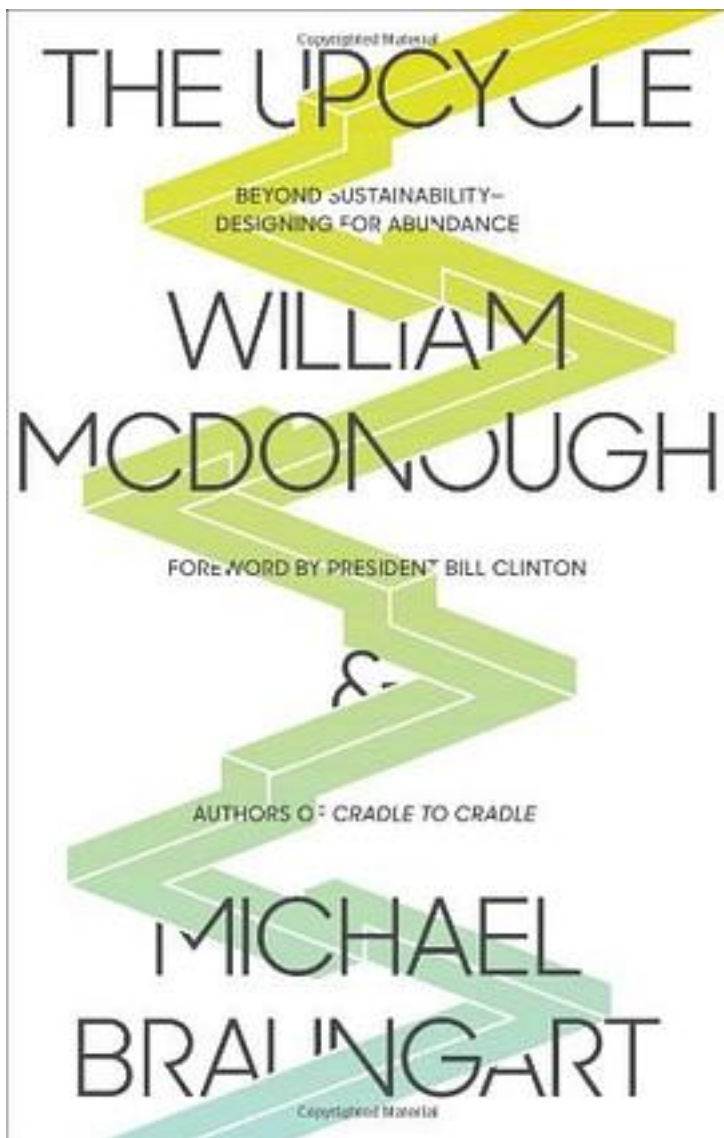


The Upcycle



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著者:William McDonough

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The Upcycle is the eagerly awaited follow-up to Cradle to Cradle, one of the most consequential ecological manifestoes of our time. Now, drawing on the green living 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 and recycle resources with greater effectiveness, we actually improve the natural world as we live, create, and build.

For McDonough and Braungart, the questions of resource scarcity and sustainability are questions of design. They are practical-minded visionaries: They envision beneficial designs of products, buildings, and business practices—and they show us these ideas being put to use around the world as everyday objects like chairs, cars, and factories are being reimagined not just to sustain life on the planet but to grow it. It is an eye-opening, inspiring tour of our green future as it unfolds in front of us.

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 environment? We can have a beneficial, sustainable footprint. Abundance for all. The goal is within our reach.

From Booklist

With their landmark work on designing zero-waste merchandise, *Cradle to Cradle* (2002), architect McDonough and chemist Braungart launched a revolutionary program that encourages manufacturers to substitute environmentally unfriendly products with those that generate as few toxic footprints as possible. In consulting for corporations as far afield as Ford and Nike, the pair has demonstrated that nonpolluting goods, from carpets to shoes, can win consumers over without sacrificing the bottom line. Now the authors take their sustainability philosophy an inspired step further, arguing that industries can do better than simply trimming down the garbage and instead become “part of the natural cycle of regeneration on the planet.” Drawing on multiple examples from nature’s endless food chain, where one creature’s waste becomes nutrition for others, McDonough and Braungart debunk the notion that ecological measures inevitably steal profits from business and joy from life. The authors’ many reports on industry innovators give readers a peek into a future where mankind might one day stop destroying the environment and, instead, add to its abundance. --Carl Hays

Review

“Asking how a cherry tree would design an energy-efficient building is only one of the creative ‘practices’ that McDonough and Braungart spread before their readers. This book will give you renewed hope that, indeed, ‘it is darkest before the dawn.’”
—Carl Pope, executive director of the Sierra Club on *Cradle to Cradle*

“[McDonough and Braungart are] masters of holistic environmentalism . . . [They] have a knack for combining big ideas with commonsense practicality, which leaves readers feeling excited about the future.” —Bruce Barcott, *Outside Magazine* on *Cradle to Cradle*

作者介绍:

William McDonough is an American architect and founding principal of William McDonough + Partners. Michael Braungart is a German chemist. Together they cofounded McDonough Braungart Design Chemistry, and in 2002 they coauthored Cradle to Cradle.

目录:

[The Upcycle_下载链接1](#)

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upcycling

环保新观念

升级改造

class

William_McDonough

Critical_Design

评论

第一名。比起c2c，这本比较乌托邦。

bio material的cover 整页齐刷刷地掉了 差评
我还以为是我室友拿了我的尺子和小刀割下来的呢

better have read Cradle to Cradle prior to read this book.

解决环境问题，不能只通过节省能源，而是要从根本上改进设计。

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书评

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