

BP's Twitter Trouble

Why Netflix + Hulu Should Merge

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2010

**McDonald's
\$2.4 BILLION
MAKEOVER**

**WHAT MAKES
JetBlue SOAR**

SPECIAL ISSUE

**MASTERS of
DESIGN
2010**

**“To work in sustainability
is to work in complexity.
We must give
the right example.”**

—PATRICIA URQUIOLA

**PATRICIA
URQUIOLA'S
\$300 Million
Footprint**

**Techland's
ANTI-GREEN
Advocate**

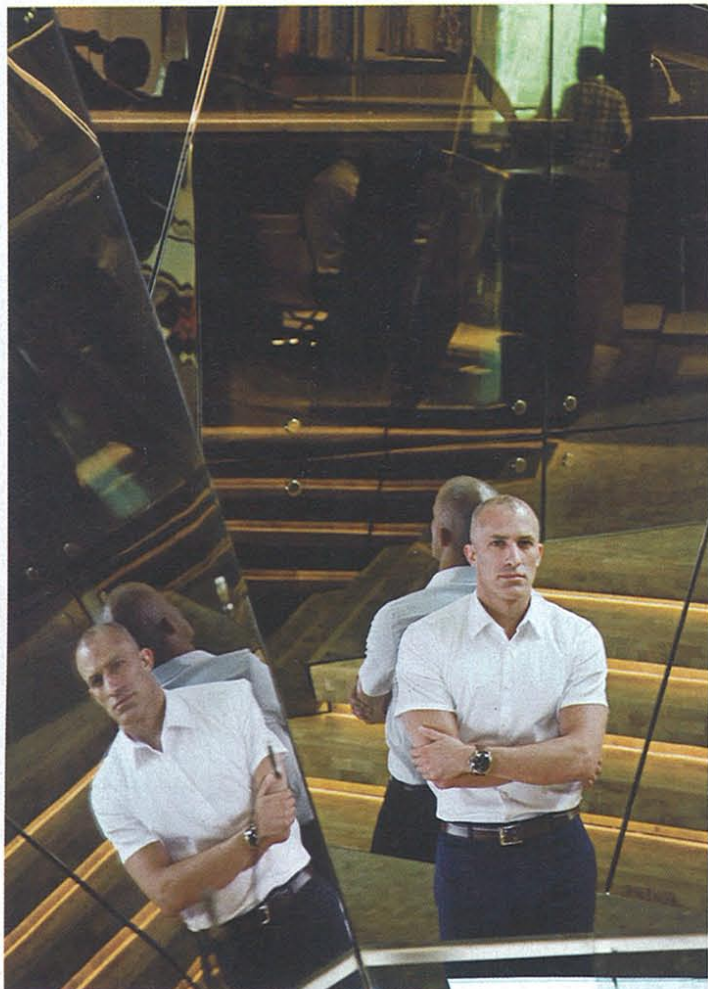
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Where Are They Now?



Burt Rutan

Everyday astronauts—why not? Burt Rutan's *SpaceShipTwo* has already garnered 360 reservations for a 2.5-hour, 68-mile-high adventure into space, with the spacecraft potentially blasting off in less than a year. *SpaceShipTwo*, a collaboration between Virgin Galactic and Rutan's Scaled Composites, is essentially a souped-up version of *SpaceShipOne*, the craft that won the \$10 million Ansari X Prize in 2004. Will Whitehorn, president of Virgin Galactic, doesn't think the remaining trials will be much of a roadblock for Rutan (MOD '04): "I've often characterized him as the modern-day Leonardo da Vinci of aviation design."

Joshua Prince-Ramus

Sure, he designed the achingly beautiful Seattle Central Library

and Dallas's much-anticipated Dee and Charles Wylie Theatre, but Joshua Prince-Ramus (MOD '05) still cringes at the word *starchitect*. Not that his aversion to ego has prevented him from taking on big projects: His New York firm ended its partnership with Dutch architect Rem Koolhaas in 2006 and was reborn as Rex. He's currently finishing Museum Plaza in Louisville, Kentucky, a 62-story skyscraper and floating art museum that's also home to the University of Louisville's graduate programs and a Westin Hotel. "When the economy picks up again, we will be stronger than before the crash." In fact, he says, the recession may end up helping architecture, which "was languishing in a period of form fucks function. Now there is a lot of discussion about a new sobriety."

Altered

Perspective
Prince-Ramus says the recession is an opportunity to reset design thinking.

J Mays

Ford's chief creative officer is still dodging the label "Mr. Retro"—earned thanks to his successful redesigns of the Ford Mustang and Volkswagen Beetle—but the MOD '04 alum says looking to the future is now easier than ever. Ford sold money-losing Jaguar in 2008 and retrenched to its core nameplate, with the goal of making cars that are more environmentally friendly (see: the Explorer and new hybrids and electrics) and simply fun to drive. In his early years, "the cars were like self-indulgent baby-boomer guitar solos," Mays says. Now his designs are "customer informed" and driven by sophisticated, specific market research. The Ford Fiesta, for instance, was designed with an imaginary 23-year-old Italian named Antonella in mind.

Bruce Mau

Innovative graphic designer turned starchitect collaborator turned world-class conceptual artist—there isn't much that doesn't interest Bruce Mau. The Canadian designer's Massive Change, a multiyear multimedia traveling exhibition that we featured in 2005, eventually begat a book, radio series, and blog. Last year, he collaborated with a group of Chicago architects on the book *The Third Teacher*, which examines how learning environments shape the learning experience. At the same time, he was studying a wholly different environment—the new \$1.6 billion, 82,500-seat stadium for the NFL's Giants and Jets. Charged with designing the entire fan experience, Mau eased the awkwardness of the shared-stadium relationship through smart but subtle details, such as interior lighting and graphics that change based on who's playing. **FC**

Shape-Shifter
Mau's outlook is ever changing.

