

MASSAUD'S SUBVERSIVE OPULENCE

REIMAGINING PHILLY'S NAVY YARD

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PURE

Naoto Fukasawa and the Poetics of Form



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This year's Next Generation runners-up used the theme of energy as fuel to generate great sustainable design concepts.

THE POWER OF YOUTH

by **Rebecca Cavanaugh**

If we could find a way to harness it, the combined creative voltage of the 2007 Next Generation applicants could probably power the *Metropolis* office until 2008. For the first time, our annual design competition proposed a theme—energy—as a point of departure for the entrants. “The focus on energy helps us tell a more complete design-innovation story about a significant need,” *Metropolis* editor in chief Susan Szenasy explains. The shortlisted projects range from small solutions for individual action to entire systems that rethink how we manage our resources. “Together they say some important things about the responsibility we have on every scale, everywhere, to solve this common socioeconomic problem,” Szenasy says.

Some of these innovative concepts provide promising ways to harness power—such as electricity generated from human activity—while others aim to minimize the depletion of valuable resources. Taking cues from the past and the present, the runners-up appropriated nineteenth-century discoveries like piezoelectricity and the Faraday effect, reassessed Modernist theories, and referred to the current cultural moment with names like iSAVE and i-Rise. No matter where the entrants looked for inspiration, their common goal is a sustainable future. Realizing that such a future calls for change in our collective psyche as well as our consumption habits, they also considered ways to raise public awareness about our responsibility toward the planet—and one another. www.metropolismag.com

Beeline: A Virtual Marketplace for Local Food Distribution

Dawn Danby

Collaborators: Jyoti Stephens and Mary Rick
Project Advisor: Dennis Gawlik
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Inefficiencies in food-distribution routes not only contribute to carbon emissions but also increase food costs and compromise freshness. Developed by a team of students working toward MBAs in sustainable business, the Beeline online service links local farmers and food retailers to deliver produce along the most energy-efficient route possible. “The project demanded a multidisciplinary approach,” Danby says. “We collectively have expertise in local economies, the food industry, sustainable design, and urban issues.” Cutting middlemen out of the distribution, Beeline also monitors the environmental impact of its delivery system. Plus, the tool provides information about local growers and retailers, empowering the customer to make informed choices. A virtual marketplace called the Hive gives retailers access to local farmers’ offerings and allows customers to rate services and products. Picking up on consumers’ demand for local produce and on farmers’ frustration in getting food to store shelves, the Beeline team’s model of sustainable system design serves both its customers and the environment. “Think of it as eBay meets MySpace, where selling is intertwined with social networking and education,” Stephens says.

