

1-19-2000

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Recommended Citation

"Leading Environmental Architect William McDonough to Speak During UD Distinguished Speakers Series Speech" (2000). *News Releases*. 8845.

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Jan. 19, 2000
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NEWS RELEASE

LEADING ENVIRONMENTAL ARCHITECT WILLIAM MCDONOUGH TO SPEAK DURING UD DISTINGUISHED SPEAKERS SERIES SPEECH

DAYTON, Ohio — William McDonough, recognized as a world leader in ecologically responsible design, will speak at the University of Dayton on Wednesday, Feb. 9.

His speech, "Celebrating Abundance: Our Future and the Making of Things," will be held at 8 p.m. in UD's Kennedy Union Ballroom. The Distinguished Speaker Series speech, which is the third of the 1999-2000 season, is free and open to the public.

McDonough, 48, was selected by *Interiors* magazine as "Designer of the Year" in January 1999 and was named a "Hero for the Planet" by *Time* magazine in the Feb. 22, 1999, issue.

Good design, according to McDonough, goes beyond esthetics and functionality and demands "eco-effectiveness"— meaning that it reflects natural systems such as continuous life cycles, solar energy and local climate, biology and culture.

For example, at Oberlin College's Lewis Center for Environmental Studies, which is currently under construction, McDonough's firm designed a building that will use sunlight to create more energy than it uses. The building will use plants, fish, snails and microbes to purify waste water.

"McDonough is one of a growing number of designers, writers, scientists and civic leaders promoting 'sustainability' — assuring worldwide economic growth while protecting the earth," according to an article in the January 1999 issue of *Interiors*. "McDonough considers the typical sustainability agenda futile, since it calls primarily for limiting the depletion of natural resources and the release of toxins rather than redesigning the underlying systems of production and consumption," according to the same article.

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Dean of the School of Architecture and founder of the Institute for Sustainable Design at the University of Virginia in Charlottesville, McDonough also works through his 23-person architecture firm, William McDonough + Partners, as well as a product research and design company, McDonough Braungart Design Company.

His work in environmentally conscious architecture began in 1976 when he designed the first solar house in Ireland. Other works include the 1985 Environmental Defense Fund headquarters, which features a tree-lined interior boulevard and interior offices illuminated by daylight, and the 1997 office complex for Gap Inc. in San Bruno, Calif., which includes an insulating roof made of grass and a raised floor that allows the building to be cooled with outdoor air at night.

In 1996 McDonough won the first and only Presidential Award for Sustainable Development from President Bill Clinton.

McDonough's firm has been hired by the Ford Motor Co. to redesign and reconceptualize the company's Rouge Manufacturing Complex, a project expected to last 20 years. And in product design, Nike has hired McDonough to design a sneaker that can be returned to the company for recycling of all materials into new shoes.

For more information about McDonough and his firm, see <http://www.mcdonough.com>.

Future distinguished speakers at UD this spring will include Art Buchwald on Thursday, March 30, and Bob McChesney on Thursday, April 13.

For media interviews, call **William McDonough** at (804) 979-1111 or e-mail his secretary at msanders@mcdonough.com. For more information, call **Erika Mattingly** at (937) 229-3212.