

Sustainable Nantucket, Nantucket Green
& the Nantucket Atheneum

Present

Sense of Place II

A Documentary Film Series About Community, Sustainability, & the Environment

The Next Industrial Revolution

William McDonough, Michael Braungart and the Birth of the Sustainable Economy



Wednesday, April 23

7:00 pm

in the Nantucket Atheneum Great Hall

Admission is FREE

Light refreshments served

While some environmental observers predict doomsday scenarios in which a rapidly increasing human population is forced to compete for ever scarcer natural resources, Bill McDonough sees a more exciting and hopeful future.

In his vision humanity takes nature itself as our guide reinventing technical enterprises to be as safe and ever-renewing as natural processes.

Can't happen? It's already happening...at Nike, at Ford Motor Company, at Oberlin College, at Herman Miller Furniture, and at DesignTex...and it's part of what architect McDonough and his partner, chemist Michael Braungart, call 'The Next Industrial Revolution.'

Shot in Europe and the United States, the film explores how businesses are transforming themselves to work with nature and enhance profitability.



Buy Local - Think Local - Hire Local

