, the director of design and urban environment at the City of Melbourne, who saw enough sense in a building made from hay, lined in deconstructed shipping crates, furnished with fire hydrants and street signs and topped with a garden built from old bins, to fast-track it through council."

Until the end of January, 'The Greenhouse by Joost' will dish up the easy-to-stomach message on sustainability after which it will deconstruct, with not a trace of trash, for re-emergence at the Milan Triennial. But as Joost sits mulling over the troublesome times that nearly buried his brilliant idea and the travails that will test it in foreign parts, he re-groups self with the out-loud shout, "Get ready, world, for a taste of waste!" ANNEMARIE KIELY [www.greenhousebyjoost.com](http://www.greenhousebyjoost.com).