

JESSICA CHUAN

This Singaporean designer weaves musical memories into earth-friendly cloth.

BEFORE SPOTIFY, there was the mixtape, and most children of the '80s remember recording songs straight off the radio or assembling compilations from stacks of vinyl. Though the digital era rendered those carefully curated cassettes obsolete, Singaporean designer Jessica Chuan has kept thousands out of landfills, transforming the magnetic film into a flexible fabric called MusicCloth. "Music ties people together," she says. "I'm creating a fresh way to share it." While studying at Parsons School of Design in NYC, Chuan completed a fellowship with Yeohlee Teng, whose pioneering work in the zero-waste fashion industry inspired her passion for sustainable textiles. Back in Singapore, Chuan found a box of her old cassettes, and MusicCloth was born.

"Cassette tapes are part of my memories with my best friend," says Chuan. "We used to record thoughts and songs and send them to each other." She weaves donated cassette and videotape into sheets of material, which she upcycles into tote bags, notebook covers, greeting cards and artwork. "I don't feel like I'm collecting tapes," Chuan says. "I'm collecting memories." — **GINA DECAPRIO VERCESI**



▶ **According to** the United Nation's E-Waste Coalition, nearly 50 million tons of electronic waste was generated in 2018—and only 20 percent of that was recycled.

▶ **The Grateful Dead** held their first show with a dedicated tapers' section on October 27, 1984, creating a huge Deadhead subculture.

▶ **The National Audio Company** is the only business in the United States still manufacturing magnetic tape.

TIME TO REWIND

Old-school sounds find a place in home goods, movies and celebrations.



1 Artist Jeff Davis gives vintage LPs new life, spinning them into artwork and housewares for his unique design company, **Vinylux**.



2 In the upcoming film **Blinded by the Light**, the life of a British-Pakistani teen is changed after listening to a Bruce Springsteen tape.



3 **Cassette Store Day** originated in the U.K. in 2013 and has become an annual international event celebrating analog music.