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Sustainism is the New Modernism: A Cultural Manifesto (Paperback)

By Michiel Schwarz

Distributed Art Publishers, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book. Michiel Schwarz and Joost Elffers Sustainism Is the New Modernism declares the dawn of a new cultural era, as we transition from modernity to sustainability towards a world that is more connected, more localist, more digital and more sustainable. As the authors of this clear-eyed manifesto argue, sustainism marks a shift not only in thinking and doing but in collective perception of how we live, do business, feed ourselves, design, travel and communicate, as much as how we deal with nature. In the twentieth century, whether we knew it or not, our world was shaped by modernist values, from the design of our cities to our homes, technologies and our conceptions of progress. Sustainism recasts our relationship to all of these things, binding ecological issues to a larger picture of our world. Through a series of graphically dynamic aphorisms, quotes and symbols designed for worldwide use by businesses, individuals and institutions, to signal support for sustainism, Michiel Schwarz and Joost Elffers show how the movement is already reshaping global culture, technology, food and media. With this concise manifesto, they launch the term sustainism into the...



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