Mardi, 29 Mars 2011 17:56 - Mis à jour Jeudi, 05 Mai 2011 15:42

This essay discusses an evolving business model, the sustainability-driven business model, that designers are especially well suited to implement and promote. Designers have a responsibility to connect and coordinate human needs and dreams with new opportunities and inspirations from science, technology, and business in order for products and their usage to be culturally relevant, economically productive, politically beneficial, and ecologically sustainable.

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