



### 5 PRODUCT DESIGN IN THE SUSTAINABLE ERA BY DALCACIO REIS

In 1994, sustainability expert John Elkington coined the phrase "triple bottom line" to describe three key concerns that would define the marketplace of the future: people, profit and planet. Fifteen years later, a *Time* survey revealed that more than 60 per cent of Americans had purchased organic products, and 49 per cent said they were influenced by suppliers' social and political views. Though companies have been slow to adapt to sustainability for fear of losing profits, it's pretty clear the foot dragging has become outmoded. This book is a compendium of impressively green products, from furniture and tech gadgets to chocolate bars and sports apparel. Take, as examples, Dell's Studio Hybrid computer, which uses 70 per cent less energy than current models; or Project 7, a company that makes products with recyclable packaging, such as gum, mints and organic T-shirts, and donates half its profits to charities. As well as being beautiful, this book obliterates any excuse not to meet Elkington's triple bottom line. DIANE CHAN

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