

PRESS RELEASE

**Michael Braungart**

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Prof. Michael Braungart a world leading thinker on “Remaking the Way We Make Things” and know for Cradle to Cradle concept is joining Sarajevo Green Design Festival 2011. Prof. Braungart contributes world-wide to scientific discussions questioning the negative consequences of consumer items produced in industry. Michael Braungart will be talking about Cradle to Cradle concept that he developed together with the American architect William McDonough. Visitors will be able to see Cradle to Cradle products in the Festival's exhibition. Prof. Michael Braungart received the Environmental Award of the German team for environmentally aware management in 1999 for his outstanding scientific achievements. Braungart is co-author of the "Hanover Principles of Design: Design for Sustainability", which served as development guidelines for the World's Fair in Hannover, 2000. In 2002, he also co-authored Cradle to Cradle: Remaking the Way We Make Things with William McDonough.

Braungart is currently concentrating his efforts at MBDC and EPEA on successful co-operation with known companies on issues of materials assessment, waste and energy balance, life-cycle design, and design for disassembly. He is also active in designing new products, for instance his instrumental involvement in the creation of the compostable fabric line Climatex Lifecycle also with William McDonough.

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