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Contact: Erika Mattingly
mattingly@udayton.edu

NEWS TIPS

WEDNESDAY, FEB. 9: LEADING ENVIRONMENTAL ARCHITECT WILLIAM MCDONOUGH TO SPEAK AT UD'S KENNEDY UNION

William McDonough, recognized as a world leader in ecologically responsible design, will speak at 8 p.m. Wednesday, Feb. 9, in the University of Dayton's Kennedy Union Ballroom.

His speech, "Celebrating Abundance: Our Future and the Making of Things," is part of UD's Distinguished Speaker Series.

McDonough designed the first solar house in Ireland in 1976. His 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.

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.

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 media interviews, call **William McDonough** at (804) 979-1111 or e-mail his secretary at msanders@mcdonough.com.