

TIME

Style & Design

THE
GREEN
DESIGN
1000

THE PEOPLE AND IDEAS BEHIND TODAY'S MOST INFLUENTIAL DESIGN



A horse by Kidsonroof Totem made from recycled cards

The Journey from Plastic to Paper

BACK IN APRIL 2006, WHEN WE PUBLISHED the first green-themed issue of *TIME STYLE & DESIGN*, a special supplement to *TIME*, we rather boldly proclaimed that sustainability was the new luxury. Admittedly, it was a stretch to speak of luxury goods and sustainability in the same breath. At the time, only a handful of major luxury companies had embraced environmental issues, and designers like Stella McCartney, who has always avoided leather even when It bags boosted the bottom line, were regarded as slightly off-kilter. Just three years later, McCartney's profits have increased 600%, companies as diverse as eBay, Tag Heuer and Ligne Roset are making huge strides in their sustainable designs and policies, and consumers are rejecting plastic for paper—or better yet, cloth—when they shop. With the environment top of mind nowadays, it's not such a stretch anymore to single out the Green Design 100: the people, companies, products and ideas behind today's most influential and sustainable design.

Difficult times often stimulate the creative imagination. On a recent trip to Cartier's archives in Paris, I was amazed by the innovation that evolved from the French jeweler's 100-year relationship with the U.S. Who knew the famous Tank Française watch was allegedly inspired by a tank used in World War I? Or that some of Cartier's most brilliant jewelry designs came from orders placed by American clients? It's further proof that consumers, whether they're buying fine jewelry or using paper bags instead of plastic, will inspire future design. —Kate Betts

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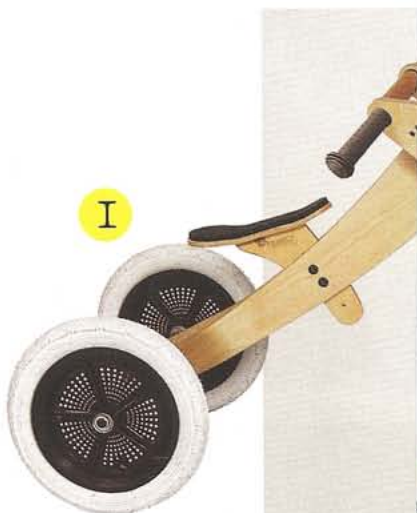
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Play. As the children's market grows, toys and togs are a focus

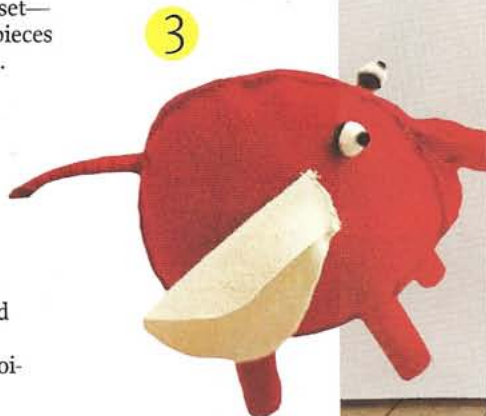
1 Wishbone Bike

On the premise that young children get frustrated with tricycles because they don't have the strength and coordination to pedal, Wishbone ditched the pedals, and instead kids brake with their feet and focus on learning to steer and balance. The bike adjusts to fit walking kids ages 1 to 5. It starts with three wheels, then converts into a two-wheeled, size-adjustable running bike. wishbonedesign.com



2 Popupshop

Offered in the U.S. at only a handful of carefully vetted outlets, this new Danish clothing brand is already a darling of the fashion crowd. The minimalist line—think Helmut Lang for the pint-size set—specializes in organic-cotton pieces colored with water-based dyes. popupshop.net



3 Bholu

This Australian company turns out stuffed felt animals, carpets and blankets—all inspired by sketches done by children in India. The idiosyncratic designs are produced by women in rural India who still practice traditional embroidery techniques. bholu.com

4 notNeutral BBO2

You'd never know that the sleek tables and chairs in notNeutral's weather-braving new BBO2 line of furniture for kids, created by Loll Designs using environmentally sound production practices, had former lives as detergent bottles, milk jugs and margarine tubs. notneutral.com



5 Y Water

Y Water is an organic, low-calorie water enriched with nutrients and minerals. But the best part may be the Y-shaped bottle, conceived by Yves Behar of the design firm fuseproject. It doubles as a Lego-like building toy. ywater.us

for eco-entrepreneurs



6 Kidsonroof Totem

Totem, 3-D construction kits with more than 120 recycled-cardboard building panels, are this Dutch company's latest offering. Each set comes with instructions for building several structures—like a witch house, a spaceship and a lizard. hipfromholland.com

7 Bambu

The housewares company is expanding its kids' collection with Bamdino cutlery. The reusable set, for kids age 3 and older, comes with a knife, fork and spoon, each in the shape of a prehistoric animal. bambuhome.com



8 Modern Play Shed

For the parent who shudders at the thought of a plastic playhouse in the backyard, Modern Shed's new kids' edition comes in unfinished wood ready to be painted or stained. Add-ons include vinyl-composition floor tiles and panels that give a look reminiscent of the Eameses' Case Study House. modern-shed.com/play.html
—By Kate Novack



PLAY SHED: CHAD HOLDER; BBO: MIKE AND MAIKE INC.