



## ***The Shape of Green: Aesthetics, Ecology, and Design—or How Beauty Could Save the Planet***

**Lance Hosey**

Great design is a marriage of art and science, but so far green design has focused on science and neglected art. When photovoltaics, wind turbines, and fuel cells overshadow basic decisions about shape and form, green tech becomes a green crutch. Do ethics support or supersede aesthetics? Does going green change the face of design or only its content? This book demonstrates how to be as smart about the way things *look* as how they are *made*. Form and image can enhance conservation, comfort, and community at every scale of design, from products to buildings to cities. Fully embracing the principles of ecology could spark a revolution in culture as well as industry, and every aspect of design could change with it.

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### *About the author*

Nationally recognized architect, designer, and writer Lance Hosey is President & CEO of [GreenBlue](#), a non-profit that equips business with the science and resources to design and make products more sustainable. Previously, he held the position of Director with William McDonough + Partners. He has been featured in *Metropolis* magazine's "Next Generation" program and *Architectural Record's* "emerging architect" series. From 2007-2010, he wrote the "ecology" column with *Architect* magazine, and he is co-author, with Kira Gould, of *Women in Green: Voices of Sustainable Design* (2007). He has been a Fellow of the Michael Kalil Endowment for Smart Design and a Resident of the Rockefeller Foundation's Bellagio Center.

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