

WHY KNOT. DESIGN

Marit Scheulderman





WHY NOT DESIGN



WHY NOT
DESIGN

What happens to the knotweed.



Climate Goals

The Netherlands circular in 2050.





WHY KNOT
DESIGN





WHY NOT DESIGN



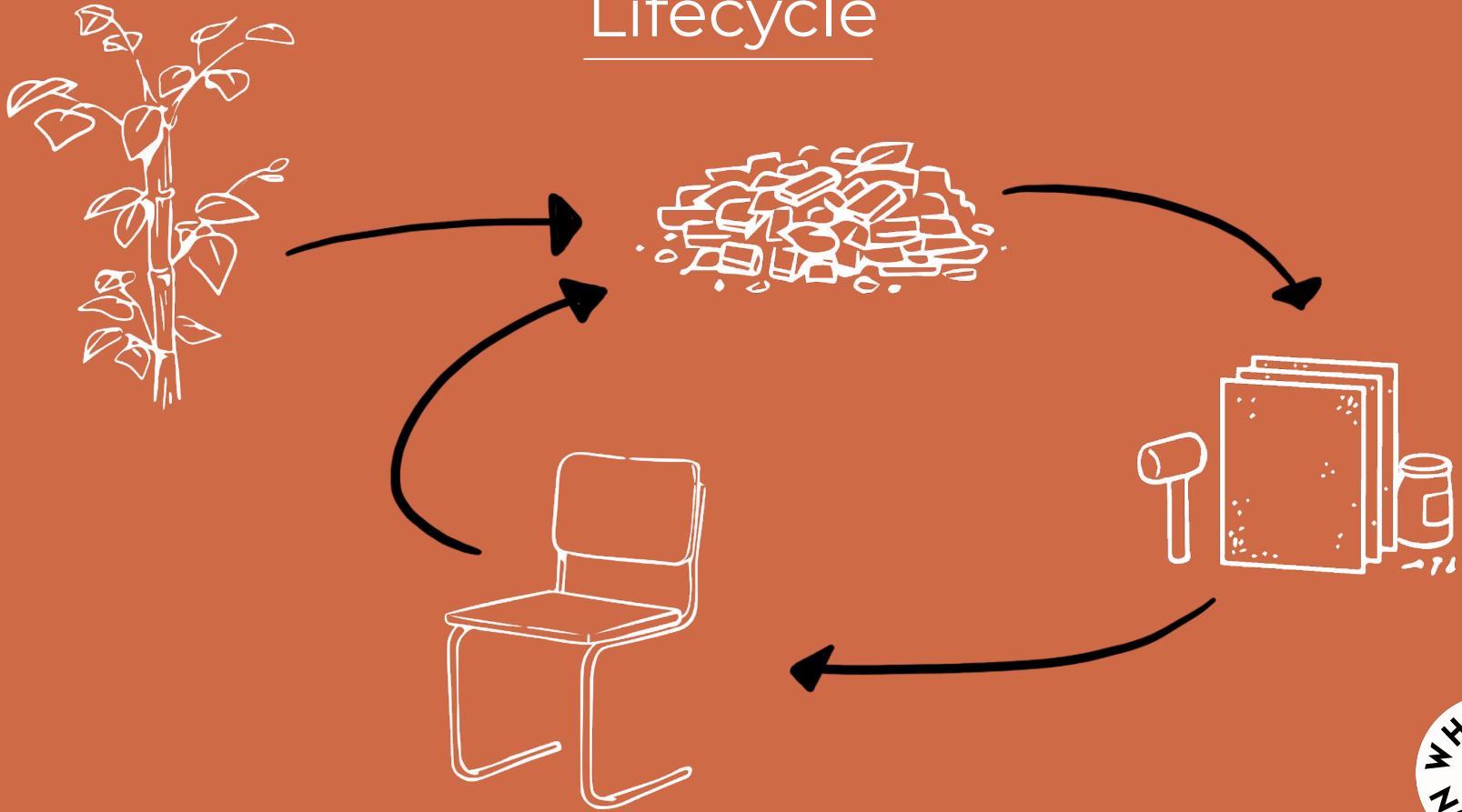


Biophilic design

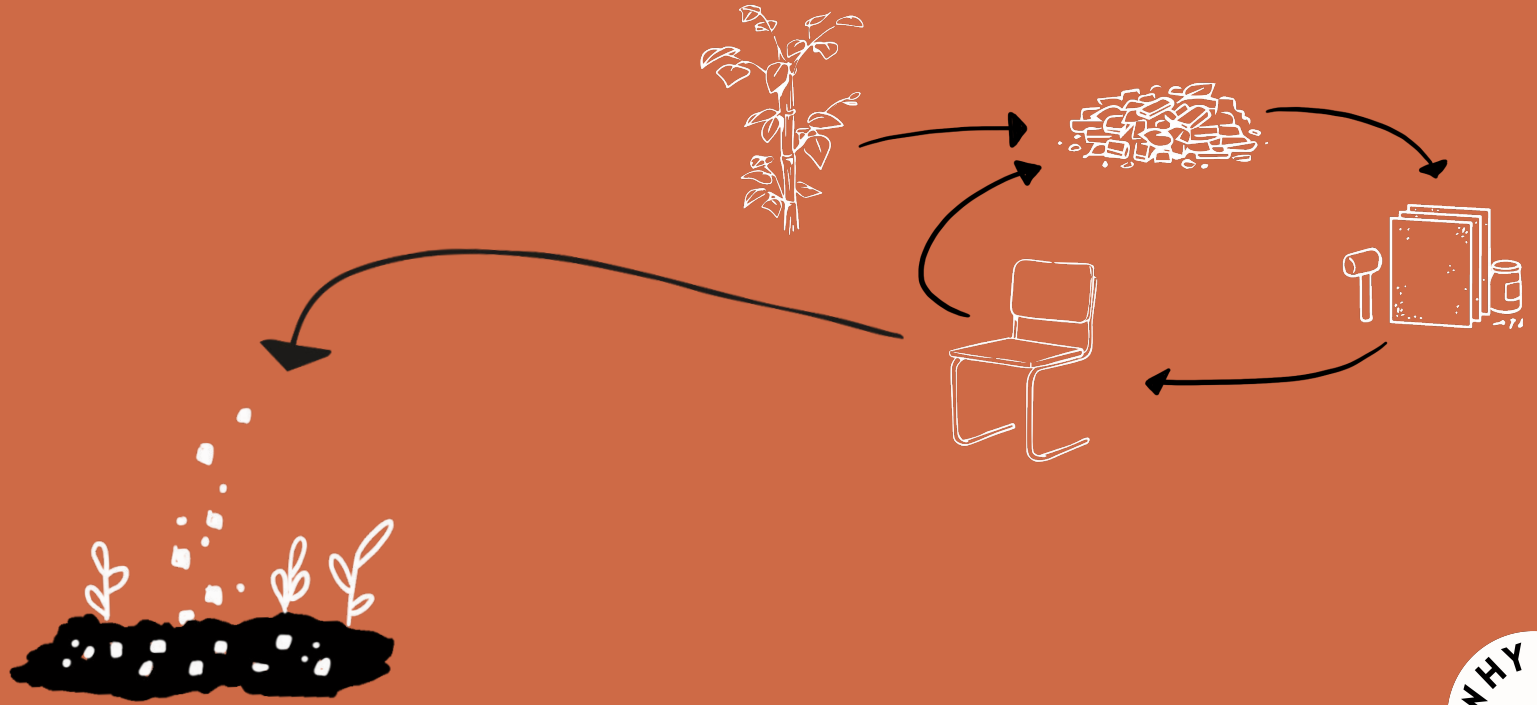
Connection human and nature
through design.



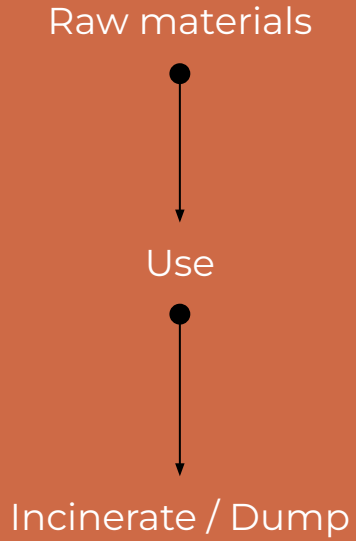
Lifecycle



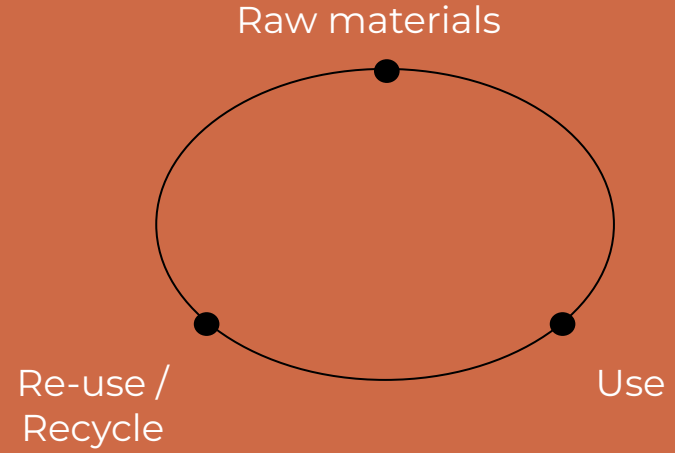
Biodegradable

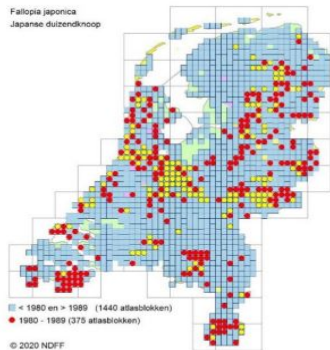


Linear

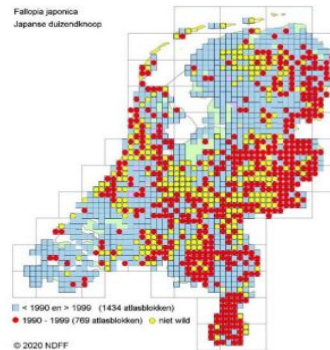


Circular

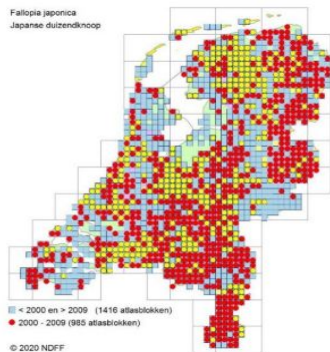




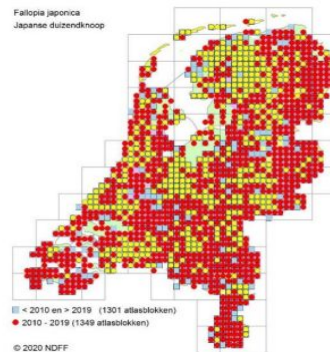
1989



1999



2009



2019





The team



Casper Helsen

Business development,
Stimulate interaction
with human and nature



Marit Scheulderman

Co-founder, Product
design, Material
development



Collaboration



PaperInnovator



Winners of the Circular Challenge 2022





PLAATMATERIAAL VAN
JAPANESE DUIZENDKNOOP?

PLAATMATERIAAL VAN
JAPANESE DUIZENDKNOOP?
WHY KNOT.

2.5 fl.oz.
ELI LINE
LINA OIL

WHY KNOT
DESIGN

House of
the future.
-TNO



知 尺 口 正

Drink Crate made from
Japanese knotweed.





**The future of
invasive species.**





Turning a hated plant into a loved product.

www.whyknot.nl
[@why.knot.design](https://www.instagram.com/why.knot.design)