

Capitalism and the idea of Cradle to Cradle



Last week's lecture presented various ideologies, such as capitalism and the cradle to grave idea. Opposite to those ideas, stood Karl Marx's ideologies and the cradle to cradle idea. In my opinion, socialism or communism are not the response, as in practice it never truly works equally for everyone. I believe, we can implement the cradle to cradle idea in a capitalist society, as a longterm response to years of wastefulness. There are already a myriad of products that can be reused and are not harmful for the environment, such as bamboo toothbrushes or shampoo bars that don't contain packaging. But nothing is forever, and everything runs out at one point. Thus, what would be the best way to implement cradle to cradle into our daily lives? The C2C concept, developed by William McDonough and Michael Braungart, advocates for designing products and systems that are

regenerative and sustainable, with a focus on minimising waste and environmental impact. Some possible ways for implementing C2C would be: completely rethinking and redesigning products with the purpose of extending the product's life, eco-friendly materials, education and more awareness about the topic, financial aid for brands that strive to go into a C2C direction. A C2C future is possible, but it goes without saying that it would take a lot of work and collective determination. When applying the Cradle to Cradle principles to interior design for instance, the goal is to create spaces that are not only aesthetically pleasing but also environmentally responsible. Material selection is one incredibly effective way of making sure that the project's components can have a life even long after the initial concept has served its purpose. Thus, choosing materials that are safe, healthy, and environmentally sustainable, looking for products that have been certified by organisations like Cradle to Cradle Certified™, which assesses materials based on factors such as material health, material reutilisation, renewable energy, water stewardship, and social fairness, using recyclable and recycled materials represent a myriad of ways in which the C2C concept can successfully be implemented into interior design. Furthermore, I find it that designers should search for inspiration, materials and ways of building in the surrounding environment and should opt for locally sourced alternatives. Amongst different architectural styles, Japanese architecture is considered to be the most sustainable, as it is reflecting a harmonious relationship with nature and a commitment to resource efficiency. To further my point, Japanese interior architecture is adamant on incorporating lots of cultural, locally sourced

materials such as dried up bamboo or integrating nature in various ways. It is also very adaptable and flexible, as elements are modular and can be repurposed from one interior to a different kind of interior. Perhaps the most sustainable aspect would be the traditional craftsmanship that is involved in Japanese design, practice that reminds me of William Morris's concept, the Arts and Crafts movement. Since every piece is unique, there is no mass production, thus no mass pollution.

Throughout history , there have been multiple attempts at something that would truly change our habits in terms of production and waste. It is safe to say, that the Cradle to Cradle ideology is perhaps the closest we can get to perfection. There is a lot of work left to do, but we have the means now more than ever to make future generations proud of the choices we have made today.

Sources: Marshall-Baker, Anna. & Tucker, L. M. (2012) *Cradle to cradle home design : process and experience* / Anna Marshall-Baker, Lisa M. Tucker. New York: Fairchild

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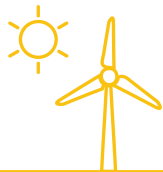
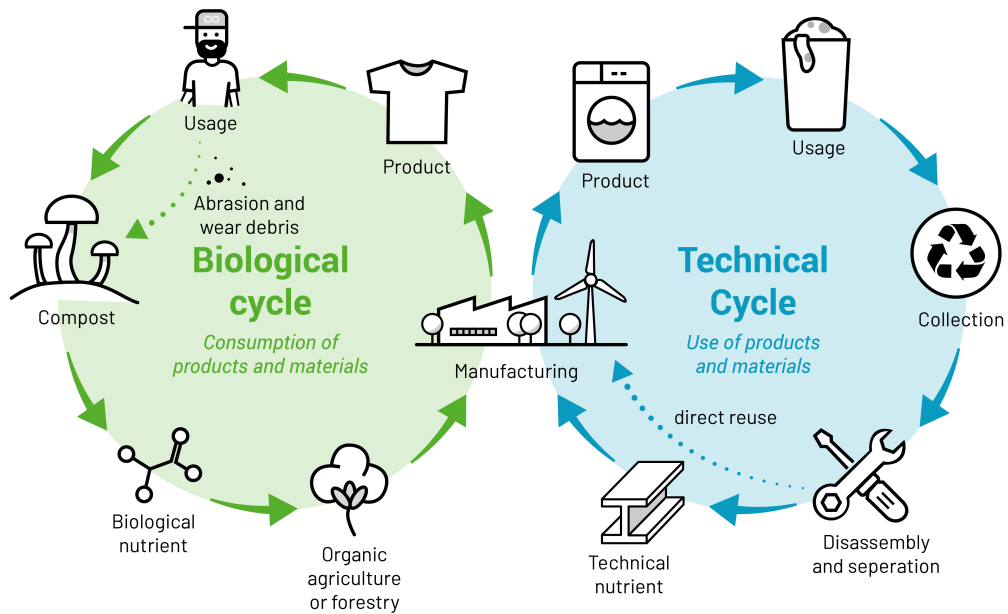
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fig1: architectural digest.com

fig2: mcdonough.com

CRADLE TO CRADLE

A concept by Michael Braungart and William McDonough



100%
RENEWABLE
ENERGY



FAIR AND
HEALTHY
WORK



HEALTHY
SOILS



CLEAN AIR



CLEAN WATER

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