

PRESS RELEASE

YouRban Revolutionizes Plastic Reprocessing in Milan:

10 Days of Design, Action & Urban Futures

Milan, Fabbrica del Vapore / September 26 – October 5, 2025

Short version

YouRban rolls into Milan's Fabbrica del Vapore from September 26 to October 5 with a mobile lab packed with design, workshops, and innovation. For ten days, the public is invited to explore live demonstrations, creative labs, training sessions, and evening events—all centered around circularity and urban futures. It's hands-on, minds-on, and open to everyone.

This September, Fabbrica del Vapore becomes the launchpad for a bold urban experiment. From September 26 to October 5, the YouRban Mobile Lab transforms the public space into a design-driven playground, open to schools, professionals, creatives, companies, and citizens alike. Centered around a key material of the future—recycled Fiber-Reinforced Polymers (FRP)—YouRban showcases how plastic waste can be reimaged through creativity, collaboration, and innovation.

YouRban supports key European initiatives like the New European Bauhaus and the Green Deal by turning their principles into concrete, public action. The project combines aesthetics, sustainability, and social inclusion to build a regenerative, community-driven design culture. At its core is the urgent need to reuse durable polymer waste—still too often discarded—as a valuable material for new products. YouRban encourages companies to see this not just as an environmental duty, but as a smart business model for the circular economy.

What's Happening

Grand Opening Event

YouRban kicks off on September 26 with a party featuring bands, DJs, food & drinks. Free admission.

Exhibition

Get up close to YouRban's mobile recycling plant, where the processes of circular design unfold. School groups, curious citizens, and professionals can observe the transformation of discarded materials – like recycled plastics and FRPs – into fresh designs.

Workshops

From Open Call winners, like product designers, sculptors, or material-driven artists, to young professionals and company-led teams, YouRban's Workshops dig into circular thinking through hands-on experimentation with materials, design, and storytelling.

Come to make, rethink, remix.

Design Activities & Peer Circles

Open peer circles, co-design labs, and pitch events invite dialogue between citizens and creators. Ideas evolve in the open, collaborative spaces of Fabbri.

Business Awareness & Talks

Entrepreneurs and SMEs are invited to explore the economic potential of regenerative design and circular practices. Through talks and insights into green innovation, YouRban highlights how durable materials like polymer waste can be turned into valuable resources—opening new business models and market opportunities that contribute to a more sustainable urban future.

Evening Entertainment

As daylight fades, YouRban at Fabbrica del Vapore pulses with performances, live music, and immersive experiences—true to the venue's reputation as a space for experimentation and youthful energy.

Closing Event

As the wheels prepare to turn once more, YouRban bows out with a grand finale—unfolding a vibrant celebration of circular design within the raw elegance of Fabbrica del Vapore, before the journey continues.

Join Us at Fabbrica del Vapore

YouRban transforms the raw industrial architecture into a lab for urban creativity and plastic-reuse innovation. Come explore how recycled FRPs – materials once unseen – become design-driven solutions in the heart of Milan.

Visit yourban-project.eu for the full program & registration

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[DOWNLOAD](#) the press kit with text and images.