

## The Environment

Nowadays, the word “environmental” has become fashionable, the latest trend. Ecology has become a chapter, like many others, in political debates or magazine headlines. At least, awareness is very present in society.

More and more informed, we all have the possibility of taking back into our own hands the fate of the human race rather than letting it deteriorate to the mechanisms of the consumer society.

In this day and age, to act it is to refuse. And to refuse is a positive act, a real commitment, a vote. Let us rethink and let us exceed the ways of thinking; production and consumption being already obsolete to us.

Faced with multiple ecological dangers, our obligation of production for the evolution of our civilization has to join over time: we must be able to do our best with the minimum of material to go to the direction of our History: dematerialization.

I, therefore, developed various means of transportation - for example hydrogen powered bicycles, a modern-day answer to the reduction of materials and its intelligent use for an improved urban transportation program.

The use and transformation of natural materials are also of great ecological importance: such as water purification stations or the musical wind turbines which bring a little poetry to energy processing.

The research of new technologies answers to our real needs and not those create by the venality of multinationals, where the phenomenon of what is in and out of fashion is one of the many collusive tools.

For example, hydrogen-powered cars will naturally stand out as one of the evident solutions for modern transport.

Also let us bring to light synthetic materials which meet technical, practical, economical and ecological expectations, sometimes exceeding by far those of natural materials.

They favor, besides trend, one of the parameters indispensable to modernity: longevity. The creation of a product has to nowadays integrate the longevity of its use to overuse the process of recycling, which does not answer to the logic of sustainable development.

The commitment necessary for the protection of our environment involves the notion of perpetuity: a new relation between man, production, and objects has to appear; a notion I tried to introduce through my catalog Good Goods already in 1998.

It is necessary to extract oneself from the cycle of the latest trends, which are nothing more than an inciting reality in consumption and overconsumption. Rather, we must move towards the research for right products, which correspond to our real needs.

Together we shall create the market of tomorrow, the future moral market.

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