



The Shape of Green: Aesthetics, Ecology, and Design

Lance Hosey

Does going green change the face of design or only its content? In *The Shape of Green*, the first book to outline a clear set of principles for the aesthetics of sustainable design, Lance Hosey argues that beauty is inherent to sustainability, for how things look and feel is as important as how they're made. Form and image can enhance conservation, comfort, and community at every scale of design, from products to buildings to cities. Aesthetic attraction isn't a superficial concern—it's an environmental imperative. Beauty could save the planet.

"It's time someone revealed that the opposition of sustainability vs. style, ethics vs. aesthetics, is a false start. In this book, Lance Hosey helps retire that opposition and shows us what makes beauty and sustainability one and the same."

—**Susan Szenasy**, Editor-in-Chief, *Metropolis Magazine*

"Design has the power to create a world that can be economically, equitably, ecologically and elegantly enjoyed. In *The Shape of Green*, Lance Hosey explores the critically important but too rarely discussed dimensions of this goal—elegance, joy, and beauty."

—**William McDonough**, co-author of *Cradle to Cradle: Remaking the Way We Make Things*

"It's tomorrow's great design challenge: how to make sustainability not just likeable but loveable; and not just efficient but beautiful, sensual, sexy. Lance Hosey is an inspirational guide to building a future we can't wait to embrace."

—**John Elkington**, founder, SustainAbility

About the author

Architect and designer Lance Hosey is President & CEO of [GreenBlue](#), a non-profit dedicated to making products more sustainable. With Kira Gould, he is co-author of *Women in Green: Voices of Sustainable Design* (2007).

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