

# BEAUTY MATTERS

*By David Trubridge*

Why does beauty matter more in our day than it has ever done before, and how does it relate to sustainability? Is it enough to have environmentally efficient buildings if they are not beautiful as well? Can design be good design if it is not sustainable?

David looks at why beauty and art have been so important to the human race since we first ventured out of Africa. He offers some personal insights into how beauty and art may have first appeared in palaeolithic culture and shows how vitally important it has been to all cultures ever since. Without beauty there is no care, and if we don't care enough about our environment then our environment will not care for us. He also goes inside our brains to understand why contemporary culture cares so little, and shows how this may be remedied. All these considerations are part of his design philosophy which is clearly presented in this lecture. David will show how he has applied this philosophy in his manufacturing process to reduce his environmental impact.

## LEARNING OBJECTIVES

After hearing the lecture you will better understand:

1. the importance of art and beauty to all global cultures throughout history, and their relevance today,
2. the essential importance of beauty to sustainable design,
3. how art, design and craft are all parts of one integrated creative process,
4. the way in which the two hemisphere make-up of our brain affects creativity and our relationship with the environment.