

PRESS RELEASE

YouRban Festival Revolutionizes Plastic Reprocessing in Barcelona

10 Days of Design, Action & Urban Futures

Plaça de Josep Antoni Coderch, 08018, Barcelona | April 23 – May 3, 2026

Short version

[YouRban](#) rolls into Barcelona next to the [Disseny Hub](#) (DHub) from 23 April 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. Free admission. Family friendly.

This spring, Plaça de Josep Antoni Coderch (in the corner with Àlaba street) becomes the launchpad for a bold urban experiment. From 23 April to 3 May, 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 reimagined 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 April 23 with an opening party and live music.
Free admission. Family friendly.

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 at the Disseny Hub Barcelona, CUB space – E.

Workshops

From 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 Disseny Hub Barcelona.

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 the Pl. de Josep Antoni Coderch besides DHub pulses with performances and live music. Family friendly and free admission.

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 surrounding DHub before the journey continues.

Join Us at Disseny Hub Barcelona

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
Follow Instagram [[@yourban.project](https://www.instagram.com/yourban.project)]

DOWNLOAD the press kit with text and images on the YouRban website: <https://www.yourban-europe.eu/media/>