



Allison Arieff
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ALLISON ARIEFF

Having pioneered modern, sustainable living during her reign as the influential editor at *Dwell* magazine, Allison Arieff is bringing this viewpoint to clients of the global design and innovation firm IDEO. "There's no excuse for not including sustainability in any design project today," she says, citing for example: hotels adopting sustainable products and systems, cell phone companies exploring longer lasting batteries and toothbrush manufacturers exploring the possibility of recyclable toothbrushes among others who are integrating economic, social and environmental issues into their business models.

"The future of design lies in the integration of disciplines," she emphasizes. "We are moving beyond design for just aesthetics to human centered design. By this I mean, for example, the dashboard control of a hybrid car that actually inspires people to drive more efficiently or the new electric and gas meters that allow consumers to monitor their energy usage as it is happening, which results in them using less energy."

At IDEO, Arieff hopes to have an impact on the way houses and communities, both high-end and affordable are thought about, designed and built. In the meantime, she lives out her philosophy, gradually renovating - "not tearing down"- her 100-year-old house, living with one car in a walking friendly neighborhood with lots of restaurants and cafes, a market, public transportation and playgrounds close by. Believing that buying things that are built to last is far more sustainable than buying the latest trend, she just purchased two Kjaerholm chairs for her living room which she expects to have forever. "The fact is that we, as a culture, are never going to stop consuming, but we can consume smarter."



Jonah Becker
Partner, One & Co

Like Rodney Fitch, Jonah Becker forecasts a return to regionalism in a global economy, "This will be a challenge for global brands, such as Coca Cola, to address the regional market with marketing, packaging and taste." As a backlash to the constant precision delivered by science and technology, he sees the pendulum swinging away from the precision and perfection of, say, an iPod, to "beauty in imperfection." "We ourselves are still unique individuals with our quirks and flaws. Products that reflect environments and experiences that are unique, serendipitous or beautiful in their imperfection will be among imminent changes."

Through the democratization of the media, the internet opens up gates to new creative formats. "A new age of celebrity is upon us and anyone could be the next celebrity," affirms Becker. And pursuing success and fame does not necessarily have to come at the expense of doing good. On the contrary, Becker believes younger generations don't want to compromise either value and are looking for a synergy between the two. "There is optimism that career success and contributing to the greater good can happen together, and there are career paths and some innovative thinking making this possible."

Reflecting Allison Arieff's drive for ever more sustainable design, Becker would like to see action across a broader platform. "Organic produce, Lexus hybrids and eco luxury tours are for the 10 percent who hold 90 percent of the wealth," he comments, "but what about the rest? That's when the real environmental and social impact will be realized."

JONAH BECKER

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Consumers lapped up *Megatrends* in 1988 and *The Tipping Point* in 2002. In 2007, two new books are on the best-seller lists. *Microtrends* by Mark J. Penn, (with E. Kinney Zalesne, Hachette) chief strategist to Senator Hilary Clinton's 2008 presidential campaign and CEO of Burston-Marsteller, the worldwide public relations company, explores more than 70 microtrends in religion, leisure, politics and family life that are changing the way we live. *The Black Swan* by Nassim Nicholas Taleb (Random House) throws a curve ball, focusing on the impact of the highly improbable. Taleb believes there are no safe predictions, because history has shown otherwise. "I also make the bolder (and more annoying) claim that in spite of our progress and the growth in knowledge, or perhaps because of such progress and growth, the future will be increasingly less predictable, while both human nature and social science seem to conspire to hide the idea from us."