

William McDonough

Quotes

*Design, Thinking, Zero, Energy, Water, Business, Mind, Mean, Nature, Problem,
Tree, People, Trying, Children, Use, Forever, Effectiveness, Want, Ridiculous,
Optimistic*

To eliminate the concept of waste means to design things-products, packaging, and systems-from the very beginning on the understanding that waste does not exist.

~William McDonough

Designing renders visible our hopes and dreams. It is the first signal of human intentions.

~William McDonough

Waste equals food, whether it's food for the earth, or for a closed industrial cycle. We manufacture products that go from cradle to grave. We want to manufacture them from cradle to cradle.

~William McDonough

The Stone Age did not end because humans ran out of stones. It ended because it was time for a re-think about how we live.

~William McDonough

If anybody here has trouble with the concept of design humility, reflect on this: It took us 5,000 years to put wheels on our luggage.

~William McDonough

In the end, the question is not, how do we use nature to serve our interests? It's how can we use humans to serve nature's interest?'

~William McDonough

Here's where redesign begins in earnest, where we stop trying to be less bad and we start figuring out how to be good.

~William McDonough

Our goal is a delightfully diverse, safe, healthy, and just world, with clean air, water, soil and power - economically, equitably, ecologically and elegantly enjoyed.

~William McDonough

The surest way to heal an eco-system is to connect it to more of itself.

~William McDonough

If we think about things having multiple lives, cradle to cradle, we could design things that can go back to either nature or back to industry forever.

~William McDonough

Sustainability takes forever. And that's the point.

~William McDonough

You don't filter smokestacks or water. Instead, you put the filter in your head and design the problem out of existence.

~William McDonough

Design is inherently optimistic. That is its power.

~William McDonough

Designers are inherently optimistic people who try to make the world a better place

~William McDonough

I think as designers we realize design is a signal of intention, but it also has to occur within a world and we have to understand that world in order to imbue our designs with inherent intelligence.

~William McDonough

It would be nice if all that exuberance and abundance was connected to a deep ethos of planetary responsibility.

~William McDonough

Honor commerce as the engine of change.

~William McDonough

If design is the first signal of human intention.

~William McDonough

How do we love all the children of all species for all time?

~William McDonough

We are not a green standard, we are a quality standard. We're different, we're multi dimensional.

~William McDonough

Richard Meier told me, 'Young man, solar energy has nothing to do with architecture.'

~William McDonough

If you don't like carbon, if you want to be zero carbon, then you might as well shoot yourself, dry up and blow away because you are carbon.

~William McDonough

I just think it is so delightful to see people, let their elbows free. I think the exuberance of it all is really exciting to me. It's a signal of the abundance of diversity and creative expression.

~William McDonough

I am working right at both the levels- with the most wealthy clients in the world, but also the poorest. I spend half my time designing for people that have nothing.

~William McDonough

Carbon in your body - that's good thing. In a tree, it's good. In the atmosphere, it's a bad. Nature wants to sequester carbon in biota. And when we burn it, we release it. It's the wrong system.

~William McDonough

In planetary terms, we're all downstream.

~William McDonough

Imagine walking into a grocery there is a jar sitting there with a lid on it saying it's not carbon. That is ridiculous. It's an empty jar.

~William McDonough

We prefer to talk about 100% renewable instead of zero carbon. When you say zero carbon, you are not positively defined.

~William McDonough

This idea that things are designed to go back to nature or industry for ever which is our articulation of these two metabolisms are actually a discovery not an invention.

~William McDonough

All these corporate reports say they want zero carbon. Well that is ridiculous, because you are not telling us what you are, you are telling us what you are not.

~William McDonough

If you don't have an end game of something delightful, you're just moving chess pieces around.

~William McDonough

It's going to sound strange probably. But I really like Frank Gehry's works.

~William McDonough

We realized we don't have an invention, that's why we gave it away.

~William McDonough

You need that same creative force that exists in a building like Disney [Walt Disney Concert Hall] to actually tackle that most prosaic of problems.

~William McDonough

I'd rather have that dialogue right now than only the other one, which is starting at such a basic level, that we start rearranging stuff on the Titanic, trying to be less bad with ordinary stuff.

~William McDonough

I'd so much rather have exciting architecture that causes one to stop, breathe, and reflect on the potential of the human mind, the craft, and exploring things.

~William McDonough

The problem I have with carbon as a bad thing issue, is that people go out and say they want to be zero carbon. You see it everywhere.

~William McDonough

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