



**HOPKINS
FOODSERVICE
SPECIALISTS, INC.**

The Stone Age didn't end because we ran out of stones.

—Sheikh Ahmed Zaki Yamani



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Dear Associate,

At a recent GreenBuild seminar about waste management, I felt like I was popping out of my cracked shell into a wonderful new world being designed by William McDonough. The GreenBuild seminar was not specifically about his books written with Michael Braungart, *Cradle to Cradle: Remaking the Way We Make Things* or *The Upcycle: Beyond Sustainability — Designing for Abundance*, but the presenters mentioned them enough to point me in that direction, and went on to tell us about projects where they had been applying Cradle to Cradle concepts with fantastic results. It was then that I knew my next FYI would be titled "Everything Is Food." The image is a foodie's dream.

A recent blizzard presented me with a quiet office, where I could finally start writing. Yet, even a blizzard couldn't give me enough time to get the books, read them, digest the ideas, form a new perspective, and apply it all to our work. Instead, I watched videos: Ted Talks — William McDonough: *Cradle to Cradle Design* (<https://www.youtube.com/watch?v=loRjz8iTVoo>) and "The Upcycle": A Presentation by William McDonough at the Stanford University Libraries (<https://www.youtube.com/watch?v=d5f9blN-6jg>).

For those of you who may still be busy in the cozy darkness of your shells, as I was, McDonough is a visionary architect who teamed up with German chemist Michael Braungart to develop advanced ways to approach ecology and to apply their ideas in books, product development, and building projects in China and around the world. McDonough is a Master Architect and visionary, who made it into to my imaginary club of all-time favorite living human beings. That's because he is positive, creative, entrepreneurial, and, most of all, effective. He believes in the power and value of commerce, as I do, and he uses his genius to lift children and the poor, the most vulnerable among us, from a depressing, dangerous, and hostile world. (I wonder if he needs a commercial kitchen.)

Everything Is Food

Smart New World

Bill McDonough asked why it took us so long to put wheels on luggage. Everyone chuckled.

To paraphrase him: If you asked a man how his marriage was, and he replied that it was sustainable, you would feel sorry for him. Just sustainable? So why is that our goal for the planet? We want our planet to be continually improving, abundant, and full of life. We can make that happen, by mimicking a tree with its many functions, uses, longevity, and especially its ability to regenerate itself.

A larger world population, which needs more food and cleaner air, can be met with smarter technology and better thinking. Rather than be concerned about how to reduce populations, let's celebrate new life.

Growth is good. It's the precondition for life. The concept of zero, from its inception in Egypt, is repulsive and antithetical to nature and to life. Cradle to Cradle encourages rebirths.

McDonough says biological and technical nutrition fosters life. When buildings can solve world problems, then building designers need only step up to the plate.

"Commerce," says McDonough, "is quick, creative, efficient, and honest." Even when a government commissions a building, the commercial sector can design it to contribute to the environment, rather than take from it. A federal building McDonough designed in California, with a typical federal budget and schedule, generates 120% of the energy it needs to operate from renewable resources and purifies its own water! This project demonstrates that we can work around commonly perceived excuses not to be innovative.

What does it tell you when countries with fewer regulations are developing more innovative solutions? We must stop allowing fear to inhibit growth and improvement. **America was founded on optimism and determination, not fear.**

(Please scroll down)

OUR GOAL IS A DELIGHTFULLY DIVERSE, SAFE, HEALTHY AND JUST WORLD, WITH CLEAN AIR, WATER, SOIL AND POWER ECONOMICALLY, EQUITABLY, ECOLOGICALLY AND ELEGANTLY ENJOYED.

WM. MCDONOUGH



**HOPKINS
WINTERING
WITH YOU!**

CULTURAL ARTS

Ewing Cole:
NMAI - NYC
PerkinsWill-Freelon:
NMAAHC
SOM:
NMUSA
SmithGroupJJR:
Museum of the Bible

EDUCATION

Ewing Cole:
Quantico Middle High
Grimm & Parker
Graceland + Holabird
NetZero Schools
Goody Clancy/BIG:
UMass - ISOM
Leo A Daly/BIG:
Wilson School

HEALTHCARE

SOM:
Almaty International
Medical Center
HDR:
ROB Weilerbach

JUSTICE

Penza Bailey:
DPSCS Phase I

WORKPLACE

AECOM:
Government RFP
Ennead:
OBO Ankara
Faithful & Gould:
AOC - Dirksen Bldg
Gensler-BV:
Confidential Project
Keiran Timberlake:
OBO - London
Michael Graves/BIG:
Confidential Project
SOM:
Saudi Arabian
Monetary Agency, HQ

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I have often viewed our company and the work we do as that of bumblebees, flittering from project to project, sucking in knowledge, ideas, and personal experiences. Then we fly over to pollinate other projects and develop even better relationships and better projects with those we have worked with for years and with new project managers.

As you read my article, I hope you will agree with me that we, as a community of designers, have been challenged by McDonough to give our collaborative work more reasons and ways to improve the world than ever before. We at HOPKINS accept this challenge and will continue to look for ways to see everything, especially waste, as food.

Yours truly,
Lynn Hopkins



The Anatomy Lesson of Dr. Nicolaes Tulp, 1632, by Rembrandt van Rijn reminds us that humanity's path out of the darkness of ignorance has been a long and exciting one that will continue for ages. We need only to maintain the same quest for learning and fascination of these gentlemen.



The Dance - Paula Rego, 1988

Smart New World continued...

Let's approach our projects with a wider view of what can be accomplished. Let's lead our clients into a smart new world with options that they may not have thought possible. **Allow our society to get more value from the millions of dollars spent and the thousands of hours devoted to our new buildings and renovation projects.**

For example, in food service design, most chefs and managers are not familiar with what is now possible. When HOPKINS raises options that offer energy savings and significant waste reduction, then we are aiming to improve our world. But it takes initiative, good teaching skills, and team support.

The task at hand may look daunting. How can our chaotic world improve? McDonough reminds us that "Thomas Jefferson and Mikhail Gorbachev, two revolutionaries from vastly different worlds, both noted that revolution is ignited when as few as 5% of the people are aligned around the idea, get it, and start to move on it!" It doesn't take many of us to fuel the flames of McDonough's revolution against poison-filled materials and to embrace regenerative Cradle to Cradle design.

It's not the three Rs, (i.e., Reduce, Reuse, Recycle) but the six Rs that we should strive to achieve. To the first three, add Redesign, Renew, Regenerate. Let's regenerate as much as possible from our clothing, shoes, and appliances to our buildings. Consider all waste and emissions as potential ingredients for a new meal, a new use.

For example, in food service design, HOPKINS often specifies bio-digestors. We first liked them because they made it easy to send the watery product down the drain, and they solved the problem of clogging presented by garbage disposers. Now, let's use that water on rooftop gardens or for other nonpotable water uses. On larger projects, let's send the water to power stations to make fuel.

Two years ago, my little town of 300 in Maine could no longer afford trash collection service; we now have to haul our own waste to the next town. To have to haul our own trash and garbage makes us think twice about other uses for everything.

Dark problems, at their nucleus, contain grains of light. When we search for that light and open our minds to new ways of being and doing, we're contributing to the regeneration of our old world.

Repair Café was started by Martine Postma in Amsterdam in 2009 as a place where folks can bring their broken appliances and, over a cup of tea or coffee, repair them rather than throw them into landfills. Hundreds of Repair Cafés are now open all over the world. Find one in your city (<http://repaircafe.org/en/>).

Freecycle Network is a grassroots nonprofit movement of people, who are giving and getting stuff for free in their own towns. The Freecycle concept has spread to more than 85 countries with thousands of local groups that represent millions of members. Freecycle members are keeping more than 500 tons a day out of landfills (<https://www.freecycle.org>).

