

**The way one describes a story,  
to oneself or to the world,  
is by telling the story.**

*Neil Gaiman*

**Je kunt een verhaal uiteindelijk alleen  
vervangen door een ander verhaal.  
In wat voor een wereld  
zouden we willen wonen?  
Waar doen we het voor?**

*Jelmer Mommers*

**Wat je niet vindt,  
moet je niet opschrijven.  
Tijdverspilling. Niet leuk.**

*Nicolien Mizee*

**Wanneer je nu je best doet  
om werkelijk ingewikkelde zaken  
in zo eenvoudig mogelijke woorden  
uit de doeken te doen,  
dan zijn de mensen je dankbaar.**

*Godfried Bomans*

**Na 10 minuten aandachtig kijken  
naar een koud blauw kleurvlak  
herinner je de zonovergoten dag  
op het strand, twee zomers geleden,  
en proef je dat heerlijke anijs waterijs.**

*Nanna van Heest*

**Fijn dat je er bent!**

*Esmeralde Marsman*

**Na de regen komt de \*zon\***

*Isabel Quiroga*



# turtle

The car was once a symbol of freedom. Auto-makers still want us to believe in that dream. In reality, we are addicted to systems that have completely shut us out: we do not even know how to change a tyre anymore.

And yet, the majority of the world lives in a DIY environment. Artist Melle Smets and sociologist Joost van Onna travelled to Suame Magazine (Ghana) to learn how an informal economy works.

They collaborated with some of the ca 200,000 artisans and 12,000 workshops there to build a truly African car, based on recycled and locally produced parts – in just 12 weeks.



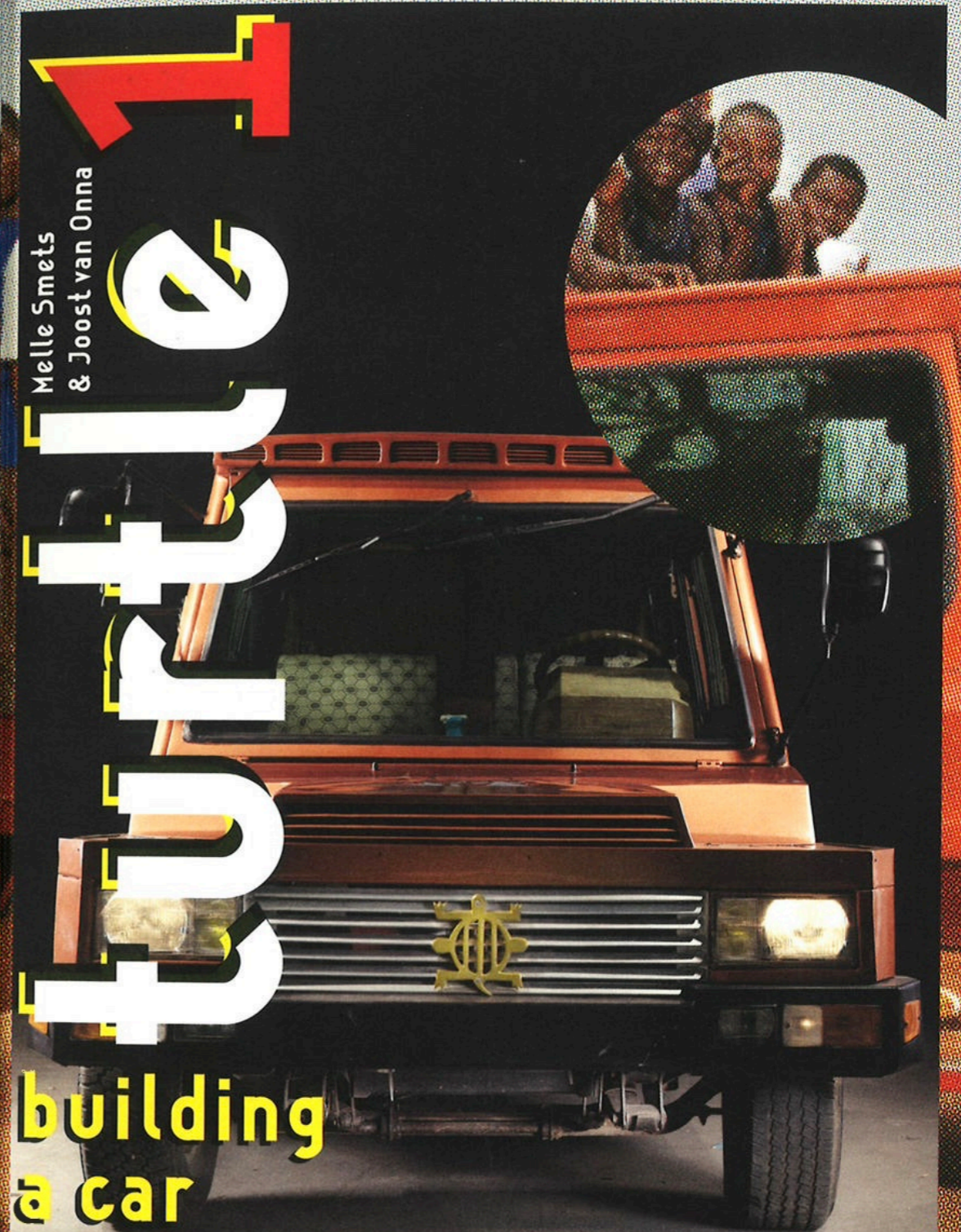
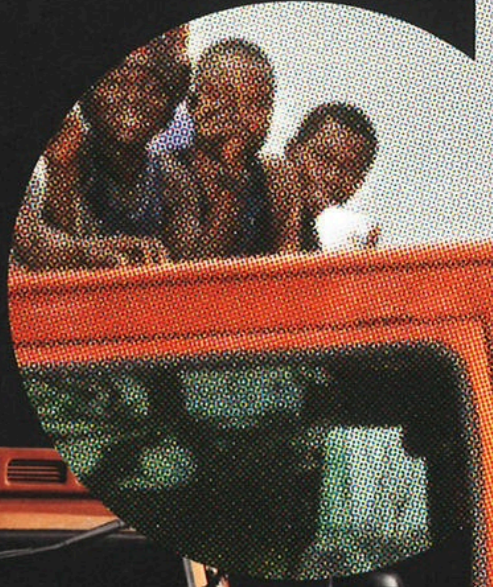
VEREAC  
KETTLER

× turtle 1 building a car in Africa ×

Melle Smets  
& Joost van Onna

# Turtle 1

building a car in Africa





**'Wonderfully alive, and full of examples to instruct, amuse and horrify' - *New Scientist***

**'Highly readable and informative... has become somewhat of a seminal work for those following the patterns of aid and trade and technological development today' - *Financial Times***

**'Much of the pleasure of reading this book derives from [Papanek's] vivid imagery and the directness with which he expresses his very strong views' - *Design***

*Design for the Real World* has been translated into twenty-three languages since it first appeared in 1971; it has become the world's most widely read book on design and is a required text in many design and architectural schools. This second edition offers a blueprint for survival in the third millennium.

Victor Papanek's lively and instructive guide shows how design can reduce pollution, overcrowding, starvation, obsolescence and other modern ills. He leads us away from 'fetish objects for a wasteful society' towards a new age of morally and environmentally responsible design.

Professor Papanek was a highly distinguished designer, educator, lecturer and writer, widely acknowledged for his visionary ideas on design theory. He was J.L. Constant Distinguished Professor at the School of Architecture and Urban Design at the University of Kansas at the time of his death in 1998.

With 121 illustrations

 **Thames & Hudson**

HM26 003-04-F



**Victor Papanek**

**DESIGN** *for the*  
**REAL WORLD**

Human Ecology and Social Change

**DESIGN** *for the* **REAL WORLD**

**Thames & Hudson**





What can designers do for a better world? With this question in mind Aart van Bezoooyen and Paula Raché started a journey visiting sustainable projects and initiatives worldwide.

This book brings together six months of making new friends, photographing local impressions and collecting material things. Together with almost 60 designers, entrepreneurs and change-makers from Brazil, Argentina, Chile, New Zealand, Australia, Indonesia, Thailand, Vietnam, Cambodia, Singapore, Malaysia and Japan they are sharing a sustainable snapshot of what is happening in the world today.

This book is not for sale but can be acquired with a donation to Viva con Agua, a charity organization that supports people with clean drinking water worldwide. Aart and Paula believe that happy reading goes very well with helping others.

With more than 250 colour photos of people, places and things for your inspiration.

[WWW.ITSNOTEASYBEINGGREEN.NET](http://WWW.ITSNOTEASYBEINGGREEN.NET)

[WWW.VIVACONAGUA.ORG](http://WWW.VIVACONAGUA.ORG)

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IT'S NOT EASY BEING GREEN

TWO DESIGNERS EXPLORING SUSTAINABILITY WORLDWIDE

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 CHRISTIAN WIEBE  
 TOBIAS HEIMHALT  
 WITH A PREFACE BY  
 NIELS PETER FLINT

A PROJECT INITIATED AND SHARED  
 BY AART VAN BEZOOYEN & PAULA RACHÉ

# IT'S NOT EASY BEING GREEN

TWO DESIGNERS EXPLORING SUSTAINABILITY WORLDWIDE



BRAZIL  
 ARGENTINA  
 CHILE  
 NEW ZEALAND  
 AUSTRALIA  
 INDONESIA  
 THAILAND  
 VIETNAM  
 CAMBODIA  
 SINGAPORE  
 MALAYSIA  
 JAPAN