

cradle to cradle islands

Preposition for the Cradle to Cradle - islands logo

The idea of 'Cradle to Cradle' (by Braungart and McDonough) is designing and developing products in such a way that all the commodities can be reused when the product is discarded. Instead of waste, one has materials for manufacturing new or other products. When this process is sustained, an infinite cycle emerges and the term 'waste' no longer belongs in the dictionary, but in the history books.

With this idea in mind I have come up with the 'revolving cube'.

Firstly, one can build all kinds of things with cubes. Just like little children who play with cubes, one can make a tower of cubes, then take it apart and build a castle and so on. For the 'Cradle to Cradle' principle I thought this would be a simple but striking metaphor.

To emphasize that 'Cradle to Cradle' is an idea for recycling I have added the three rotating 'waterdrops'. The waterdrops also make a dynamic image as opposed to a static one. The whole now really rotates, revolves.

Secondly, when you were to turn the cube around, you would see a different side of the cube, but it is still the same. This 'different but still the same' is a way of telling the 'Cradle to Cradle' story; one makes something different with the same commodities.

Why waterdrops?

First of all, it is something else for a change. Usually arrows are used when depicting 'recycling'. Arrows do not have that environmental quality and this is all about the environment. Waterdrops have a very natural (flowing, so to say) shape and without water there would be no environment in the first place, except maybe a Martian one. Secondly, water (and the life in it) tells us the quality of the environment. For example, the rising of sea levels tells us the extent of global warming. And thirdly, (drinking) water will be (or already is, with a global population of more than 6 billion people) a scarce commodity.

In those respects I would think that water also is a good metaphor for the 'Cradle to Cradle' idea.

A small addition in the cube symbol is a certain hint of M.C. Escher. The waterdrops can be seen in a two dimensional space, but also in a three dimensional space, when you 'place' them on the sides of the cube.



Islands

The 'islands' part consists of two elements: the word and the colour. The word is added after the cube and the blue is because of the fact that islands are surrounded by water.

The word 'islands' is added at the right hand side, so when the 'Cradle to Cradle' project would be expanded to other areas, the same look can be maintained, but with a differentiation like the examples presented here:

cradle to cradle  cities

cradle to cradle  forests

cradle to cradle  farms

The cube as design element

The cube motive can be used in various ways for example in folders, brochures, leaflets, or any kind of printing or promotional items.

