"The Upcycle" A Presentation by William McDonough at the Stanford University Libraries [1:06:17].

LINK: https://www.youtube.com/watch?v=d5f9blN-6jg

CT.org regards Mr. McDonough as one of our great contemporary thinkers. His work on sustainability benefits from his training as an architect curious about science and the future of the planet. This lecture is from Stanford University's acceptance of his papers…listening to this talk is a great way to spend an hour.

"Listen to 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" the eagerly awaited follow-up to "Cradle to Cradle," one of the most consequential ecological manifestoes of our time."

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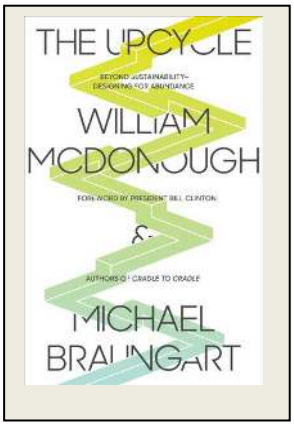
THE BOOK - *The Upcycle: Beyond Sustainability--Designing for Abundance*

William McDonough, Michael Braungart,
North Point Press, a Division of Farrar, Straus and Giroux, NY, 2013.



Summary

William McDonough is the best thinker and doer of our age. His work with Michael Braungart on ***Cradle to Cradle*** followed by this book offers an effective way to view the world and its ecosystem and economy. His creative combination of biology and technology yields practical concepts and products that don't make things better, they make things good.

His attack on "zero" as a goal is refreshing as he replaces "reduce, re-use and re-cycle" with "redesign, renew and regenerate". His intent for buildings, for example, is not to reduce their use of water but to generate water beyond what they use…the idea is not to make things less bad, but to make them re-generative.

The referenced YouTube captures his talk at Stanford University; essential viewing. His closing is the question: **What's Next?** What's Next is a very specific inquiry about what will happen next to the product just produced? Will it be discarded? Is it too dangerous to recycle? Why not design the next stage of a product's life into its initial making. Planned obsolescence becomes meaningful by anticipating the afterlife of everything we make. Products enter a cycle that is constantly regenerated in a new form that makes the world better.