

"The Upcycle" A Presentation and Signing with William McDonough.

CharacterTowns.org regards William McDonough as one of the great thinkers of our time. His work on the built environment sets challenges and produces results that astound. Read his book, watch his video from Stanford...you will find them inspirational.

ABOUT THE BOOK: From Amazon: "*The Upcycle* is the eagerly awaited follow-up to *Cradle to Cradle*, one of the most consequential ecological manifestos of our time. Now, drawing on the lessons gained from 10 years of putting the *Cradle to Cradle* concept into practice with businesses, governments, and ordinary people, William McDonough and Michael Braungart envision the next step in the solution to our ecological crisis: we don't just use or reuse resources with greater effectiveness, we actually improve the world as we live, create, and build.

The Upcycle is as ambitious as such classics as Rachel Carson's *Silent Spring*—but its mission is very different. McDonough and Braungart want to turn on its head our very understanding of the human role on earth: Instead of protecting the planet from human impact, why not redesign our activity to improve the planet? We can have a beneficial footprint. Abundance for all. The goal is within our reach."



DATE AND TIME April 17, 2013 4:30pm to 6:00pm
LOCATION Green Library, Bing Wing, 5th floor, Bender Room
ADMISSION Free and open to the public

The Stanford University Libraries is pleased to invite you to a special on-campus event to hear from global thought leader, designer, and sustainable growth pioneer **William McDonough** co-author, with Michael Braungart, of the exciting new book: *The Upcycle: Beyond Sustainability—Designing for Abundance*

Click here to: [Watch William McDonough's presentation at Stanford.](#)

William McDonough is a globally recognized thought leader, designer, advisor, and author. Trained as an architect, McDonough's interests and influence range widely, and he works at scales from the global to the molecular. *Time* magazine called him a "Hero for the Planet," stating that "his utopianism is grounded in a unified philosophy that — in demonstrable and practical ways — is changing the design of the world." It was recently announced that McDonough and Stanford University Libraries are collaborating to make him the subject of the libraries' first Living Archive. He is a Consulting Professor at Stanford's Department of Civil and Environmental Engineering.

McDonough was commissioned in 1991 to write [The Hannover Principles: Design for Sustainability](#) as guidelines for the City of Hannover's EXPO 2000; this is still recognized as a touchstone of sustainable design. In 2002, McDonough and Michael Braungart co-authored [Cradle to Cradle: Remaking the Way We Make Things](#), which is widely acknowledged as a seminal text of the sustainability movement.

McDonough advises commercial and governmental leaders worldwide through McDonough Advisors. He is active with William McDonough + Partners, his architecture practice, as well as McDonough Braungart Design Chemistry, the *Cradle to Cradle*® consulting firm. He and Braungart also co-founded not for profit organizations to allow public accessibility to *Cradle to Cradle* thinking, including the [Cradle to Cradle Products Innovation Institute](#), which is dedicated to creating a global standard for the development of safe and healthy products. McDonough also co-founded [Make It Right](#) with Brad Pitt to bring affordable, *Cradle to Cradle*-inspired homes to the New Orleans Lower 9th Ward.

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