

This colloquium is part of MIT's Earth Week celebration. Please visit web.mit.edu/earthday for a complete schedule of activities throughout the week.

Cradle to Cradle: A Strategy of Hope

William A. McDonough

Abstract

The current design of human industry and the products and systems that result from its "cradle to grave" characteristics put humans on a collision course with nature.

If all the detrimental defects of our current system were actually planned; climate destabilization, acidified oceans, toxic landscapes and rivers, etc. — one might say the human species has become strategically tragic as it creates a world of limited resources and destitution for billions of people.

Mr. McDonough will present an alternative design which he calls a strategy of hope based on the concept of cradle to cradle, co-developed with chemist Dr. Michael Braungart from Germany.

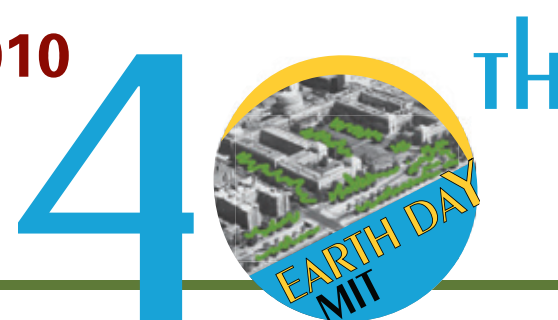
He will examine a positive agenda which can manifest the opportunity to provide for a population of nine billion souls expected to inhabit the planet this century in a celebration of human innovation and creativity aligned with the laws of nature.

He will articulate strategies which will help lead us to a simply stated goal; a delightfully diverse, safe, healthy and just world, with clean air, soil, water and power — ecologically, economically, equitably and elegantly enjoyed.

Thursday, April 22, 2010

Lecture: 4:00

Reception to follow



Wong Auditorium

Building E51

Massachusetts Institute of Technology

William A. McDonough, FAIA, Int. FRIBA

William McDonough is an internationally renowned designer and one of the primary proponents and shapers of what he and his partners call "The Next Industrial Revolution." *Time* magazine recognized him in 1999 as 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." *Time* again recognized McDonough and Michael Braungart as "Heroes of the Environment" in October 2007. In 1996, McDonough received the Presidential Award for Sustainable Development, the nation's highest environmental honor and in 2003 earned the U.S. EPA Presidential Green Chemistry Challenge Award. In 2004, he received the National Design Award for exemplary achievement in the field of environmental design. In October 2007, McDonough was elected an International Fellow of the Royal Institute of British Architects.

McDonough is the founding partner in William McDonough + Partners, an internationally recognized architecture and community design firm. The firm, with offices in Charlottesville, Virginia; San Francisco; and Amsterdam, has designed pioneering structures in the U.S. and around the world, such as the 901 Cherry office building for Gap Inc. (now occupied by Google's YouTube) and "Sustainability Base" at NASA Ames, now under construction. He is also principal of MBDC, a product and systems development firm assisting prominent client companies in designing profitable and environmentally intelligent solutions. McDonough is a Venture Partner at VantagePoint Venture Partners in San Bruno, California. VantagePoint is one of the leading Clean Technology investment firms in the world with a prestigious team of industry luminaries and experts in their fields.

McDonough is Consulting Professor of Civil and Environmental Engineering at Stanford University. He also became Chairman Emeritus of the U.S. Board of Councilors of the China-U.S. Center for Sustainable Development in January 2010, after having served as U.S. Chair since 2001. He is on the Advisory Board for the Cambridge Programme for Sustainability Leadership (CPSL). From 1994-1999, Mr. McDonough was the Edward E. Elson Professor of Architecture and Dean of the School of Architecture at the University of Virginia.

