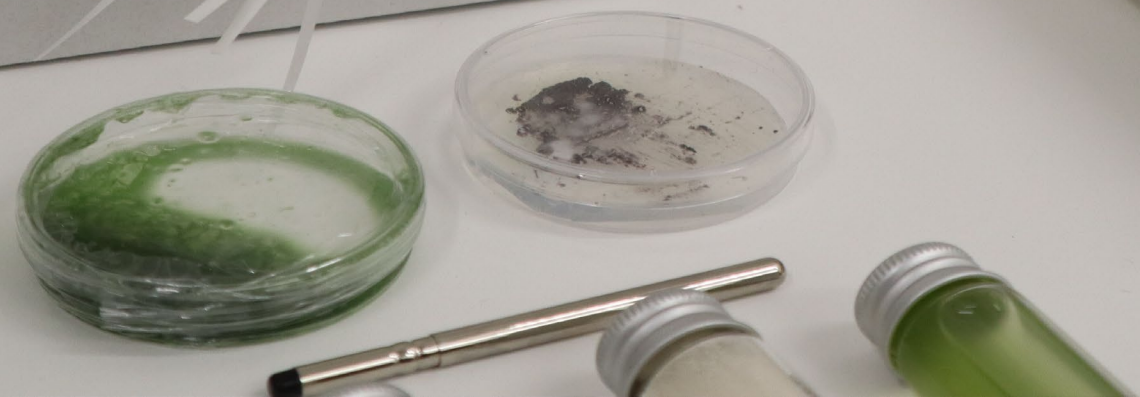


# ARTS ALIVE

3aT2 – Across RCA



24  
Ecole vétérinaire de  
Mans - Afort

24

JCDecaux

Algae Art Kit  
Arts Alive



Be a part of the solution, not the pollution



Choose cyanobacterial pigments for  
your green painting needs.

Explore the future of carbon negative living materials and create your own eco-friendly living artwork.

Start investing and buy one on our website.  
[www.algaeartkitartsalive.com](http://www.algaeartkitartsalive.com)



Royal College of Art

## ABOUT US

We are an interdisciplinary group of students, promoting the uses of algae to achieve a greener future.



# MEET THE TEAM



**WENDY**

Innovation Design Engineering



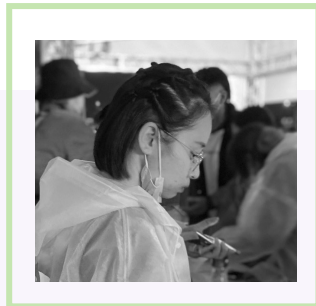
**EMMA**

Information Experience Design



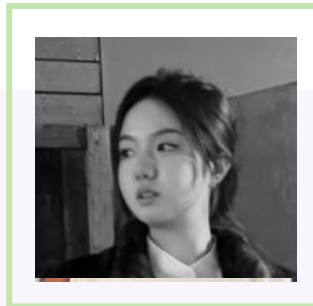
**HEALY**

Visual Communication



**TYMEE**

Service Design



**XIANG**

Fashion



**OLIVIA**

Painting



# OUR PRODUCT

## EDUCATIONAL KIT

Through providing carbon negative materials to experiment with, we aim to teach about the potential of algae to transform the world from powering signs at bus shelters to offsetting transport. We want to promote this medium as tool, to inspire future environmental revolutions. The possibilities are endless and so is the resource.

## INCLUDES:

- Algae pigment palette
- Liquid algae
- Paint brush
- Agar agar
- Plant fertiliser
- Spare palette
- A5 recycled card
- Pipette
- Information booklet
- Biomaterial sample

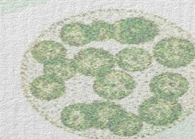
**Algae Art Kit**  
Arts Alive

## Add a splash of green to your life with natural cyanobacterial pigments.

Explore the future of carbon negative living materials and create your own eco-friendly living artwork.

Invest in one now and buy one on our website.  
[www.algaeartkitartsalive.com](http://www.algaeartkitartsalive.com)

Paint your way to a healthier planet.

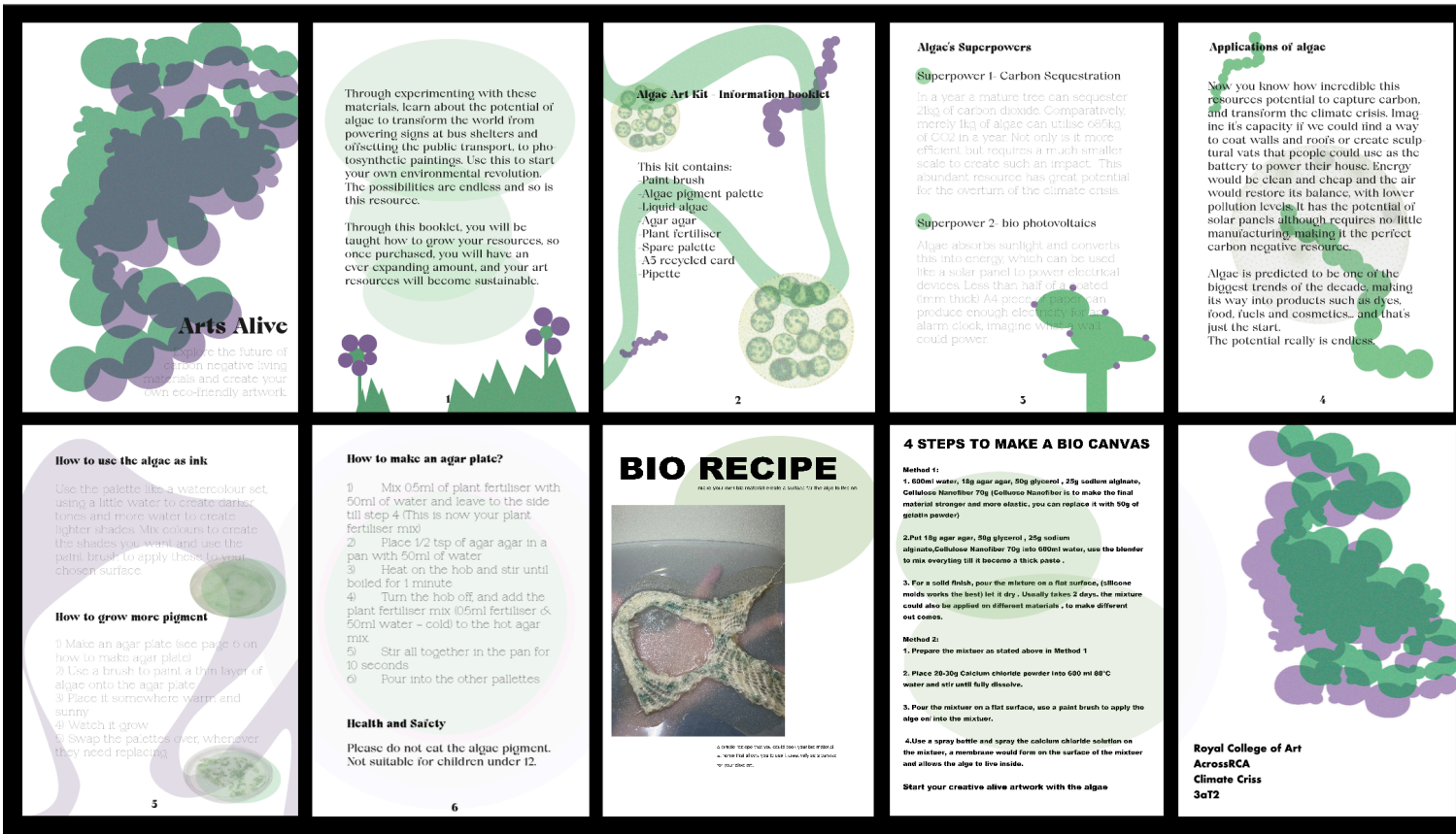


Royal College of Art



# BOOKLET

We have created an educational booklet, to accompany the resources. This outlines the benefits of utilising algae as a resource, potential applications, as well as practical instructions on how to grow more ink.





OUR  
CONTRIBUTION  
TO THE CLIMATE  
CRISIS

## EDUCATIONAL TOOL

This kit is primarily an educational tool for exploring algae's potential, whilst also being a living carbon negative art resource.

## APPLICATIONS

This kit has great potential for school projects and art workshops, as well as commercial sales.

## CARBON SEQUESTER

It takes just than 30g of algae to absorb the same amount of CO2 as the average tree, making this product a positive contribution towards net zero.

## ALGAL FUTURES

We also highlight the potential applications of algae to help in industries such as biofuels, cosmetics, food and dyes.

## AN INFINITE RESOURCE

Algae can double itself within a matter of hours, meaning once you have this resource, you are responsible for growing it faster than the rate you use it. This is a great demonstration for children to understand sustainability and the need for conscious resource use.



## WORKSHOPS



### WHO

We led workshops with RCA students and the public, utilising our product.

### WHERE

Within the Kensington campus, and at a concept shop: WE`VE 2050, in Soho.

### WHY

To test the product, gain feedback and to begin inspiring those around us.

## FUTURE MISSION

Amplify the impact of algae biomaterials through the Cyanobacteria Toolbox and online platform, so that more people can understand and participate in the growth and creation of algae.

# Business Model Canvas

**KP** 

KEY PARTNERS

Cyanobacterial ink  
KitMaterial suppliers

Algae Experts

Event Partner / Venue

**KA** 

KEY ACTIVITIES

Kit Sales / Kit Iteration  
Education Promotio  
Event Organisation  
Platform Management

**KR** 

KEY RESOURCES

Cyanobacterial ink Kit  
Materials  
Online platform

**VP** 

VALUE PROPOSITION

Expanding the impact  
of Algae biomaterials

Make more people  
aware and join in the  
growing and creation  
of Algae

**CR** 

CUSTOMER RELATIONSHIP

1. Photo and video uploads  
for exchange
2. Activities
3. Member community

**CH** 

CHANNELS

Algae Lab Online platform  
Advertisements  
Social Media

**CS** 

CUSTOMER SEGMENTS

Customer groups  
interested in Algae  
(18+)

Mass Markets

**C\$** 

COST STRUCTURE

Cyanobacterial ink Kit Material costs  
Platform management and development

**R\$** 

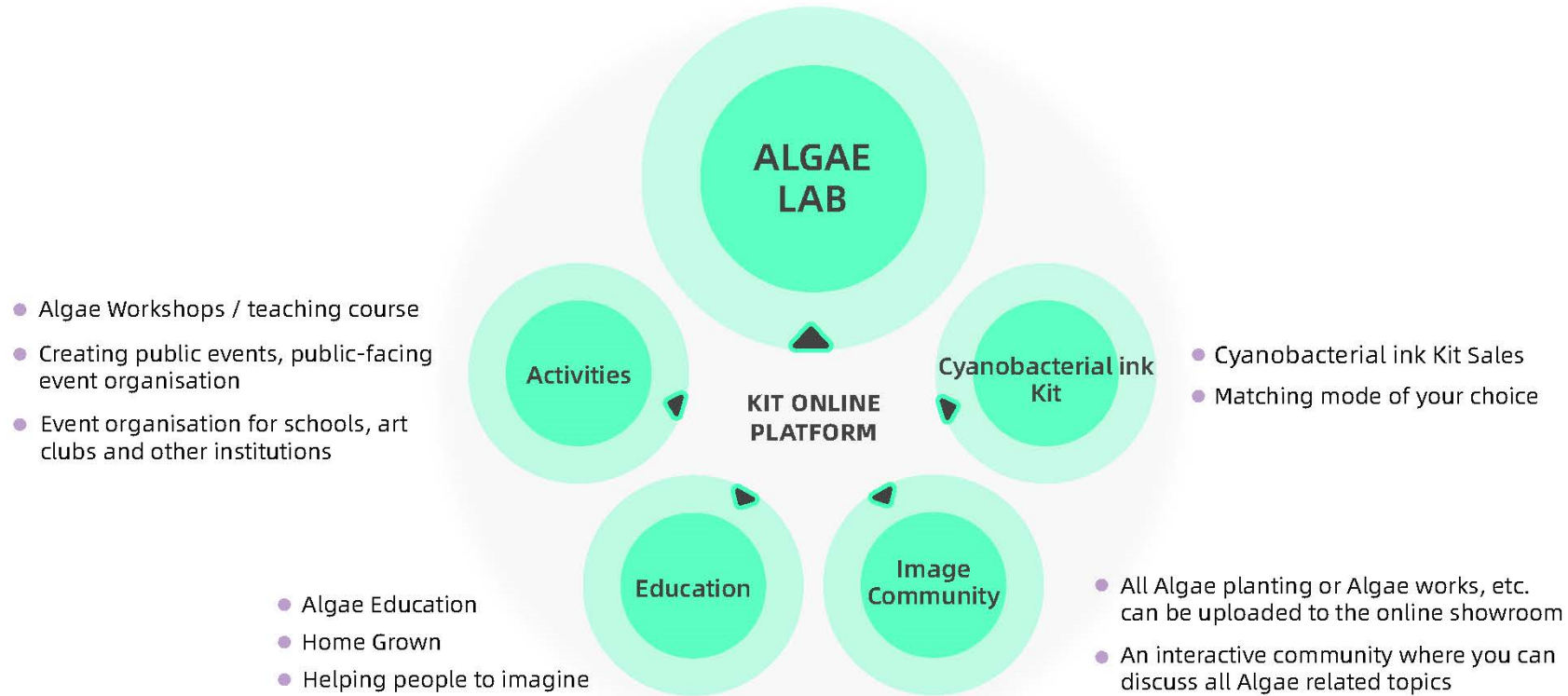
REVENUE STREAMS

Cyanobacterial ink Kit Sales  
Workshops or potential teaching course  
Activity Income

## Kit online platform

The footprint of the online platform allows for the recording of individual Algae points

Join us and Discover more of what is possible with Algae



# Platform Prototype

HOME

CYANOBACTERIAL KIT PAGE

**Cyanobacterial Ink Kit**

Learn about algae's world-changing potential for eco-friendly printing with this eco-kit. From growing the starter algae and offsetting public transport, to photosynthetic printing, use it to start your own environmental revolution. The price includes starter algae and a 10% discount. With this kit, you'll have more than just your resources, and once purchased, you'll have an ever-expanding amount of your artistic resource to become sustainable.

**This kit contains:**

- Flask brush
- Algae growing pads
- Algal algae
- Algal algae
- Flask forbiotic
- Starter algae
- 4x recycled card
- Printer

The kit is for 30-60 min for the age of 18 and up

**\$20**

★★★★☆ (10 reviews)

Quantity:

**Welcome to Algae Lab**

Join us and Discover more of what is possible with Algae

**With Algae Lab, learn about the potential of seaweed to change the world, from powering bus shelters' signs and offsetting public transport, to photosynthetic printing. Use this to start your own environmental revolution. The possibilities are endless, and so is this resource.**

You will be taught how to grow your resources, you will have an ever-expanding amount, and you will have a sustainable artistic resource.

**Algae's Superpowers**

**Superpower 1: Carbon Sequestration**  
In a year a mature tree can sequester 21kg of carbon dioxide. Comparatively, merely 1kg of algae can utilise 68kg of CO2 in a year. Not only is it more efficient but requires a much smaller scale to create such an impact. This abundant resource has great potential for the overturn of the climate crisis.

**Superpower 2: bio photovoltaics**  
Algae stores sunlight and converts this into energy, which can be used like a solar panel to power electrical devices. Less than half of a centimetre (1mm thick) full piece of paper can produce enough electricity for an alarm clock. Imagine what a wall could power.

ACTIVITIES PAGE

**Activities Recruitment Development**

**Activities in progress**

**Activities Summary**

A chance to create your own eco-friendly printing and to learn a bit more about the potential of Cyanobacteria. We'll also provide resources for you to apply them to your own practice at home.

**Activities Details**

**Time:** February 12, 2023 (Sunday)

**Location:** ESA Clean Street London

**Ticket Price:** £4 each

IMAGE COMMUNITY PAGE

**Cyanobacterial Ink Kit**

- All Algae printing or Algae works, etc. Can be uploaded to the online showroom.
- An interactive community where you can discuss all Algae related topics.

**Education**

- Algae Education
- Home Grown
- Helping people to imagine

**Activities**

- Algae Workshops / teaching course
- Creating public events, public-facing event organization
- Event organization for schools, art clubs and other institutions.

**Team**  
DINA SIDNEY  
SIANG KAY  
OLIVER THREL

**Address**  
Haga College of Art, Newington Drive  
London  
SE17 9JL

**Contact**  
Get in touch

**Image Community**

Tab:

**Posting on blue paper** 2 Feb 10:58

**Posting on blue** 18 Nov 6:45

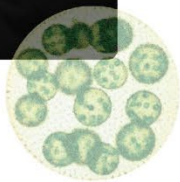



**Recording my Algae**

**Comments:**

- One day algae growing two days after printing on black paper
- Does it need to be kept in the dark or in the light?
- I've had did it grow and it's still growing
- I experimented by printing Algae on film, but they didn't die
- It's the job of education or the kind of model of the world, knowing that after a few days it grows and you can see the results with the camera

# Platform Prototype

/ALGAE LAB   Image Community   Education   Activities   Login   Join Membership




### Cyanobacterial Ink Kit

Learn about algae's world-changing potential by experimenting with these materials, from powering bus shelter signs and offsetting public transit, to photosynthetic painting. Use it to start your own environmental revolution. The possibilities are endless and so is this resource.

With this toolbox, you'll learn how to grow your resources, and once purchased, you'll have an ever-expanding amount of your artistic resources to become sustainable.

**This kit contains**

- Paint brush
- Algae pigment palette
- Liquid algae
- Agar agar
- Plant fertiliser
- Spare palette
- A5 recycled card
- Pipette

 This kit is for adults over the age of 18 only.

**\$20**  
★★★★☆ 100 reviews


Quantity  
Standard Suit   Optional Combination

[Add to cart](#)


/ALGAE LAB   Image Community   Education   Activities   Login   Join Membership

## Activities Recruitment Development

Public Activities   Self-created Activities



Activities in progress




[JOIN IT](#)

### Activities Summary

A chance to create your own eco-friendly painting and to learn a bit more about the potential of Cyanobacteria. We'll also provide resources for you to apply them to your own practice at home.

[Algae](#)  
[Painting](#)






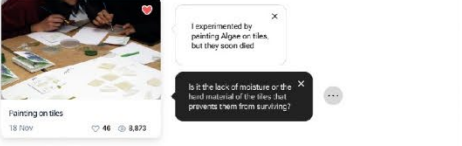

### Activities Details

**Time:** February 12, 2023 (Sunday)  
**Location:** 55A Dean Street London  
**Ticket Price:** £4 each

/ALGAE LAB   Image Community   Education   Activities   Login   Join Membership

## Image Community

Time   Materials   Shareholder



# FEEDBACK

WIDE RANGE OF CREATIVE PARTICIPANTS



Creative Writing  
Jewellery and Metal  
Fashion  
Product Design  
...

HIGH INTEREST AFTER THE WORKSHOP



100% of participants want to grow algae and experiment further at home

HIGH WILLINGNESS TO PURCHASE THE KIT



100% of them are willing to buy the Algae ink kit and recommend it to others

POTENTIAL APPLICATION IN THEIR VIEW

- PAINTING ON HOUSES
- REPLACEMENT FOR WATERCOLOUR PAINTS
- DYING TEXTILES
- DIY FURNITURE

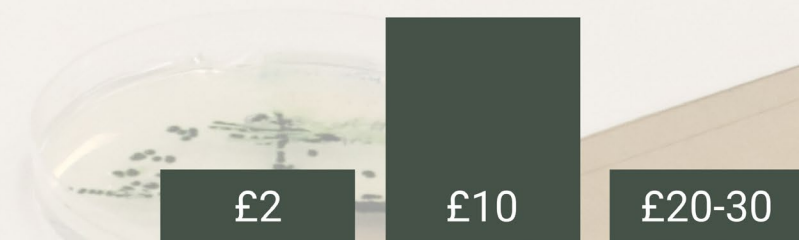


WE RECEIVED LOTS OF POSITIVE FEEDBACK, AND CAN SUCCESSFULLY SAY WE HAVE INSPIRED AND HELPED OTHER ARTISTS TO BEGIN THEIR JOURNEY INCORPORATING ALGAE INTO THEIR PRACTICE.

SUGGESTIONS FROM PARTICIPANTS

- MORE ALGAE TO PAINT WITH
- MORE MEDIA TO PAINT WITH
- A COMMUNITY (MAYBE WEBSITE) FOR EXPERIENCE SHARING AND KNOWLEDGE EXCHANGE

THEIR EXPECTED PRICE OF THE KIT



**THANK YOU**

“Its exciting to discover that the future of materials has been around us all along!

Algae are our friends!”

-Yeshe

