



THE WIRED SPEAKER SERIES AT CRANBROOK ACADEMY OF ART

WILLIAM MCDONOUGH

IN CONVERSATION WITH JESSIE SCANLON,
CONTRIBUTING EDITOR, WIRED MAGAZINE

THURSDAY, MARCH 10; 7 PM
CRANBROOK ART MUSEUM, DESALLE AUDITORIUM
39221 WOODWARD AVENUE, BLOOMFIELD HILLS, MICHIGAN

\$6 Non-members; \$4 Seniors and students with ID; Free to Artmembers@Cranbrook
For information, go to www.cranbrookart.edu or call 1-877-GO-CRANBROOK

WILLIAM MCDONOUGH is a principal of MBDC and founding principal of William McDonough + Partners, Architecture and Community Design. His internationally renowned design firms provide ecologically, socially, and economically intelligent architecture solutions for clients. He will discuss his "Cradle to Cradle" design protocol and its effective

designs, which range from molecules to products to buildings to cities, regions, and even countries. Cradle to Cradle moves human production from potentially toxic and ecologically degenerative technologies to effective, clean production of healthy and ecologically regenerative technologies.

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