

Cradle to Cradle Design, Education, and a Future of Abundance



William McDonough

McDonough Advisors / William McDonough + Partners Architecture and Community Design / McDonough Braungart Design Chemistry

William McDonough has been a leader in sustainable development since the 1970s. Trained as an architect, McDonough's interests and influence range widely, and he works at scales from the global to the molecular. He has written and lectured extensively on his design philosophy and practice; 20 years ago, he wrote *The Hannover Principles: Design for Sustainability*, and 10 years ago, he and Dr. Michael Braungart co-authored *Cradle to Cradle: Remaking the Way We Make Things*. Both are considered seminal texts of the sustainability movement.

In this Wrigley Lecture, McDonough will discuss his co-authored book, *Cradle to Cradle*, which offers practical steps for innovating within today's economic environment. Part social history, part green-business primer, part design manual, he argues that an industrial system that "takes, makes, and wastes" can become a creator of goods and services that generate ecological, social, and economic value.

Tuesday, February 21, 2012
7:00 - 8:30 p.m.

Neeb Hall

Arizona State University at the Tempe campus



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