

McDonough Iceland Collection®

Naturally inspired.



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MechoSystems has launched a new series in its line of fully recyclable shade cloths, created in collaboration with William McDonough.

The patterns of this jacquard weave have been directly converted from William McDonough's own photographs taken during his frequent visits to Iceland. The collection—a member of MechoSystems' EcoVeil® Screens and Naturals family—is also Cradle to Cradle Certified^{CM} Silver.

Sustainable and beautiful, the series includes four nature-inspired patterns—Earth, Basalt, Grid, and Scales. The material is a technical nutrient, the Cradle to CradleSM term for non-natural materials that are safe, highly stable, and used in closed-loop manufacturing cycles. This means that the yarn—a thermoplastic olefin (TPO)—can be recycled and manufactured into new, first-quality material.

Key features

- Treats the material as a nutrient.
- Uses renewable energy.
- Conserves natural resources.
- Reuses the material.
- Available in four standard patterns—16 colorways total.
- Also available in customer's own colors—300-yard minimums.



About William McDonough

- A founding principal of William McDonough + Partners, the internationally recognized design firm practicing ecologically, socially, and economically intelligent architecture and planning.
- A principal of MBDC, the product and systems development firm assisting prominent companies in the design of profitable and environmentally conscious solutions. The initiative was established by William McDonough and chemist Dr. Michael Braungart in 1995.
- A prolific author and highly active lecturer on his design philosophy and practice.
- The author was commissioned in 1991 to write *Hannover Principles: Design for Sustainability*, guidelines for the World's Fair EXPO 2000.
- Co-author with Braungart of the seminal book, *Cradle to Cradle: Remaking the Way We Make Things*.
- Co-founder, with Braungart, of the Cradle to Cradle Products Innovation InstituteTM a non-profit organization in California. McDonough and Braungart have donated the Cradle to Cradle certification mark, along with protocols, to the Institute to expand the success of the Cradle to Cradle framework to protect millions of people from toxic chemicals and unleash a wave of business innovation.

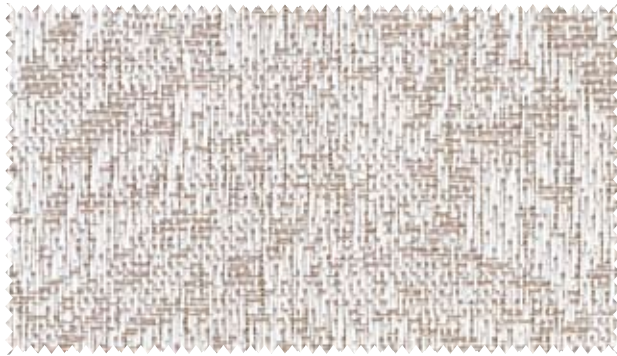
Cradle to Cradle Certified^{CM} is a certification mark of MBDC, LLC.

Basalt

Who would have thought that a hard and unforgiving volcanic rock could be reinterpreted into a warm and inviting shadecloth? They're much like a caterpillar into a butterfly.



8078 Moonlight, shown at full width, 64 in.



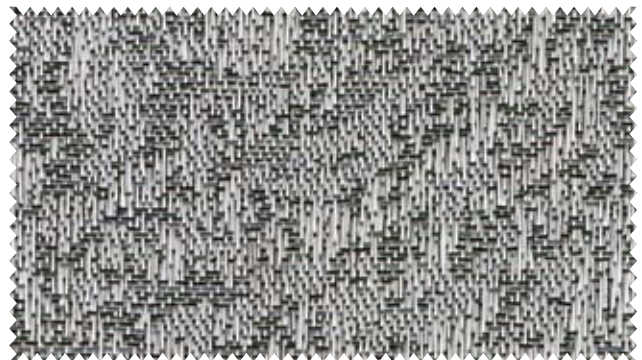
8075 Dawn



8076 Dusk



8078 Moonlight



8079 Midnight

Earth



Like the surface of clay after a rainstorm, then parched by the sun, it's transformed into an intriguing pattern escaping its origin. The colorways tell it all.



8152 Sienna, shown at full width, 64 in.



8151 Clay



8152 Sienna



8153 Wheat



8154 Chalk

Grid



A pattern inspired by the natural elements of a ubiquitous terrain feature: the iron of a sidewalk grate and the patina lent to it by the Icelandic weather.



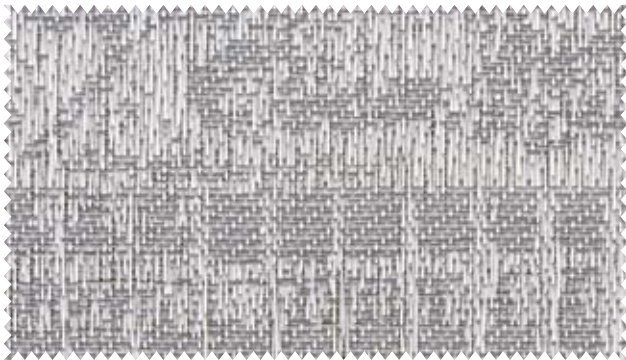
8074 Iron, shown at full width, 64 in.



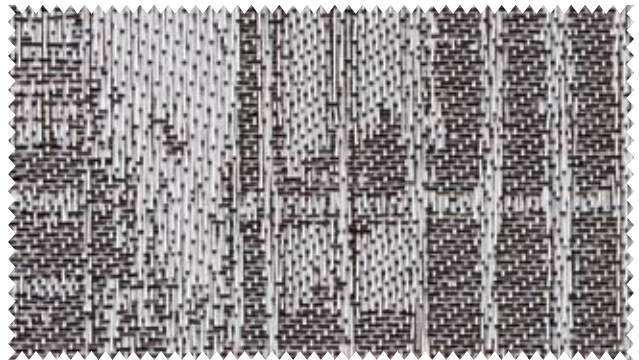
8071 Snow



8072 Beige



8073 Grey



8074 Iron

Scales



What do a trout and a shadecloth have in common? Clearly, here is the answer—the image of the speckled fish is transformed into a jacquard weave.



8066 Speckled, shown at full width, 64 in.



8065 Heather



8066 Speckled



8067 Golden



8068 Ivory



Content: 100% thermoplastic olefin (TPO)
Openness factor: approx. 1–2%
Stocked: 64–66 in. (163–168cm) wide
NFPA 701-2004: pass

To request 8½ x 11 in. (22 x 28cm) samples, send an e-mail to samples@mechosystems.com.



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Design with light.™

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