

COMPOSTMODERN 2013

Resilience



COMPOSTMODERN 2011

Designing a Sustainable Future

**Fertile Ground for
Designing a Sustainable Future**

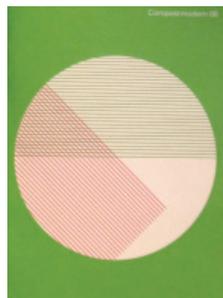


COMPOSTMODERN 2009

Convergence



COMPOSTMODERN 2004 / 2006 / 2008



DEVELOPING PRINCIPLES

2003

Compostmodern was conceived by Phil Hamlett (then AIGA SF Environment Chair), Jennifer Pattee and Amos Klausner (then AIGA SF Chapter Director).

2004

The inaugural event, co-presented by the Industrial Designers Society of America (IDSA)

Join manufacturers, engineers, scientists and designers, as we explain today's tools and explore tomorrow's possibilities for ecologically sustainable, socially responsible and fiscally accountable design.

2006

With the establishment—and subsequent involvement—of the AIGA Center for Sustainable Design (CFSD), alongside AIGA SF, production of the event broadened.

Designers are responsible for virtually every product, artifact, and message found in the world around us. Yet we are only beginning to understand our collective power as agents of change.

Join manufacturers, engineers, scientists and designers, as we explain today's tools and explore tomorrow's possibilities for ecologically sustainable, socially responsible and fiscally accountable design.

2008

Sustainability presents nothing less than an opportunity to redesign how the world works. Come join us for a day of brilliant ideas, practical solutions, drama, inspiration, eye candy and some tough questions as we explore our role in transitioning to a sustainable society.

2009

Launch of The Living Principles for Design, an actionable framework for integrated sustainability and a common point of reference to which all designers can refer. The ongoing development of the principles is dependent on the contributions of the design community at large.

In the five years since Compostmodern began, sustainability has grown from a niche conversation to a global mass movement. As activists, industry, and government take simultaneous steps toward change, sustainable solutions are finding new and unexpected applications. Join us as we explore this world of converging ideas and examine the role of design thinking in creating them.

2011

Fertile ground for designing a sustainable future. Our vision is to transform products, industries and lives through sustainable design choices. Compostmodern engages designers, sustainability professionals, artists and entrepreneurs to collaborate in realizing a more environmentally, culturally and economically sustainable world. Join us for an inspiring line-up of speakers and opportunities to meet, network, and collaborate with colleagues in the field.

2013

Now in its sixth convening, Compostmodern13 is the premier global conference exploring the intersection of design and sustainability. This year, the theme is resilience – how we can envision and design social, ecological and economic systems that can strengthen society and meet our increasing challenges – and how we can apply radical creativity and imagination to remodeling and renewing society.

- RESILIENCE
- SOCIAL, ECOLOGICAL, ECONOMIC SYSTEMS
- RADICAL CREATIVITY

2013

RESILIENCE //
SPEAKERS

ADAM WERBACH, Founder, Yerdle

- Past president Sierra Club
- Created media and strategy company Act Now, which he sold to the Publicis - Chief Sustainability Officer for Saatchi & Saatchi.
- A frequent commentator on sustainable business, serves as the sustainability correspondent for The Atlantic.com.
- Created a feature film on the rise of Indie Rock, entitled This Is Noise Pop!

ALEX GILLIAM, Founder, Public Workshop

- Public Workshop, is an organization that redefines the way youth and communities participate as citizens and leaders in the design of their neighborhoods and cities.
- Believes great design, empowerment, innovation, and having fun are not mutually exclusive.
- Creates inspiring curricula, transformative youth design leadership programs, innovative participatory community design tools, engaging events and thoughtful strategies that help people rethink possibility.
- Worked with
 - *Charter High School For Architecture and Design in Philadelphia,*
 - *Rural Studio, Hester Street Collaborative*
 - *Cooper Hewitt National Design Museum*
 - *University of Pennsylvania and University of Texas*

CHERYL DAHLE, Founder, Future of Fish

- Future of Fish is a business incubator that supports early stage companies to “co-entrepreneur” supply chain solutions that help the seafood industry respond creatively and responsibly to the threat of fish extinction.
- Past director at Ashoka, where she distilled knowledge from the network of 2,500 fellows to provide strategic insight to foundations and corporations.
- Writes about social entrepreneurship and business for publications
- Founded the Social Capitalist award competition
- Part of an incubation and start-up team for an online environmental magazine, helping secure \$12 million in venture funding.

EVE BLOSSOM, Founder of Lulan Artisans

- Experience in design, early-stage technology firms, international business, nonprofit and social ventures - Master’s degree in Architecture from Tulane University,
- Practiced at Gensler in Los Angeles.
- Spent two years in Vietnam restoring French villas for such clients as Price Waterhouse and Chase Manhattan.
- Traveling throughout Southeast Asia, she became passionate about local hand-woven textiles. She recognized that the superb talents of the master weavers combined with a social venture model could create a strong economic engine to fuel systemic social change.

WENDY MACNAUGHTON, illustrator and graphic journalist based in San Francisco.

- Documentary series Meanwhile uses the tools of illustration, social work and ethnographic research to tell the stories of communities through drawings and the subject’s own words.
- Degrees in fine art/advertising and social work from Art Center College of Design and Columbia University.

JULIE

- Career evolution from research scientist to attracting millions of media hits for community-powered organizations.
- Studied viral communication in the lab, practiced permaculture in a yurt, created cross-sector networks, and developed media strategy during the dawn of the social era
- Degrees in microbiology and sustainable business management and applies nature’s design strategies as a certified Biomimicry Specialist.
- Co-founded the Bay Area Biomimicry Network,

DR. PAUL POLAK, Founder and CEO of Windhorse International

- Windhorse International is a for-profit social venture with the mission of leading a revolution in how companies design, price, market and distribute

- products to benefit the 2.6 billion customers who live on less than \$2 a day.
- Founded D-Rev: Design Revolution, a design incubator for technologies that serve poor customers
 - Founded International Development Enterprises, which has brought nearly 20 million of the world's poorest out of poverty by making radically affordable technology available through local entrepreneurs and markets.
 - Author of Out of Poverty: What Works When Traditional Approaches Fail

MADELEINE LANSKY, MD practices psychiatry and psychoanalysis in the SF Bay Area

- Special emphasis on organizational consultation that addresses the unconscious dynamics which prevent the creation of meaningful change.
- Works with government agencies, businesses, artists, families, schools and hospitals to actualize their visions for resilient ecological, economic and social systems.
- Composting as a metaphoric process in which difficulties are digested and reworked into resolutions.
- Developed a course at Occupy SF called "Composting Anger."

EZIO MANZINI

- Works the field of design for sustainability, with a special focus on social innovation.
- Founder DESIS: an international network promoting, world wide, design schools as agents of social change towards sustainability.

HOWARD J. BROWN, co-author of "Naked Value: Six Things Every Business Leader Needs to Know About Resources, Innovation & Competition,"

- Founded several business ventures to help companies align good business and environmental practices and create more value.
- co-founded dMASS Inc., which identifies resource-related risks and opportunities for businesses and investors and tracks ground-breaking business and technology innovations that do "better with less."
- CEO of Resource Planning & Management Systems (RPM), Inc., in New Haven, Connecticut, with major corporations to establish or enhance their environmental practices and performance.
- He was a student and colleague of R. Buckminster Fuller and is an authority on the social and economic implications of Fuller's work.

JULIE KIM, Senior Producer at Hot Studio,

- Hot studio is an experience design company based in San Francisco and New York.
- works with leaders to find the right design and technology solutions for a wide variety of challenges.
- Social innovation practice and is passionate about applying design methods to improve healthcare, education, and local issues
- Worked as the Public Engagement Director at SPUR, where she involved the design community in cross-sector collaboration.
- A self-proclaimed "recovering architect,"

DAVID MCCONVILLE, a media artist

- Designs immersive visualization environments to provide new perspectives on humanity's home in the cosmos.
- President of the Buckminster Fuller Institute - facilitating convergences across design, art, science, and technology to identify and cultivate whole systems strategies for addressing complex global challenges.
- co-founder of the Elumenati design and engineering firm
- Creative Director of the Worldviews Network - a collaboration of artists, scientists, and educators using storytelling and visualization to facilitate dialogues about community resilience in science centers across the United States.

JOHN THACKARA

- Traveled the world looking for stories about practical steps taken by communities to realize a sustainable future.
- Author of a widely read column at designobserver.com and the best-selling book "In the Bubble: Designing In A Complex World."
- Director of doorsofperception.com

2011
**SUSTAINABILITY //
SPEAKERS**

JOHN BIELENBERG, creator Project M

- Project M is designed to inspire and educate young designers, writers, photographers, and filmmakers by proving that their work can have a positive and significant impact.
- John collaborated with Alex Bogusky and Rob Schuham to form COMMON, a brand that supports, connects and celebrates those designing a new era of socially minded enterprise.
- Partnered with long-time collaborator Greg Galle to launch FUTURE, a rapid innovation firm that creates positive change by unlocking ingenuity in organizations and individuals.

BRUCE MAU, World-leading visionary, innovator, designer, and author

- Committed to creative, healthy, ecological and economic abundance.
 - Committed to connecting his life and work to education and human development.
 - Believes the future demands a new breed of designer
 - Founded the Institute without Boundaries & created the groundbreaking exhibition and best-selling book, *Massive Change* — a project that declared, “Massive Change is not about the world of design; it’s about the design of the world.”
 - Mau’s *Incomplete Manifesto for Growth* has been an inspiration with his aphoristic articulation [aphorism: power tends to corrupt and absolute power corrupts absolutely] of his personal philosophy and design strategies for unleashing creativity.
 - Mau seeks to prove that the power of design is boundless, and has the capacity to bring positive change on a global scale.
- “A new world is evolving. It is driven by purpose and committed to sustainable human development. The new world inspires and demands a new approach. Our future is no longer about selling more stuff to more people – it’s about understanding our potential as citizens and designing and producing shared prosperity and abundance.”
- Purpose is to contribute the most that one possibly can to this new world.
 - “Sustainability is cooler—smarter and sexier—than anything that has come before.”

JANINE JAMES, pioneer in the field of experiential branding and culture building

- Founded The Moderns in 1992 as a brand strategy and multidisciplinary design think tank, environmental innovation.
- Sustainable Brands.

YVES BEHAR, founder of fuseproject

- Fuseproject, the integrated design agency renowned for its game changing projects in areas as diverse as technology, furniture, sports, lifestyle and fashion.
- Attained acclaim for a broad range of clean-lined and consumer-aware products that are deeply in-tune with the needs of a sustainable future including: PACT sustainable underwear; an electric vehicle charging station for GE; a task chair for Herman Miller made from 93% recyclable materials; and, a groundbreaking packaging design innovation for PUMA reducing waste consumption by 60%.
- Founder of Green Products Innovation Institute.
- Fill in the blank: Reduce, reuse, recycle, _____. **Enjoy.** “If you don’t enjoy what you consume, you won’t reuse, recycle or keep things for a long time.”

LISA GANSKY, author of *The Mesh: Why the Future of Business is Sharing*,

- Entrepreneur and environmentalist focused on building companies and supporting social ventures where there is an opportunity for *well timed disruption and a resounding impact*.
- Lisa’s attention is on sustainable ventures with positive social impact
- Emphasis on clean energy, social networks, accelerating community engagement and awareness & exploring new platforms & business models

SCOTT THOMAS, SimpleScott

- Lives by the idea that the simplest solution is the best one.
- Design Director for the Obama Campaign.

JULIE CORDUA, Director of Communications at (RED),

- (RED) a brand created to engage business and consumer power in the fight against AIDS in Africa
- Has led the companies communications efforts and helped establish (RED) as one of the most successful cause marketing initiatives in history, delivering more than \$160 million to the fight against AIDS in Africa.

- Was the senior director of communications and part of the start-up team at HELIO, a new mobile brand that delivered cutting edge technology and applications to young, connected consumers

JONAH SACHS, Creative director at Free Range Studios

- Media strategy for social-mission organizations (like ACLU, Amnesty International, Conservation International, WWF) break through the media din with strategic, inspiring messages.
- Visionary use of viral marketing
- “2004 Tastemaker” for thinking up the most successful Flash advocacy movie in the history of the web, The Meatrix (themeatrix.com)
- The Story of Stuff remains one of the most talked about viral and sustained social message campaigns on the Internet.
- Fill in the blank: Reduce, reuse, recycle, _____. “**Revolt**”.

DEBERA JOHNSON, Academic Director of Sustainability at Pratt Institute

- Leading Pratt’s commitment to integrate sustainability through its academic programs.
- Teaching sustainability in an urban environment.
- Pratt Design Incubator for Sustainable Innovation whose dual purpose is to support start-up sustainable/social enterprises and engage Pratt alumni, faculty and students in projects that focus on sustainable innovation for industry and the non-profit sector.

NATHAN WATERHOUSE, co-leads OpenIDEO, a website that enables design collaboration crowd-sourcing

- Develops and explores the potential of open innovation as it grows and matures as a business, designing new concepts and offerings for IDEO clientele in the US market.
- Fascinated by how technology can be used to increase cooperation within groups of people, from professionals employed by the same company to colleagues connected by online social networks.
- Fill in the blank: Reduce, reuse, recycle, _____. “**Reward?** Motivation is key to change.”

NITZAN WAISBERG, co-creator of Sustainable Abundance,

- Radically human-centered approach to sustainability.
- While important technological innovations aid in creating a sustainable future, Nitzan believes equal emphasis needs to be placed on the perceptions, constructs and social worlds that afford sustainable abundance.
- Solves complex ecosystem level sustainability issues through design at Hasso Plattner Institute of Design (the d.school) at Stanford.
- Fill in the blank: Reduce, reuse, recycle, _____. “**Remember**. History is an amazingly rich resource for designers. Understanding the past gives us tools to reframe the present in ways that create real change.”

DARA O’ROURKE, Associate Professor at the University of California, Berkeley,

- Researching the environmental, labor, and health impacts of global production systems.
- co-founder and Chairman of GoodGuide, Inc. – a suite of tools that provide information about the environmental, social, and health performance of products and companies to consumers at the point of purchase (through web and mobile applications), and empower people to screen and compare products based on their personal values and concerns.
- Previously a professor at MIT.

HEATHER FLEMING, CEO and co-founder of Catapult Design

- Product strategy and development firm that serves emerging markets.
- Catapult’s clients are companies and organizations working in impoverished communities with technology needs – including rural electrification, water purification and transport, food security, and health.
- 2005, she co-founded and led a volunteer group focused on social impact design through Engineers Without Borders - SFP.
- “Educating and empowering women in developing countries will have a much larger effect on sustainability and the environment than a retail chain outfitting their stores with solar panels. New packaging, green materials, and manufacturing audits are all good and well, but limited within the context of the world. We can think bigger.”

MARC MATHIEU, former head of Global Brand Marketing at Coca-Cola

- Development of new enterprise at the intersection of human and business interest.
- Growing urgency for scale within the socio-environmental movement,
- Works with BeDo -- helps clients craft strategies and drive movements -- branding and marketing to innovation to sustainability and social responsibility often for visionary startups, where they provide the branding and marketing expertise of the corporate world to innovative social enterprises to expand their growth potential.
- Believes in the power of movements -- explores movements in context of the cultural shifts they can ignite and the business impact they can have, both globally and locally.

KATE DAUGHDRILL is a Detroit-based artist

- Works near the intersection of art and community -- creating sculptures, installations, environments, gatherings, performances, and publications that invite community engagement and often provoke unexpected conversations and relationships.
- Interested in facilitating long-term, pleasurable investigations that explore urban development, public dialogue, and interdisciplinary collaboration.
- Organizes Detroit SOUP, a monthly dinner funding micro-grants for creative projects in Detroit.
- Sustainability: "We've got to be free to change constantly or we won't be able to sustain anything."

CHRISTOPHER SIMMONS, designer, writer, educator, design advocate, principal of MINE™.

- "To me sustainability is about exercising common sense. It's as simple as asking yourself, "Can I, in good conscience, do this thing over and over again, for as long as I can imagine?" That seems like a pretty reasonable requirement."

KIERSTIN DE WEST, key research + strategic mind at Ci.

- Expert and pioneer on the relationship between sustainability, people and brands, how to uncover relevant insights and then translate this insight into business and innovation opportunities for leading brands and organizations.
- Founded Ci, a leading sustainability brand & research consultancy that works with thought leaders such as Coda Automotive, NBC Universal, the Advanced Innovation Team (AIT) at Adidas Global, UBC Office of Sustainability, World Changing, Nike Inc, KEEN Footwear, The North Face and more.
- Creator of Ci's market intelligence tool on consumers, culture and sustainability: The SHIFT Report™ —which has informed opportunities from keynote speeches at Davos World Economic Forum and content development for TV Networks to product and marketing strategies for leading brands.
- Passionate about the relationship between people, culture and brands and leveraging that understanding to drive positive change and business success.
- Speaks regularly on consumers and sustainability, sustainability as a tool for innovation, the cultural shift to sustainability and the benefits of responsible business across the US and Canada.

DAN PHILLIPS, founder of The Phoenix Commotion,

- a building initiative in Texas to provide housing for low-income families, was created to prove that constructing homes with recycled and salvaged materials has viable place in the building industry. This process uses only apprentice labor, in addition to the homeowner themselves, and teaches marketable skills to anyone with a work ethic who is willing to swing a hammer. No two are alike due to the myriad of materials used, so there is an artistic element that makes Phoenix Commotion homes truly unique.

ALISSA WALKER, Compostmodern Moderator, freelance writer

- Writes about design, architecture, cities, transportation and walking
- Design Is a Verb. -- where designers present solutions to city problems as proposed by urban leaders. These high-energy, interactive events have created ongoing partnerships between designers, government and civic organizations across the country.

2009

**CONVERGENCE //
SPEAKERS**

JOEL MAKOWER, author of Strategies for a Green Economy, founder of Greenbiz.com

- this year's conference theme of 'Convergence' - that is, the infusion of today's problems with intelligence and innovation
- Reinstated the mission of Compostmodern - to lay fertile ground for intelligent ideas and a socially and ecologically responsible society.

EAMES DEMETRIOS, of Kymaerica

ALLAN CHOCHINOV, Core 77 Editor in Chief

- Focused on the 'Power of Ten', function over form, and 'how to make it beautiful'.
- Offered a shift in perspective, that 'designers think they are in the artifact business, but in fact they are not; they are in the consequence business.'
- Allans urges his students to:
 1. Acknowledge Privilege- that is the privilege the designer has to make a difference.
 2. Use the word 'consequence'- as in the consequence of our designs.
 3. Question Authority- and don't wait for client's permission to design sustainably.
 4. Surround yourself with the awesomest people you know- keep growing your ideas.
 5. Don't play fair- start with aesthetics if that works best to sell sustainable design.
 6. Be intentionally dumb- don't limit yourself with rules; think fresh and simply.
 7. Redistribute the stuff we already have- reduce, reuse, and recycle.
 8. Broaden your market- design for universal use.
 9. Indulge in discursive design- get people to think differently.
 10. Talk to anyone who will listen- spread the news and share good ideas.

JOHN BEILENBERG, found Project M

PAM DORR, designer Hale Empowerment & Revitalization Organization (HERO)

EMILY PILLOTON, project H founder

- John Bielenberg illustrated 'thinking wrong; doing right' with his Mavlab design projects and presented some of the community building projects generated from ruralstudio in Greensboro, Alabama and the infamous \$425 t-shirt campaign.
- The Project H Learning Landscape kicked off its first iteration of schoolyard math toys in Uganda last year. Emily's own philanthropic design journey helped illustrate these four points:
 1. What = How (sustainability = human + environment)
 2. The other 90% is next-door (think local + global)
 3. Always bring pom-poms (and a picket sign)
 4. Scalable systems, not stuff (take the product out of product design)

DAWN DANBY, Autodesk

NATHAN SHEDROFF, sustainable design strategist

- Dawn encouraged us to look at 'how to solve the problem we've got, and figure out how to pay for it.'
- Talked about John Thackara's book In the Bubble and offered up these four points:
 1. Be cool with the paradox- you can't change everything at once.
 2. Learn the language- understand where people are coming from, beyond the sustainable design bubble, to communicate effectively with them.
 3. Reconsider work worth doing- and acknowledge our own part of the problem.
 4. The client is the planet.
- Shedroff talked about the merging of design and business strategies :: described 'marketing as the inhale, and sales as the exhale,'
- warned, 'don't do things today that make tomorrow worse.'
- 'What happens if you get it right?' -- design with success in mind for a better way of life.

SAUL GRIFFITH, inventor of Makani Power

- 'measuring what is measurable' in order to create change
 1. Get used to the numbers... use math to measure the impacts of design.
 2. The client is not longer the client; the client is the planet.
 3. Design for an heirloom culture - create products to be used for generations.
 4. Transform ourselves into a share economy, so that objects we only use on occasion are co-owned and less of them need to be produced.