

THE NEW GREEN – WITH ADDED ENVY

Radiohead once said that they would stop touring for the sake of the environment, but these days there is an alternative. KT Tunstall's 2006 tour of the US was powered by bio fuel, in keeping with her green ethics. 'It seems unacceptable to tour using non-environmentally friendly fuel when there's an alternative available,' Tunstall has said. Country legend Willie Nelson has a vegetable oil powered tour bus too, and Bonnie Raitt and Sheryl Crow are also on the bio fuel bandwagon.

■ www.kttunstall.com

If you like cycling but love the engineering of a car too, take a look at the Gocycle. Designed by former F1 designer Richard Thorpe, it has a battery that can keep you going for 20 miles at up to 15mph, so you can tackle the hills on the way to the office without building up a head of sweat. The bike has a totally enclosed chain – which is why it looks a bit odd – so there is no chance of any bike oil making it on to your suit.

■ Gocycles cost £599–£1,198.
■ www.gocycle.com



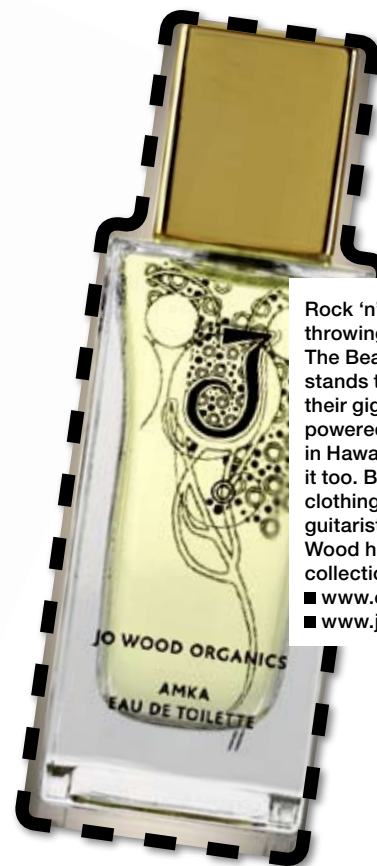
Laura Dixon looks at the very best new green innovations

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aving the planet used to be the main appeal of going green, but according to trend-spotting website www.trendwatching.com, there are now so many design-led green ideas that being eco-friendly has become a status symbol. The New Green isn't about homemade pen holders made out of recycled yoghurt pots, but the most stylish areas of architecture, fashion and design, with chairs that look brand new but have a shady past as a car battery, for example, or bags that are so durable that they will outlive their owners and be passed down for generations to come. See if you're not green with envy too.

Rock 'n' roll is maturing. Instead of throwing TVs out of hotel windows, The Beastie Boys now have special stands to recycle mobile phones at their gigs. Jack Johnson has a solar powered recording studio at his home in Hawaii and in LA, and the wives are at it too. Bono's wife Ali Hewson runs eco clothing line Edun, while Rolling Stone guitarist Ronnie Wood's ex-wife Jo Wood has an upmarket organic beauty collection, Jo Wood Organics.

■ www.edunonline.com
■ www.jowoodorganics.com



Greenpeace has just released a report accusing a number of major shoe brands of unwittingly buying leather from deforested areas of the Amazon – and contributing to environmental crisis. Side step the problem by buying shoes from the Adidas' Grün collection – they are all made from recycled or natural materials – or Nike's Trash Talk shoes, available in the US, which are made from manufacturing waste. The good thing is that you would never know the difference.



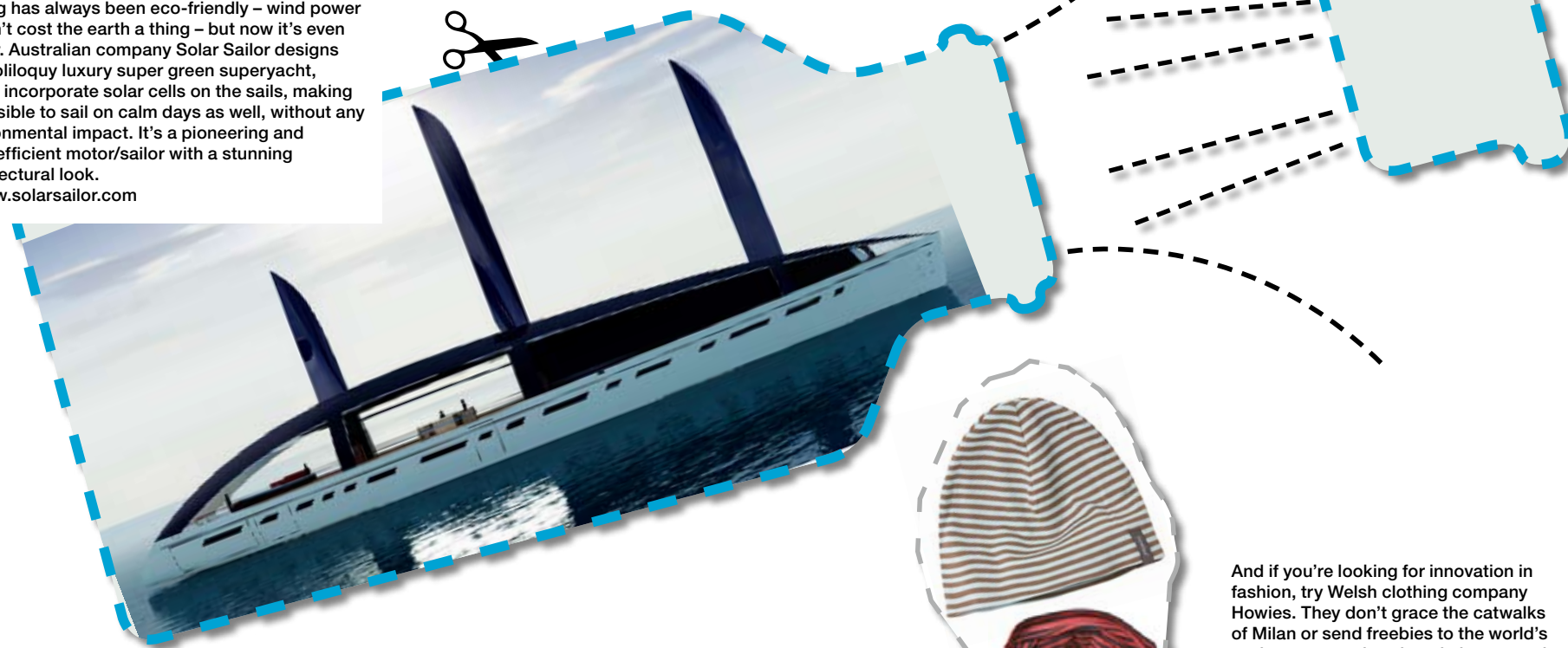
Don't let the grass grow under your feet – get it over your head. That's the message from the world's greenest museum, the Californian Academy of Sciences, in San Francisco. Like the Seoul branch of designer Ann Demeulemeester's boutique, the museum has a green roof providing habitat for local wildlife. And this summer, the five-star Athenaeum hotel in London's Mayfair, got in on the scene too. They called in world-renowned botanist Patrick Blanc to design a living wall of exotic plants and flowers to decorate the outside of the building, creating, as they say, 'a breath of wilderness in the city.'

■ www.calacademy.org
■ www.athenaeumhotel.com





Sailing has always been eco-friendly – wind power doesn't cost the earth a thing – but now it's even better. Australian company Solar Sailor designs the Soliloquy luxury super green superyacht, which incorporate solar cells on the sails, making it possible to sail on calm days as well, without any environmental impact. It's a pioneering and ultra-efficient motor/sailor with a stunning architectural look.
 ■ www.solarsailor.com



'NO REALLY, THIS WAS ONCE A CAR'

According to the Government's End of Life Vehicles Directive, 80 per cent of your car must now be reused or recycled at the end of its life; by 2015, it will be increased to 95 per cent. Manufacturers are designing cars for the future that are 'built to recycle' but in the meantime, old car parts are turning up in the most unlikely of places.

■ You would never guess that the sleek Japanese designed-Daylight chair (pictured above), was made from recycled car batteries and sets of seatbelts. Oozing clean lines, it's light, stackable and perfect for the office.
 • <http://europe.ki.com/daylight.asp>

■ Emily Baker sees beauty in old cars. Her lyrical modern showpiece jewellery is made from parts of the car engine, and she sells it via the internet from her home in Oregon.
<http://swordandfern.etsy.com>

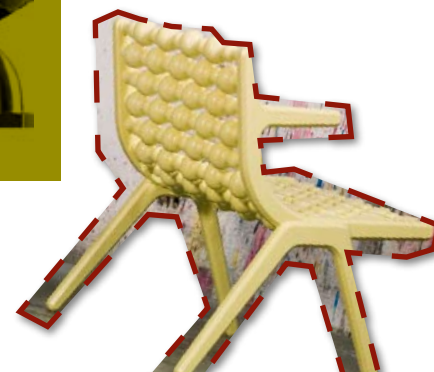


■ For stationary that has been around the block more than you, try Remarkable. Their pens, mouse mats and pencil cases all started life as a car. It might make you more driven in the office (sorry).
 • www.remarkable.co.uk

■ And for low-carbon heating option when the winter closes in, look out for the Hot Pod. It uses recycled engine parts in its wood-burning stove and is handmade in St Ives. Only available online, they cost £2,250.
 • www.hotpod.co.uk



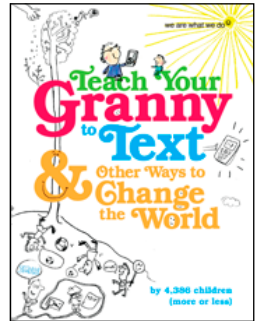
The latest green interiors news comes from the most unlikely of countries. Brikolör, in Sweden, is a brand new furniture company that stands for the exact opposite of that four-letter Swedish furniture company that we all know and love. Instead of being trendy for a season and not particularly long lasting, these items are guaranteed to last for 300 years, and include storage cabinets made of ash and larch and bobby chairs made from laminated wood. And you still have the fun of the odd Swedish names that look like they have been made up, too.
 ■ www.brikolor.com



And if you're looking for innovation in fashion, try Welsh clothing company Howies. They don't grace the catwalks of Milan or send freebies to the world's sexiest women, but they do have an ethos that is all about longevity and quality – if we're buying less, we're looking after the planet better by creating less waste. Howies has a range of jackets and bags designed to be hand-me-downs – they actually get better with age.
 ■ Jackets cost £400, bags cost £125-£195.
 ■ www.howies.co.uk



Who said big business had to wreck the environment? Innovative design and marketing agency Curb in London is at the forefront of sustainable marketing. 'Ultimately we just love to do cool things with nature,' they say, and they certainly walk the talk. Recent successes include spraying the streets of London with seawater – using special stencils – to highlight the refurbished reopened Sea Life London Aquarium. The agency has also used sand sculptures, grass cutting and snow tagging to get their messages across
 ■ www.mindthecurb.co.uk



Disney is using green marketing in a clever way. It has just launched Project Green in America, supported by The Jonas Brothers and Hannah Montana. The multi-platform website gives children suggestions on how to make their parents greener and asks them where profits from Disney Corp should go, and which charities to support. Starting them young can only be a good thing – and by giving the kids a way to influence their business decisions, they will feel like they are a special part of Disney for life. And getting kids to associate being green with being cool is a major part of the green movement – social change group We Are What We Do produced a book last year called 'Teach Your Granny To Text', another collaborative project asking children what they think they could do to change the world.
 ■ www.wearewhatwedo.org