

---

## Media Release

---

# Volkswagen Group promotes sustainable design with upcycling project. "Shifting Shift" creates custom-made furniture for "Die Arche" children's aid project

- **Upcycling repurposes exhibits from the "SHIFT" sustainability exhibition**
- **Young designers create furniture for – and with – children from "Die Arche" project**
- **Hiltrud D. Werner, Member of the Volkswagen Group Board of Management responsible for integrity and legal affairs, will be at DRIVE for the presentation to the children's aid project in Hellersdorf**

**Berlin, June 19, 2018 – Exhibits from the "SHIFT" corporate sustainability exhibition will be repurposed as part of the Volkswagen "Shifting Shift" upcycling project. Volkswagen project partners include creative minds from BAU International Berlin and the (HTW) Berlin University of Applied Sciences. The project objective is to design new furniture from materials left over from the exhibition. Results included coat racks, lounge furniture and a signage system for the Arche house in Berlin-Hellersdorf. The new creations will be presented to children from Die Arche on June 25, 2018 in DRIVE. Volkswagen Group Forum.**

In many cases, exclusively designed exhibits no longer have a purpose after an exhibition ends. Things are different for the "SHIFT" sustainability exhibition opened last year. The "Shifting Shift" project follows up on the original idea of movement and change to breathe new life into the former exhibits. After the "SHIFT" exhibition ended, the Volkswagen Group called on students from two universities to work with youngsters from "Die Arche" children's aid project on developing ideas for new furnishings made from the exhibition materials.

"As a car manufacturer, we not only work on sustainable mobility solutions and resource-conserving technologies. Supporting children in difficult life situations is also very important for the Volkswagen Group," explains Hiltrud D. Werner, Member of the Board of Management responsible for integrity and legal affairs. "For us, sustainability involves pursuing economic, ecological and social goals on the same level, while contributing to society and environmental protection."

For Volkswagen and its partner agency Archimedes Exhibitions, the focus in the early phase of the exhibition project planning and subsequent exhibit construction was on implementing

# VOLKSWAGEN

AKTIENGESELLSCHAFT

---

sustainable, reusable materials. The exhibition designers used untreated wood and printed the graphics directly on the surfaces instead of using film. This resulted in a modular display system that could be repurposed by the students with little effort. The objective was to design everyday furniture that can be used by the children from Die Arche.

The students started out by playfully working with the children to develop ideas. "Without support from the business community, children from socially disadvantaged families have limited opportunities for development in this country," says Bernd Siggelkow, founder and director CEO of Die ARCHE e.V. children's aid project. "This makes joint projects that promote and, in this case, creatively engage young people and introduce them to the topic of sustainability all the more important. The children are already looking forward to seeing the new, self-designed furniture in their day-care centre."

Installation of the designs developed by the two universities will be completed at Die Arche in Hellersdorf by the end of June. The creations include new lounge furniture for the teens, a coatrack for the Kids Café, and a signage system to make it easier for visitors to find their way around in the former school building.

## SHIFT

The Volkswagen Group sustainability exhibition *SHIFT* was presented in DRIVE. Volkswagen Group Forum in Berlin from November 16, 2017 to February 28, 2018. *SHIFT* is a holistic concept that showcases the Volkswagen Group approach to sustainability. Published in 2016, the company's first magazine received several international awards. In 2017, Volkswagen company expanded its dialogic approach to include the SHIFT exhibition, dialogue events and a microsite.

## Die Arche e.V.

This children and youth welfare organization was founded in 1995 by Pastor Bernd Siggelkow in Berlin. Die Arche supports children from needy families by providing hot meals, education and recreational activities. The relief organization operates 24 facilities throughout Germany, one in Warsaw and two in Switzerland. Located in a former school building in Berlin-Hellersdorf, Die Arche provides daily care for about 300 children and teens aged 2-18.

**Please note: Text and images are available from [www.volkswagen-media-services.com](http://www.volkswagen-media-services.com).**

### **Volkswagen Corporate Communications |**

#### **Press and Information**

**Contact** Benita von Maltzahn

**Telephone** + 49 (0) 5361 9-8931

**Email** [benita.von.maltzahn@volkswagen.de](mailto:benita.von.maltzahn@volkswagen.de) |

### **Volkswagen Corporate Communications |**

#### **Press and Information**

**Contact** Petra Kirchheim

**Telephone** +49 (0) 30 / 2092-1228

**Email** [petra.kirchheim@volkswagen.de](mailto:petra.kirchheim@volkswagen.de) |