



*(VERB)*

**UPCYCLE**

*TO REUSE OR REPURPOSE IN SUCH A WAY AS TO CREATE A PRODUCT OF HIGHER QUALITY OR VALUE THAN THE ORIGINAL.*

**THE WORLD IS PURSUING A CIRCULAR ECONOMY WHICH DOES MORE WITH LESS BY USING FEWER RESOURCES AND RAW MATERIALS IN THE PRODUCTION OF SOLUTIONS FOR THE SOCIETAL, ENVIRONMENTAL AND ECONOMIC CHALLENGES OF OUR TIME.**

**TO CELEBRATE THE 20TH MICHELIN CHALLENGE DESIGN GLOBAL COMPETITION AND THE ROLE OF DESIGN IN SUSTAINABLE MOBILITY, WE INVITE YOU TO UPCYCLE A PREVIOUSLY HONORED MICHELIN CHALLENGE DESIGN ENTRY.**

**YOUR DESIGN STORY SHOULD VISUALLY COMMUNICATE HOW YOUR SECOND-LIFE USE WILL PROVIDE A GREATER VALUE THAN THE ORIGINAL DESIGN.**

**YOUR ENTRY SHOULD ANSWER THESE QUESTIONS:**

- WHO IS YOUR INTENDED USER?
- WHAT IS THE CHALLENGE THAT YOUR REPURPOSED DESIGN ADDRESSES?
- WHY DID YOU CHOOSE YOUR DONOR ENTRY OR ENTRIES?
- HOW DOES YOUR UPCYCLE DESIGN CREATE ENHANCED SOCIETAL, ENVIRONMENTAL, OR ECONOMIC VALUE?

**PREREGISTRATION FOR THE 2020 MICHELIN CHALLENGE DESIGN BEGINS AUGUST 30, 2019.**

**[WWW.MICHELINCHALLENGEDESIGN.COM](http://WWW.MICHELINCHALLENGEDESIGN.COM)**