

Towards a New Language of Luxury

by William A. McDonough

Design is the first signal of intention,
changing the way we see,
changing the words we use.

What do you say about what you see?
What does a toxicologist see and say?

How can something be beautiful
if it damages children's health
or destroys the environment?

The new language of luxury: more goods.
Good materials: safe, healthy
technical and biological nutrients.

Good economy: circular, sharing, and shared.
Good energy: clean and renewable.
Good lives: safe, dignified, and creative.

From shallow to deep.
From obscure to transparent.
From derivative to authentic.

Crude to exquisite. Scarce to abundant.
Smart to wise—
Practical wisdom.

Mindful timelessness.
Endless resourcefulness.
Luxuriate in a legacy
for better, for good.

How do we make the world better
because we are here?
What could you say about what you see?

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