



The Shape of Green: Aesthetics, Ecology, and Design

Lance Hosey

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Does going green change the face of design or only its content? The first book to outline principles for the aesthetics of sustainable design, *The Shape of Green* argues that beauty is inherent to sustainability, for how things look and feel is as important as how they're made.

In addition to examining what makes something attractive or emotionally pleasing, Hosey connects these questions with practical design challenges. Can the shape of a car make it more aerodynamic and more attractive at the same time? Could buildings be constructed of porous materials that simultaneously clean the air and soothe the skin? Can cities become verdant, productive landscapes instead of wastelands of concrete?

Drawing from a wealth of scientific research, Hosey demonstrates that form and image can enhance conservation, comfort, and community at every scale of design, from products to buildings to cities. Fully embracing the principles of ecology could revolutionize every aspect of design, in substance and in style. Aesthetic attraction isn't a superficial concern — it's an environmental imperative. Beauty could save the planet.

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