

can design for sustainability save the world?

chris ryan

Wednesday, 10 June 2009

NO

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can the world be saved without design for sustainability?

NO

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NO

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350

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380

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450

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climate: a political movement

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the design for sustainability movement
success to date:

life-cycle thinking
product redesign
cradle to cradle
new products
product-service systems

the design for sustainability movement
success to date:

exposes the distortions in shaping
products, production and consumption

the design for sustainability movement
success to date:

30-60% improvement

the design for sustainability movement
real challenge

350
90% improvement

challenge

consumption

challenge
move beyond reconstructing the world
to
transforming it

challenge

transforming:
culture
social organisation
technology

challenge

re-design everything!
systems of provision
consumption practices
life-styles
behaviours
businesses

challenge

creating optimism
positive visions
eco-desire

hope

designers join the political movement

350

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a modest proposal for survival

*designers pledge 10% of their time
to work voluntarily
on transition*

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