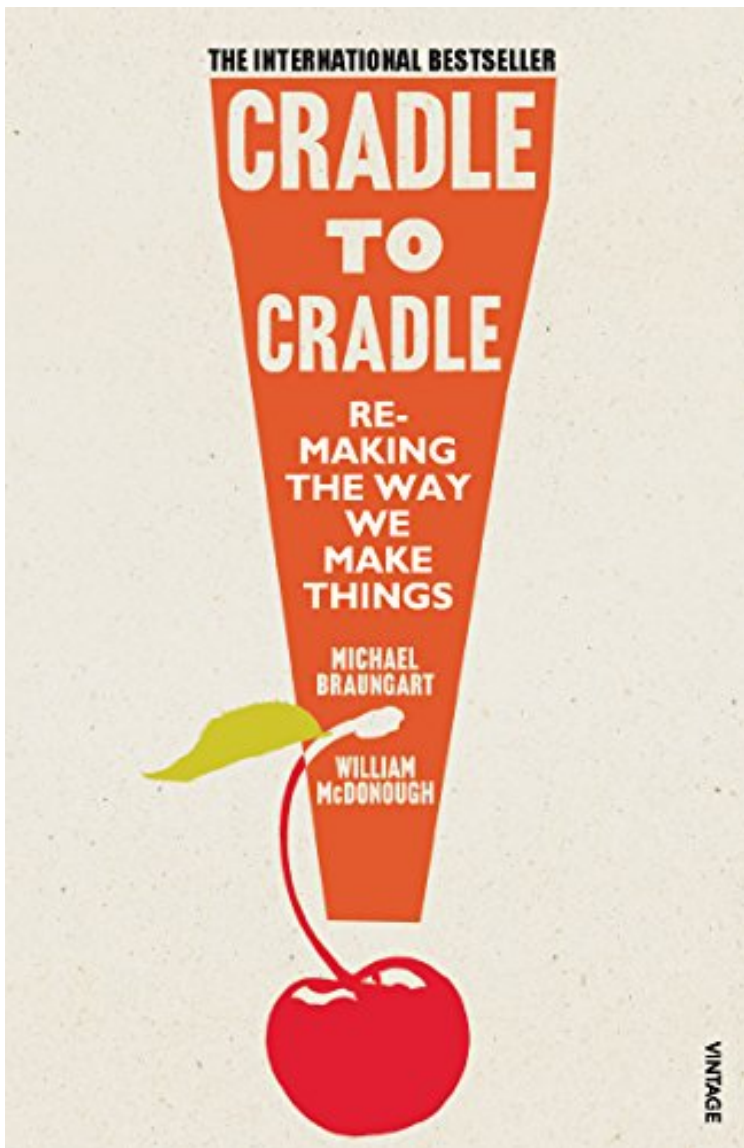


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Cradle to Cradle



Par Michael Braungart, William McDonough
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[Free pdf] Cradle to Cradle

Par Michael Braungart, William McDonough : Cradle to Cradle before purchasing it in order to gage whether or not it would be worth my time, and all praised Cradle to Cradle:

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Description : Description du produitA manifesto for a radically different philosophy and practice of manufacture and environmentalism"Reduce, reuse, recycle" urge environmentalists; in other words, do more with less in order to minimize damage. As William McDonough and Michael Braungart argue in their provocative, visionary book, however, this approach perpetuates a one-way, "cradle to grave" manufacturing model that dates to the Industrial Revolution and casts off as much as 90 percent of the materials it uses as waste, much of it toxic. Why not challenge the notion that human industry must inevitably damage the natural world, they ask.In fact, why not take nature itself as our model? A tree produces thousands of blossoms in order to create another tree, yet we do not consider its abundance wasteful but safe, beautiful, and highly effective; hence, "waste equals food" is the first principle the book sets forth. Products might be designed so that, after their useful life, they provide nourishment for something new-either as "biological

nutrients" that safely re-enter the environment or as "technical nutrients" that circulate within closed-loop industrial cycles, without being "downcycled" into low-grade uses (as most "recyclables" now are). Elaborating their principles from experience (re)designing everything from carpeting to corporate campuses, the authors make an exciting and viable case for change.

Prsentation de l'diteur'Reduce, reuse, recycle' urge environmentalists; in other words, do more with less in order to minimize damage. But as architect William McDonough and chemist Michael Braungart point out in this provocative, visionary book, this approach only perpetuates the one-way, 'cradle to grave' manufacturing model, dating to the Industrial Revolution, that creates such fantastic amounts of waste and pollution in the first place. Why not challenge the belief that human industry must damage the natural world? In fact, why not take nature itself as our model for making things? A tree produces thousands of blossoms in order to create another tree, yet we consider its abundance not wasteful but safe, beautiful and highly effective. Waste equals food. Guided by this principle, McDonough and Braungart explain how products can be designed from the outset so that, after their useful lives, they will provide nourishment for something new - continually circulating as pure and viable materials within a 'cradle to cradle' model. Drawing on their experience in redesigning everything from carpeting to corporate campuses, McDonough and Braungart make an exciting and viable case for putting eco-effectiveness into practice, and show how anyone involved in making anything can begin to do so as well..com Paper or plastic? Neither, say William McDonough and Michael Braungart. Why settle for the least harmful alternative when we could have something that is better--say, edible grocery bags! In *Cradle to Cradle*, the authors present a manifesto calling for a new industrial revolution, one that would render both traditional manufacturing and traditional environmentalism obsolete. Recycling, for instance, is actually "downcycling," creating hybrids of biological and technical "nutrients" which are then unrecoverable and unusable. The authors, an architect and a chemist, want to eliminate the concept of waste altogether, while preserving commerce and allowing for human nature. They offer several compelling examples of corporations that are not just doing less harm--they're actually doing some good for the environment and their neighborhoods, and making more money in the process. *Cradle to Cradle* is a refreshing change from the intractable environmental conflicts that dominate headlines. It's a handbook for 21st-century innovation and should be required reading for business hotshots and environmental activists. --Therese Littleton From *Publishers Weekly* Environmentalists are normally the last people to be called shortsighted, yet that's essentially what architect McDonough and chemist Braungart contend in this clarion call for a new kind of ecological consciousness. The authors are partners in an industrial design firm that devises environmentally sound buildings, equipment and products. They argue that conventional, expensive eco-efficiency measures things like recycling or emissions reduction are inadequate for protecting the long-term health of the planet. Our industrial products are simply not designed with environmental safety in mind; there's no way to reclaim the natural resources they use or fully prevent ecosystem damage, and mitigating the damage is at best a stop-gap measure. What the authors propose in this clear, accessible manifesto is a new approach they've dubbed "eco-effectiveness": designing from the ground up for both eco-safety and cost efficiency. They cite examples from their own work, like rooftops covered with soil and plants that serve as natural insulation; nontoxic dyes and fabrics; their current overhaul of Ford's legendary River Rouge factory; and the book itself, which will be printed on a synthetic "paper" that doesn't use trees. Because profitability is a requirement of the designs, the thinking goes, they appeal to business owners and obviate the need for regulatory apparatus. These shimmery visions can sound too good to be true, and the book is sometimes frustratingly short on specifics, particularly when it comes to questions of public policy and the political interests that might oppose widespread implementation of these designs. Still, the authors' original concepts are an inspiring reminder that humans are capable of much more elegant environmental solutions than the ones we've settled for in the last half-century. Copyright 2002 Cahners Business Information, Inc.