



Site map: Aedes am Pfefferberg



The Cradle to Cradle®- Festival is a cooperation of Aedes Architektur Forum and EPEA Internationale Umweltforschung GmbH:



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cradle to cradle®
FESTIVAL
 The Next Industrial Revolution

Exhibition and Events

26th January-16th March 2011

Aedes am Pfefferberg

Berlin - Germany



Design is the first signal of human intention

Cradle to Cradle®-Design makes products that are economically successful, healthy for users and supportive of the environment and next generations. Their innovative Design addresses not only appearance and functionality, but also the definition of their composition. This enables a new dimension of quality and security for these products and their material flow cycle. By integrating economic, social and environmental aspects, they are superior to currently available products.

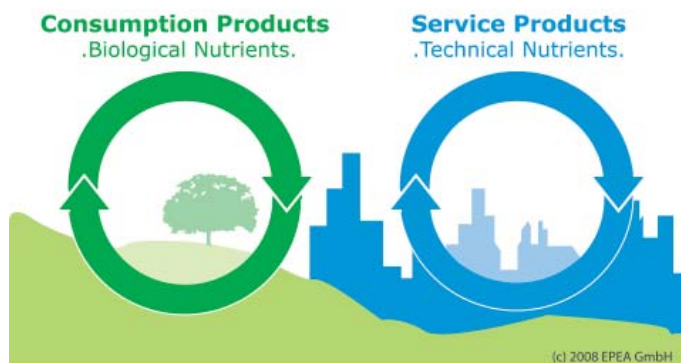
Celebrate the pioneers!

The Cradle to Cradle®- Festival – “The Next Industrial Revolution” celebrates the pioneers who have already implemented Cradle to Cradle®.

Under the banner, Blueprint Netherlands, the Festival will celebrate the enormous success of Cradle to Cradle® worldwide and honour the Netherlands as a prime example to learn from.

Visit the exhibition of Cradle to Cradle® products, learn more about intelligent product design and join diverse opportunities of lectures, symposiums, workshops and round tables at the Aedes Architektur Forum. The Cradle to Cradle®- Festival will offer you various opportunities to discover the Cradle to Cradle® Design, garner new inspiration and expand your network!

Feel welcome and come celebrate with us!



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EXHIBITION

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“The Next Industrial Revolution - Blueprint Netherlands” will function as a platform for first, tangible examples in all fields. It will demonstrate the potential of the Cradle to Cradle® Design Concept and highlight the Netherlands for their diverse application of Cradle to Cradle® in industry.

CRADLE TO CRADLE®

Quality enhancement is achieved by focusing on 3 innovation principles:

1. Everything is designed to be a nutrient for something else (Waste = Food).
2. Use renewable energy produced from current solar income.
3. Support diversity including conceptual, cultural and biodiversity.

To apply those principles, Cradle to Cradle® focuses on optimizing the intended use of a product. It distinguishes between two main intended pathways that products follow: consumption pathways where products are designed to safely enter biological systems, and service pathways where products safely enter technical systems to be part of new, future product generations.



Biological nutrients: Method

Technical nutrients: Herman Miller

EVENTS/THEMES

Cradle to Cradle® Themes accompanying the exhibition in cooperation and participation with the exhibition partners, international universities and institutions are: lectures, round tables, workshops and cultural events.

Cradle to Cradle® Architecture

Cradle to Cradle® Architecture means “buildings like trees, cities like forests”, as William McDonough, co-developer of the Cradle to Cradle® concept, phrases it. Contributors: Thomas Rau, WM+P, Park 20/20, Almere, City Hall Venlo, Schüco, Heidelberg Cement, ...

Cradle to Cradle® Textiles & Fashion

Textiles were one of the first Cradle to Cradle® product developments.

Contributors: Gessner, Triumph, i:co, KICI/G-Star, Backhausen

Cradle to Cradle® Interior & Exterior Design

Large office furniture companies started implementing Cradle to Cradle® in their design process already in the early 1990s.

Contributors: Van Ganswinkel Group, BB Lightconcepts, Philips Lighting, Ahrend, Mosa, Memo, Giroflex, Herman Miller, Desso, Steelcase, AkzoNobel, Thoma Holz

Cradle to Cradle® Product Design

Cradle to Cradle® - product design means designing products to have a positive footprint for humans and the environment

Contributors: Philips, VGG, Reggs, New Genes, Elca Media, 7.5 Berlin, Pezy and all designers inspired by Cradle to Cradle®

Cradle to Cradle® Pioneers in the Netherlands

When the film “Afval is Voedsel” by Rob van Hattum was broadcasted on the Dutch public television VPRO in 2006, no one could have imagined the snowball effect it would have throughout the whole country!

Cradle to Cradle® around the World

The countries with the current highest Cradle to Cradle® activities in the world Denmark, Sweden, Israel, China, Taiwan and the state of California in the U.S.A discover the potentiality of the principle and present their products.