

12.04x28.91	1	5 עמוד	THE JERUSALEM POSTLITE	13/10/2010	24530843-9
מכון טכנולוגי חולון HIT המכון הטכנולוגי בחולון - 83313					

Recycling gets a new look

In an effort to get citizens to recycle, the boring recycling cubes placed around the city will be getting a makeover this year. The three winners of the month-long *Beautiful Recycling* design competition were chosen together with Environmental Protection Minister Gilad Erdan.

First place went to Chen Guiterman and her 'Green Tree' design. Guiterman, from the Holon Institute of Technology, said that her aim was to create a pretty, romantic little area that "reminds us to save nature and to enjoy it."

Second place went to Noam Tannenbaum of Studio Tannenbaum Hazan for his 'Breathing Design'.

Tannenbaum says, "like a living body, the cube changes during its cycle of use. When it's empty, it looks simple, almost transparent. As it fills up it gets wider and rounder."

Yiffa Levin took third place for her 'Urban Recycling' design. "The cube gets a fresh urban look – young and modern. Using a picture of an urban landscape on the cube makes it stand out and encourages its use," she said. Levin is a Tel Aviv-based designer.

30 million more bottles were recycled this year via the cubes, compared to the same time last year. Some 400,000 bottles are recycled every day.

The newly redesigned cubes will be placed in cities that did not have any before. In the last six months, the first cubes were placed in Nazareth Illit, Beit She'an, Kiryat Yam and Rechasim. Several cities that had only a few cubes, such as Acre, Hadera and Netanya, have received more.

By JPOST LITE STAFF



BRITISH recycling bins