

# Club of the *Visionaries*

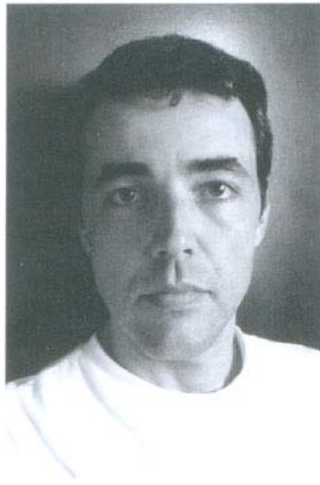
*Sustainability is much more than a passing fad, with an ever-growing army of designers, businesses and other masterminds looking to provide elegant, efficient and low-impact solutions with a commitment to a more sustainable world. Nevertheless, the sustainable path still remains the road less travelled, maybe because navigation requires greater creativity, tenacity and faith. Here we present a selection of forward-thinking concepts and the trailblazing personalities behind them.*

BY VIKTORIA PELLER & PAUL SULLIVAN



## FOCUS

*"The change to our conscience towards sustainability is a path of no return." Product designer Dalcacio Reis points out a simple truth with implications more complicated than they should be, but he – and other visionaries of various disciplines – lead by inspiring example. "Water is our central problem, and it must therefore be a central part of any future urban design." Liquid Architecture is making a splash in future city planning. The name 'Miranda' means 'worthy of admiration, which once you've encountered Ms Miranda July (via her writing, film or art) should come as no surprise. We'll all be seeing more of her in The Future.*



## Dalcacio Reis

### SUSTAINABLE DESIGN APOSTLE

Dalcacio Reis was born in Brazil and trained as a product designer in Rio de Janeiro before joining Ana Couto Branding & Design, one of the region's top branding offices. After managing several projects in Latin America, Reis pursued an MBA in Sustainable Business, in order to help shape a new era of product development and consumer behaviour. His book, Product Design in the Sustainable Era features reusable products from water bottles and diapers to solar and wind-powered goods – a state-of-the-art update on the sustainable revolution in product design.

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»I quit my job as executive manager of a branding and design agency to investigate and study sustainability. Nowadays, my commitment to sustainability is related mostly to information – to spreading knowledge to designers and everybody else about sustainable projects and products, as I feel that we don't have sufficient information about this complex issue. The idea of my book was part of this. The basic idea wasn't to profile 'green products' but to showcase products that intersected with the concept of sustainability. Therefore the range was open, from companies and products in the early stages of developing sustainable products to others already well integrated. The idea was to show it's possible to invest in sustainable products without losing the quality of a design or meeting the needs of consumers. The change to our conscience towards sustainability is a path of no return. The important thing is to show every day the problems we face, whether it's related to heavy traffic, over-industrialized foods or the problems related to energy or potable water.«

*»The change to our conscience towards sustainability is a path of no return.«*

