

NJIT TECHNOLOGY AND SOCIETY FORUM SERIES

TOOLS OF INTENTION – TOOLS WITH VALUE

SPEAKER WILLIAM MCDONOUGH

William McDonough + Partners
McDonough Braungart
Design Chemistry

**NJIT CAMPUS CENTER ATRIUM
OCTOBER 26, 3:00 – 4:30 P.M.**



Renowned architect and designer William McDonough will discuss the premise that the intention, or proposed use of a technology, is integral to its value and must be integral to its creation and application. Developed with chemist Michael Braungart, this concept is explored in their book *Cradle to Cradle: Remaking the Way We Make Things*. Their eco-effective strategy characterizes innovations as either biological or technical nutrients within cohesive “biological and technical metabolisms.” This visionary approach to technology will be illustrated with examples ranging from molecules to buildings, cities and even countries.

William McDonough is the winner of three U.S. presidential awards: the Presidential Award for Sustainable Development (1996), the National Design Award (2004), and the Presidential Green Chemistry Challenge Award (2003). *Time* magazine recognized him as a “Hero for the Planet” in 1999, stating that “his utopianism is grounded in a unified philosophy that – in demonstrable and practical ways – is changing the design of the world.” McDonough has been a leader in the sustainable development movement since its inception. He is the founder and principal of two design firms. William McDonough + Partners, Architecture and Community Design, has created numerous landmarks of the sustainability movement — homes, offices, corporate campuses, academic buildings, communities and cities. McDonough Braungart Design Chemistry employs the comprehensive Cradle to Cradle design protocol for chemical benchmarking, supply-chain integration, energy and materials assessment, clean-production qualification, and sustainability issue management and optimization.

UPCOMING SESSIONS in the New NJIT Technology and Society Series:

November 9: Allen Hershkowitz (Natural Resources Defense Council),
“The Challenges of Urban Sustainability”

For More Information: Contact Jay Kappraff, kappraff@adm.njit.edu
or 973-596-3490

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