

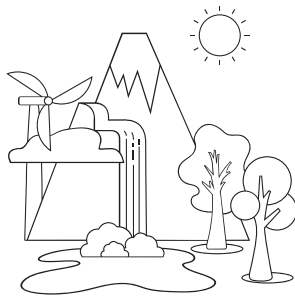
# THE PILL

LIVING LIFE IN NATURE

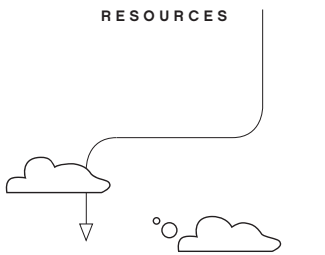


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# Circular Design



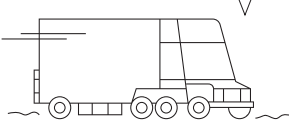
RESOURCES



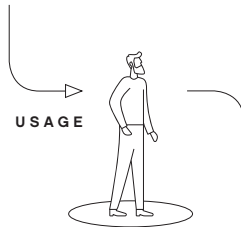
PRODUCTION  
PROCESS



DISTRIBUTION



USAGE



DISPOSAL



**"Imagine (...) a building as a kind of tree. It purifies the air, accumulates solar energy, produces more energy than it consumes, creates shelter and habitat, enriches the soil, and changes with the changing of the season."**

MC DONAUGH-BRAUNGART

The publication of "from cradle to cradle" by McDonough and Braungart marked an important turning point in the world of sustainable design, defining for the first time the passage from the concept of eco-efficiency to the one of eco-efficacy in a clear, explicit and unambiguous way, it went from doing more with less to act differently and innovatively according to a systemic approach inspired by the functioning mechanisms of nature.

Design for sustainability enters a new era that combines traditional prevention and reduction concepts with a creative push that aims to enhance resources through virtuous cycles.

For years, in fact, the environmental issue has been faced without really questioning the real cause of the problem: the linear production system that on one hand extracts natural resources to turn them into products and on the other generates waste and therefore hardly reusable material if not even polluting and dangerous.

Over time it has been realized that the various strategies aimed at the eco-efficiency, including the popular Factor 4 and Factor 10 (that means to achieve the same level of welfare with 1/4 or 1/10 of the resources) were no longer sufficient to manage the depletion of resources and the generation of pollution on a limited planet, where the famous limits of development were already been overcome.

A change has been necessary and it was as much as important as it was banally logical. The inspiration for a new economic and productive social model has come to the natural world with a more attentive and conscious look, a source of incredible inspiration. Quoting Janine Benyus, this change "introduces us into an era no longer based on what we can extract from nature, but on what we can learn from it".

In the nineties, the culture of zero waste, of industrial symbiosis and of the systemic vision of the project began to spread. Gunter Pauli, founder of the Zeri Foundation, is one of the leading figures in this new movement that is summarized in the Blue Economy, an economy capable of facing sustainability issues beyond the simple conservation: "the aim is not to invest more in the environmental protection but to move towards regeneration. The Blue Economy wants to ensure the possibilities of the evolutionary paths of ecosystems so that everyone can benefit from the eternal flow of creativity "(Gunter Pauli, XXX)

Nowadays we talk about Circular Economy, an eco-efficient productive system that is both regenerative and restorative, in terms and in means. The Circular Economy was theorized by Walter Stahel in the '70s but finds today the diffusion it deserves thanks to the work of the Ellen Mac Arthur Foundation. A great sailor and the first woman to beat every record in the solo circumnavigation of the globe, Ellen Mac Arthur retired from the sport scene in 2010 to launch her foundation with the aim of accelerating

the transition to a regenerative and circular economy and make it effective and concrete.

The eco-efficacy theorized by McDonough-Braungart becomes real and concrete and also becomes the spokesman of a cultural, social and economic change, able to completely rethink the world in which we live. The concept of the end of life of the product is replaced by the one of eternal "resurrection and transformation", the entire production cycle is revised: the product is stripped of its uniqueness, becoming one of the many forms assumed by a constant flow of matter and energy. The waste ceases to be a waste, the output becomes a new material disassembled and optimized to fit into a productive or natural cycle. The attention is shifted from quantity to quality according to a holistic perspective that takes into consideration every aspect of any production process. We are facing an epochal turning point made necessary by the limits of a myopic system that revolved around the product and its obsessive consumption and which has been so far the cause of environmental disasters, climate changing, social injustices that emerge with ever greater force. Nowadays there is a strong reference to that design for the real world so much desired by Viktor Papanek almost 50 years ago in which the human artifact is absolutely connected to the natural system whose ultimate goal is solely to sustain life.

Of course we are only at the beginning of this epochal change and the proposed models can not be considered as salvifics per se, nor they can become yet another marketing tool or an ideology. They are the honest and conscious application, the intellectual evolution and the critical use that could make the Circular Economy, or the even more ambitious Blue Economy, become winning economic and social models.

Seen through the eyes of a designer, these new models represent a blue ocean full of opportunities. Designing for a circular or blue economy adopting a systemic approach has the great purpose not only to overcome environmental problems, but to enhance the matter and the energy we use (up-cycle) for the production of goods and services in order to help the web of life to progress.

It is already possible today to wear technical fabrics made from agricultural waste or recycled plastic bottles, fishing nets, textiles... You can walk on shoes that once worn can be recycled and then return to being nourishment for the ground, skiing with 100% materials from renewable and recycled sources whose components at the end of their life can be fully recovered to continue feeding the magnificent flow of matter and energy that is life.

**LINEAR  
PRODUCTION PROCESS**

