



# PROMO KIT

“Trashion Edutainment for the Masses”

*"A definite win for the eco-conscious night (Portland Fashion Week 2010) was Junk to Funk's display."*

– FASHION FARE PDX

*"JUNK TO FUNK PROVED THAT PLANET LOVERS CAN HAVE FLAIR, FUN AND A SENSE OF HUMOR"*

– *The Oregonian*

*"This is my favorite event all year"*

– MAYOR SAM ADAMS, PORTLAND, OREGON

*"WHAT'S REALLY IMPORTANT ABOUT THAT THEY'RE DOING IS REALLY INSPIRING PEOPLE TO FIND WAYS TO REDUCE AND REUSE, AND THEY MAKE IT COOL."*

– 2009 Show Attendee

*"I liked JUNK TO FUNK CAMP because it provided me with lots of interesting materials, new skills and it inspires me to try and do more of that stuff at home."*

– BEN DODGE 2010 CAMPER

*"I was pleasantly surprised by the level of quality"*

– MARJORIE SKINNER, FASHION EDITOR PORTLAND MERCURY

**"ReBrewed"**  
created out of  
used coffee filters

# trashion = trash + fashion

**TRASHION TRENDS:** From popular television shows like Project Runway, the 2010 holiday installation at Barneys New York, listed in Time Magazine's top 200 best inventions of 2010, a focal point for Subway's compostable product launch, to highlights in countless eco and fashion blogs and even a White House appearance, Trashion is gaining global momentum.



# about us

## our mission

Junk to Funk inspires individuals towards conscious consumerism, creative re-use and conscientious disposal by providing unique fashion-based art and education opportunities.

## our vision

To restore the earth by creatively transforming our engagement with stuff.

# about us

## what we do >

Junk to Funk is “Trashion Edutainment for the Masses”, a collective of thought-leaders driving the movement of using waste for innovative communication. We seek to address America’s manic purchasing habits and throw-it-away mentality in a positive and thought provoking manner.

## why we do it >

Excessive consumption is scary. Waste is unnecessary. We hope our innovative communications pave the way for a monumental change in the way our habits impact the world’s ecological and social health.

## how we do it >

Junk to Funk is about finding the fun in trash. Combining visual and performance art, fashion, sustainability education, interactive activities and entertainment, our programs provide people a chance to connect, conceptualize and receive art in a creatively re-used form. Junk to Funk inspires positive behavioral change by asking audiences to reconsider their consumption and disposal choices in a playful, yet provocative and memorable way.

## who does it >

### The Collective is comprised of:

- ✂ The Co-Founder and ‘Chief Instigator’ of Junk to Funk, Lindsey Newkirk.
- ✂ The “House of Trashion”; the most frequently participating and highly talented designers whose creativity and passion for change also helps to steer the direction and growth of Junk to Funk.
- ✂ The “Trashioneers”; the designers, teachers, volunteers and interns that are involved in Junk to Funk on a regular basis.
- ✂ The “Advisory Committee”; the professionals working in business, marketing, design, art, sustainability and government. The team provides guidance and mentorship in the development of Junk to Funk.

## history >

Junk to Funk was founded in 2006 in Portland, Oregon as a “Recycled Fashion Show Contest” that combined sustainability, art and fashion. For four years, the annual event offered artists the opportunity to create art and couture fashion based on the creative use of “trash”, while generating sold-out audiences that never viewed trash in the same way again.

# our programs

In addition to producing our **independent events & projects** our programs include:

**trashion event entertainment**

**trashion for business**

**youth trashion art and edutainment**

**individual trashion commissions**

# trashion event entertainment

Inspire. Entertain. Educate.



## ***“Zippidi Do Da”***

created out of discarded zippers,  
plastic bags and bubble wrap

# trashion event entertainment

**what >** Junk to Funk's wildly popular events mix fashion, art and sustainability for an anything-but-expected way to connect and compel in an unforgettable manner.

## 6 fabulous ways to Include J2F at your next event

**the trashion show:** Our most popular, the Trashion fashion show mixes the live action, art and wicked energy of runway models in garments made from recycled materials with the lively energy of a crowd.

**trashion display:** Create a unique ambiance and stimulating conversations by displaying Trashion garments at your event. Displays can be custom created to fit the theme of your event.

**living art:** Models wearing selection of our top Trashion garment mingle as live art throughout your event.

**DIY trashion accessory table:** We provide event attendees with the opportunity to create their own fun, wearable accessories created out of "trash".

**interactive workshop:** A Junk to Funk designer will come on site with their own "in process" Trashion garment. Attendees will witness demonstration of the artist process and will have opportunities to participate in the innovative creation.

**iron designer:** Teams of our designer's battle live at your event, creating Trashion garments out of surprise boxes of junk. Want to be included in the competition? We can make that happen. Just like Project Runway, but ten times better because you are there!

## who >

Planners, Producers and Hosts who seek to differentiate your event with:

- A unique, entertaining component for guest experience.
- A spotlight that says your organization is committed to sustainability.
- The promotion of responsible consumerism, creative reuse and conscientious disposal.
- A lively and energetic take on forward thinking art, culture and entertainment.

## other ways we can add to your event

**music:** The Junquestra Orchestra is available to play a reclaimed performance using recycled instruments. Or let the energy of our live DJ to bring the beats to your party.

**trashion for business sponsorship:** Leverage your sponsorship opportunities: Junk to Funk designers create custom commissions for your event sponsors. Garments are created out of businesses waste stream in order to tell their sustainability story in a custom "Trashion Show" or "Trashion Display" message.

**zero waste event management:** Our umbrella company, Elysium Events, specializes in managing zero waste efforts for events. With proven results all they way up to 98% recover rates, let us help you improve your reduction, recycling and composting efforts.

**décor:** We can design entire sets and displays using recycled materials that will garner attention and conversation. This is an excellent addition to our "Trashion Display".

## why >

We've transcended the tired and traditional trash talk. We provide our audiences a chance to connect, conceptualize and receive reuse art in a creative and sustainable atmosphere. Junk to Funk can impact your community uniquely and positively by providing some of the most memorable entertainment around.

# trashion for business

use trashion to  
communicate your  
sustainability  
message.



***“Chastity Blinds”***  
created out of discarded  
metal mini blinds

# trashion for business

## what ›

Let's make a statement about real sustainability. Together with your brand, Junk to Funk's Trashion can prove sustainability's not only cool, but a forward-thinking brand message that can generate more attention than Tammy Faye's eyeshadow.

**Externally,** let's tell your sustainability story to the world. Let's take today's hyper-marketed culture and send a message that's much more meaningful than another email, ad, press release or Twitter blast. Above all, let's have a little fun while doing the elusive unexpected, shall we?

**Internally,** let's get your employees into action. Let's eliminate the mountains of office paper, rivers of coffee cups and oceans of take out containers by creating employee engagement to reduce your company's waste and save you money.

Need help your waste reduction strategy? Don't worry, we've been doing this for years. We can provide consulting on a program that can help achieve results.

Alongside our Trashion designers, we partner with your brand to create Avant-garde fashion garments out of your waste stream that will take your whole sustainability image to next-level status.

**these one of a kind trashion garments are unique pieces of brand-centric art and:**

- Deliver a unique cultural statement when worn by models at events.
- Create memorable imagery in your advertising campaigns.
- Offer compelling, beneficial partnership, sponsorship or PR opportunities.
- Foster employee interaction and pride.

## who ›

Forward-thinking companies, brands, agencies, etc. who seek to differentiate themselves with a commitment to sustainability and a one of a kind way to show it.

## why ›

Everyone creates waste, but by partnering with Junk to Funk, it's concrete proof you're committed to doing something more than feeding the landfill. Waste reduction and sustainability stories like this offer story-hungry media channels a big, juicy scoop to cover, the public a reason to admire you and your employees to view you as the coolest; allowing your brand to be viewed as a leader.

# youth trashion art and edutainment

art materials are everywhere.



## ***“AnnaLogue”***

created out of old records, a discarded  
duffle bag, stained bed skirt and cassette tape

# youth trashion art and edutainment

## what ›

Our youth programs include summer camps, birthday parties, in school artists in residencies, after school programs and Trashion shows for your school. We inspire future Trashionistas and Re-use Barons with a memorable and engaging creative experience taught by some of the most innovative re-users around town.

Kids need to be empowered to know that they can create things; that things don't have to come from a store. Our programs not only focus on rip-roarin' fun but we throw in some good ol' awareness building in recycling and consumption. We teach useful techniques; that art materials are everywhere, innovation, problem solving and teamwork.

### trashion camp: 1 week; school and summer breaks

Campers embark on a week-long journey of Trashion garment and accessory creation that culminates in a Friends-and-Family Trashion Show. Dates and location vary.

### birthday parties

Bringing you a recycled version of Project Runway. Kids will have two hours of friendly competition to transform everyday "junk" into Avant-garde Trashion. Parties can be hosted at SCRAP or at your location of preference.

### artist in residency

Our artist in residency programs work best in collaboration with a school teacher's curriculum focus on waste, recycling, social justice and sustainability.

- ✂ Recycled Trashion Accessories Workshop: 3 hours minimum
- ✂ Trashion Garment Creation: 12 hours minimum

### your school's trashion show

A fantastic opportunity to showcase student work or use Junk to Funk as an arts fundraising event; a unique art, fashion and sustainability-based Trashion show is the perfect companion to an Artist in Residence program.

- ✂ Teacher Training Presentation: 2 hours
- ✂ 'How to Create a Trashion Show' Manual
- ✂ Junk to Funk's Trashion Collective Fashion Show Performance: 1 hour

## who ›

Youth Trashion programs are an excellent way for schools and parents to engage a child's creative side in:

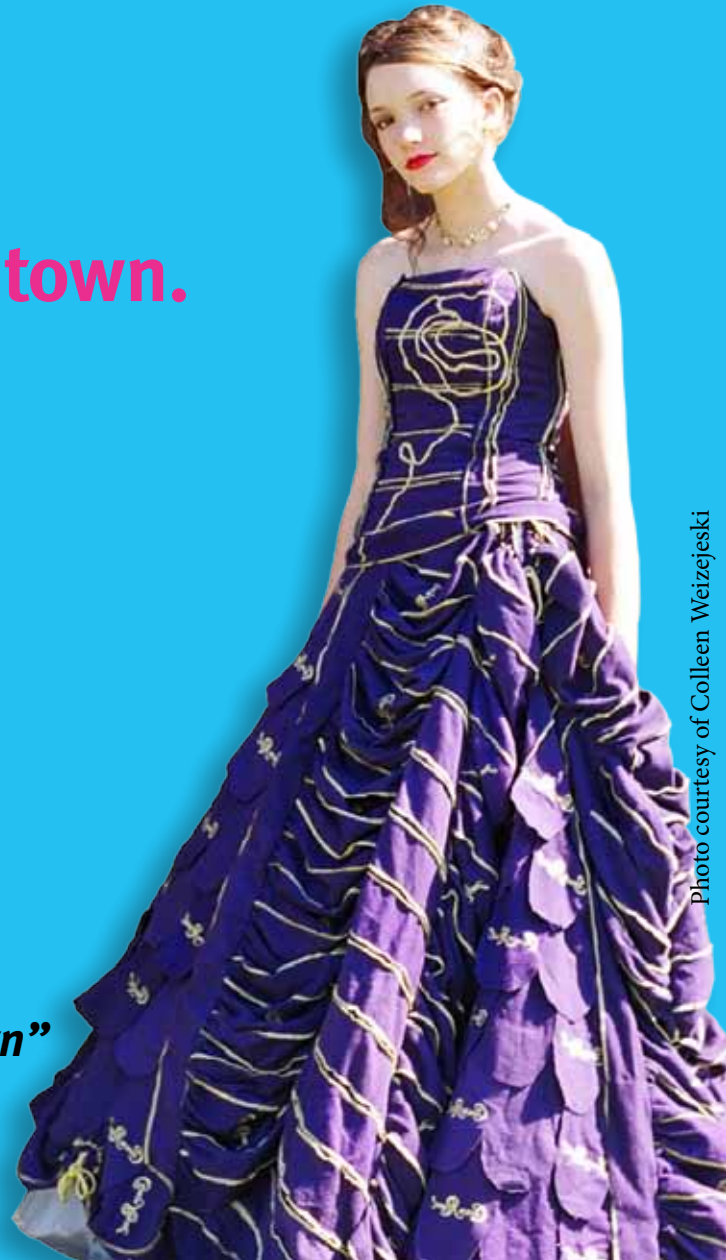
- ✂ A hip, fun way to explore one of a kind fashion-based creative reuse art and design projects.
- ✂ Ultra-cool sustainability, consumption and recycling and/or art curriculum.
- ✂ Creative problem solving and collaborative experiences.

## why ›

Kid's love to play. They love to create. And there's no better way to teach the importance of sustainability awareness and empowerment than by letting them express themselves through art. What's more, the best way to create fundamental cultural change and responsible consumerism is through shifting the attitudes and behaviors of our youth. Our Trashion programs do just that in a manner that will entertain and invigorate their learning experience.

individual  
trashion  
commissions

embody the talk of the town.



***“Crown Royal Gown”***  
created out of discarded  
Crown Royal bags

# individual trashion commissions

## what ›

Junk to Funk provides the unexpected; a positive, un-anticipated delight that compels thought and creates distinct memories. For showpiece fashions that demonstrate your commitment to sustainability in an engaging, progressive manner, consider our custom commissions.

Working directly with an established Junk to Funk designer, we'll create a one of a kind garment for you. This Avant-garde wearable art can be created for display as fine art in your home or office or for a custom fit for your specific entertainment needs.

## who ›

Innovative individuals who seek to provoke thought by example and:

- ✂ Want attention-grabbing garments or accessories for any special event.
- ✂ Would like to promote Portland's sustainability culture to out-of-town guests.
- ✂ Are focused on fashion and want a creative use for their scraps or seconds.
- ✂ Desire unique artwork for their personal space or place of business.

## why ›

Art communicates values. Fashion demonstrates function. Absorb yourself in contemporary art and fashion while inspiring people to consider trash as a positive and thought-provoking means. This is wearable sustainability at its beautiful best. Our "trash" looks like anything but garbage.

some of our  
cool recent  
happenings

# junk to funk hits the miss america pageant

Stephanie Steers, **Miss Oregon 2010**, wore a Junk to Funk garment at the January 2011 Miss America Parade in Las Vegas. In the parade event, contestants were charged with wearing a garment that represents their home state. What better way to represent Oregon than to wear a garment created out of recycled materials!

Stephanie wore “**Re-Tired Swimwear**”, a 1950’s style swimsuit and cap made entirely out of discarded bike tire tubes, created by Taylor Cass Stevenson.



# portland fashion week

We were honored to have been asked by Portland Fashion Week 2010 to create a trashion display for their 2010 opening night. Being a sustainability focused fashion show we thought it was appropriate to create an installation titled "The Story of Fashion: Fashion As Usual v. Fashion Forward". The installation featured 5 new couture garments created out of waste textiles.



Photo Credit Deanna Wohlgemuth

# portland airport display

Certainly our biggest opportunity to date. Thanks to the invitation by the Port of Portland, we had a 6 month display showcased in the Portland Airport gallery featuring top designs from the past 4 years.



# junk to funk goes gaga

Ok, this one might seem a little scandalous, but come on we're talking Lady Gaga here. Alright, while we didn't work with the actual Lady Gaga, we did have a great time in a mock Gaga photo shoot with the Willamette Week. It was only appropriate to bring in a crazy head to toe bike tire tube outfit when the Willamette Week asked "Who Should be Lady Gaga's Next Fashion Muse? Portland's Junk to Funk of Course."



in  
the  
news

# The Oregonian

Sunday, March 13, 2011

By Kristi Turnquist

## JUNK TO FUNK TRASHION COLLECTIVE HAS DESIGNS ON RECYCLING AND REUSE



Photo courtesy of The Oregonian

Late in 2010, she re-branded Junk to Funk as the Junk to Funk Trashion Collective. To mark the occasion and to celebrate Junk to Funk's fifth anniversary, she threw a party last month; instead of a runway show, there was a gallery installation showcase of Trashion works, old and new.

The crowd that crammed into the gallery space in inner Northeast Portland drank wine and schmoozed, as models and designers walked around in fanciful creations (a dress made of pastel gelato cups and spoons; a "wedding dress" made of used plastic Oregonian newspaper delivery bags).

This year, she says, is about building on the Junk to Funk brand

# the Portland MERCURY

Portland Mercury March 30, 2006 BY: Marjory Skinner

To my relief, the event's spirit has inspired fantasy costumes instead of earnest, literal streetwear, with 26 pieces chosen based on how much of the material used is recycled, and focusing on craftsmanship and creativity

When show producer Lindsey Newkirk showed me photographs of some of the submissions, I was pleasantly surprised by the level of quality - an excellent balance between humor and aesthetics. Says Newkirk, "A handful of the pieces are recognizable trash - paper, cups, bike tubes, wrappers, or repurposed textiles. Some really cool and less recognizable pieces were spawned from mini blinds, crayon wrappers, old windsurfing sails, a teddy bear, VHS tape, Crown Royal bags, Mardi Gras masks, and even a discarded river raft!"



www.thephotographers.us

# J2F IN THE PRESS

Junk to Funk Media Coverage

Pg. 1 of 4

www.wwweek.com  
Nov. 19, 2008

"SCOOP"

"More than 700 people got trashed at Wonder Ballroom last Saturday at the third annual Junk to Funk Recycled Fashion show. The DJ pumped Project Runway beats while Mayor elect Sam Adams and Tara from KNRK 94.7FM traded barbs about dresses made from hair collected from salons. Reality wasn't far behind. Outfits careened from plastic Franz bread-bag flamenco dresses to recors and bubble wrap. Judges bequeathed the golden Barbie trophy to "Broad Shoulders," a frock constructed of used shoulder pads by local nanny and landscaper Addy Kessler. Later that night the artist's mom let it slip to Scoop that she and Kessler's aunt had collected the shoulder pads over the past 20 years."



www.thephotographers.us

# Portland Tribune

FROM TRASH TO FASHION  
Portland Tribune: SustainableLife  
Tuesday, Nov. 28, 2006 By Carissa Wodehouse

How much funk can be created from junk? At Portland's first Junk to Funk: Recycled Fashion Show Contest, crafty locals will sashay down the runway in outfits made from curbside flotsam and dumpster jestam.

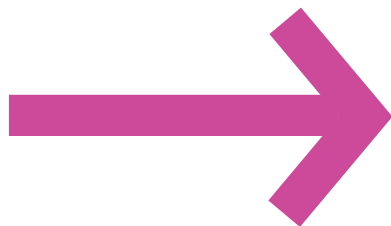


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Junk to Funk, which calls itself "a night of trash, fashion, art and sustainability," will feature 27 items of "wearable art" ... Portland city Commissioner Sam Adams will emcee the event and will appear in recycled wares. Ticket sales will benefit Orlo, a local nonprofit that raises awareness about environmental issues through the creative arts"

"Artsy types take rubbish to the runway, raise cash for environmental nonprofit."

# TRASH



# FASHION

## The Oregonian **DUMPSTER DIVING FOR FASHION**

The Oregonian: **LIVING** Wednesday, Dec. 6, 2006 By: **Vivian McInerney**



www.thephotographers.us

Half the people at the party were trashed. At least two women wore lampshades on their heads. And a certain politician showed up sporting black rubber pants. Who knew recycling could be so festive? The "Junk to Funk" fashion show at the Wonder Ballroom served to draw attention to tre debauchery: waste! Instead of giving sermons on the sins of disposable coffee cups or scolding us for using plastic bags, participants transformed such trash into fashion - or trashion. Elizabeth Fowler and Lindsey Newkirk produced "Junk to Funk" proving it's not only easy to be green. It's also kind of a blast.



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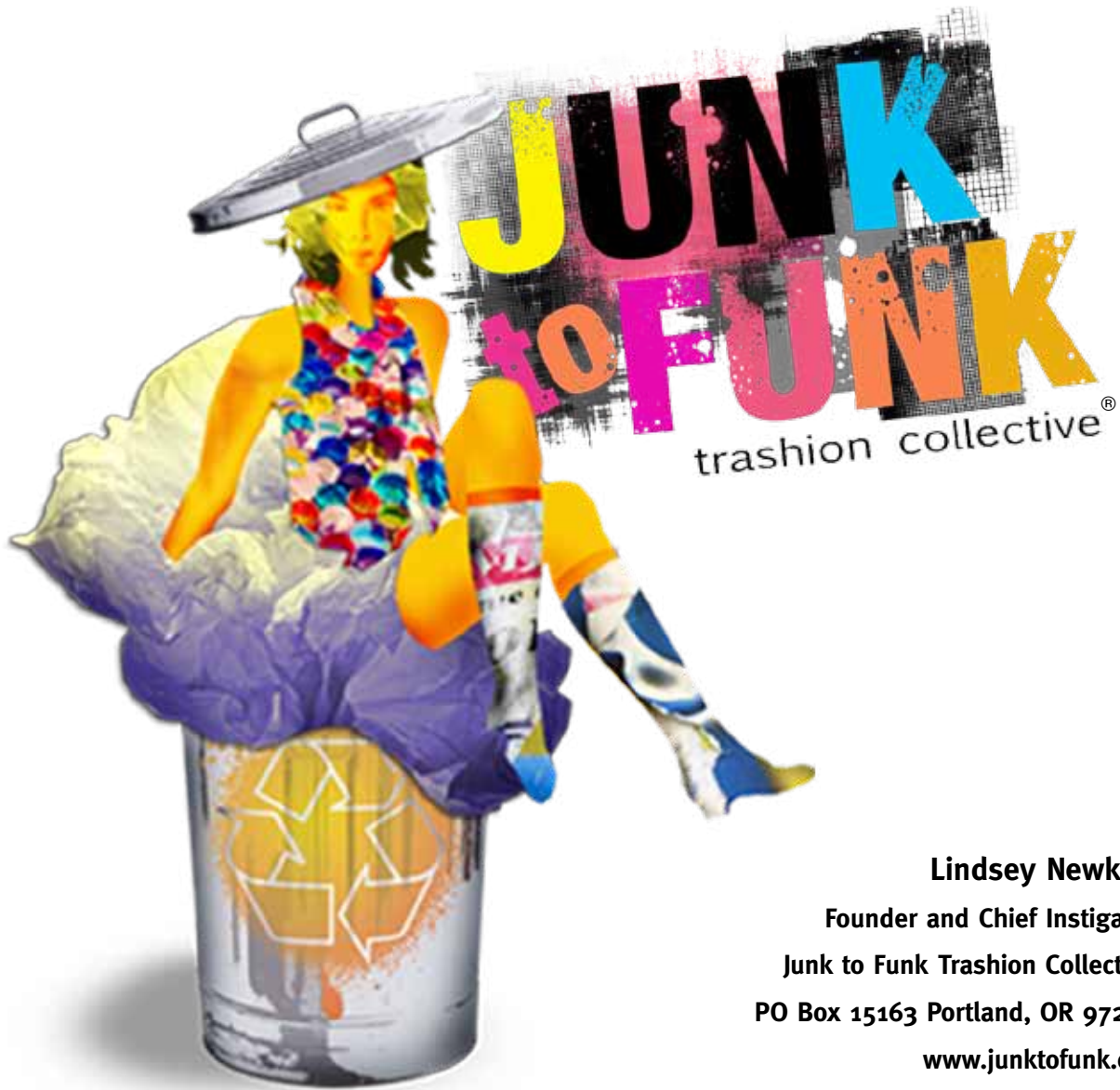


Portland  
monthly

Portland Monthly: Snap Shots

February 2007

"The collective talent of 26 local and national artists competed during Portland's first Junk to Funk Recycled Fashion Show Contest Dec 2 at the Wonder Ballroom. Utilizing everything from lampshades to mini blinds, the designers dissed the fashion mags in favor of the dustbin as inspiration for threadbare-chic works of waste. Some 560 fas of sartorial sustainability turned out to ensure that the proceeds didn't get tossed too, as nearly \$4,000 was raised for the environmental non-profit Orlo"



**Lindsey Newkirk**

**Founder and Chief Instigator**

**Junk to Funk Trashion Collective**

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