

## Cigarette-butt Street-rug / Cruce Frontera / Igualdad



Project author or developer:  
**Jes s Bubu Negr n**

Where:  
**PR / Porto Rico / A asco**

Website:  
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## Lighting again a sugar mill's chimney to encourage local economy and tradition in a community ravaged by post-industrial society

Jes s Bubu Negr n works with outcasts and people at the very bottom of the social and economic ladders that our post-industrial society has imposed, making their cause visible to a larger audience. He s been implied in ecogism related project such as Cigarette-butt Street-rug (United Arab Emirates, 2007), a recollection of cigarette-butts and later production of an " oriental " rug with this urban waste. In Igualdad he proposed giving visibility to one of the most important sugar mills in the area of A asco, by lighting its chimney once again for seven days. This discreet action triggered the multiple reactions from neighboring communities who thought that the mill was up and running once again, and addressed the sugar-based economy of Puerto Rico.

