

# ANTROPOS DESIGN INSTITUTE

CO-OPTING AND SUPERSEDING TECHNOLOGY WITH  
ENVIRONMENTAL ETHICS, CULTURAL DIMENSION, AND INTEGRITY

## MANIFESTO

for Homo Sustineo

DESIGN FOR DESIGN'S SAKE  
FEEDING A DIFFERENT FIRE  
FUELED BY STEWARDSHIP  
INSIGHT AND WISDOM  
NOURISHING DEMOCRACY  
AND THE HUMAN SPIRIT

The Antropos Design Institute is a non-profit organization created to foster aesthetics, innovation and integrity as an independent public and private policy research center with a major academic design program component to provide an in-depth design education for the design leadership challenges of the future – and toward social, cultural and environmental sustainability.

AnDi members, fellows, faculty and students comprise a learning community and resource center for exploring and understanding the design dynamics that resolve mankind's creation of material culture and the purposeful and aesthetic use of artefacts, products, packaging and tools in the natural, built, and media environment.

The Antropos Design Institute stages an AnDi Biennial Conference and offers the annual Antropos Prize for significant work(s) aligned with the Institute's values.

The Antropos Design Institute also hosts an Antropos Triennial Design Competition for sustainable goods and services.

The Institute extends its Antropos Seal of Approval to individuals, teams and companies that produce artefacts and products that are necessary, purposeful, aesthetic, enduring and leave a low impact on the environment throughout their life-cycle.

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Antropos Design Institute Members, Fellows, and Faculty are expected to manifest these traits of Sustainability:

- ... A heightened aesthetic sensibility - culturally attuned, environmentally responsible, with a degree of technical mastery in several fields.
- ... Critical thinking abilities to understand demonstrable evidence of facts, truths, and realities supported by qualifiable and quantifiable data, information, knowledge, intelligence and insight.
- ... Ability to reason dispassionately – to separate fact from fiction – to entertain realistic, attainable expectations, and to persist in beliefs and actions inline with real, long term, interests.
- ... Non-assuming attitudes towards ever bearing abundance and prosperity – and that less is more.
- ... An inclination to foresee and forbear – that market and technological solutions are inadequate to solve most urgent adversity trends.
- ... A broad and deep view of things – an ability to conceptualize the trajectory of history – time and place – and to visualize possible outcomes of present trends.
- ... Appreciation for a lifestyle where materialism is not a dominant value - with questioning economics of growth – not ignoring unqualifiable values – and not assessing or measuring value by monetary calculations.
- ... Growth away from the introverted cult of "mine" – here and now – gratification, rigid and rugged individualism inconsistent with cooperation or regard for social, cultural or environmental consequences.
- ... A respect for natural systems – that business keeps score with money and nature keeps score with consequences that you can't buy, or legislate your way out of.
- ... A regard for the consequences of inadequately considered altruism (when future welfare is needlessly sacrificed to well intentioned but ill considered acts in the present).
- ... Confidence in self and the world-at-large with an expanded visual literacy and vocabulary to develop one's expertise and a ready willingness in sharing it with others.
- ... To enhance the reputation of the Institute locally, regionally, internationally, and in the design community-at-large.

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with thanks to Lynton Keith Caldwell and Worldwatch Institute

### Membership - Become an Antropos Supporter

Become a supporting member of the Antropos Design Institute – lend a hand and invest in this important work.

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