

# TRIMTAB

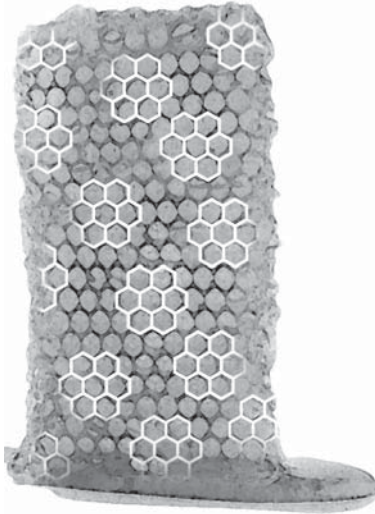
Newsletter of the Buckminster Fuller Institute Vol.16 No. 3 Fall/Winter 2003



Keeping a Pulse on the Design Science Revolution

## Welcome to the Comprehensive Design Network

As highlighted in our Spring 2003 *Trimtab* (Vol. 16 No.1), one of the BFI's key initiatives is to facilitate the emergence of a Comprehensive Design Network. On November 2<sup>nd</sup>, 2003, we hosted the first of what we hope will be many



networking events around the country aimed at connecting the remarkable array of individuals affected and inspired by Buckminster Fuller (see also [BFI Converges in Los Angeles](#) below). If you are interested in helping to facilitate a networking event in your city, please let us know.

To illustrate the dynamic and diverse nature of this emergent network, *Trimtab* will feature profiles of the work and ideas of the Comprehensive Design community.

We have invited a few leading innovators to share their thoughts with us, including Jay Baldwin, Bonnie DeVarco, Terrence Glassman, Peter Meisen, and Peter Pearce. You will find their profiles on pages 4 through 6. We hope you enjoy this new feature of *Trimtab*—and we look forward to many more inspired stories.

[continued on page 4](#)

### The Network

BFI's Comprehensive Design Network is initially envisioned as a matrix of projects and people whose work has been influenced by the principles and practices demonstrated by Buckminster Fuller.

As the Network scales, it will enable the remarkable array of design innovators guided by similar principles of comprehensive thinking to:

- connect online and in person at localized events.
- showcase their work online and in print.
- search a database of projects and people on the leading edge of the design revolution.

## BFI Converges in Los Angeles

by Elizabeth Thompson

BFI staff and board members convened in Los Angeles with members and supporters for a milestone weekend, marking the culmination of an intensive year of strategic planning and re-visioning the critical path for the Institute's future.



Board member Greg Watson addresses guests at the benefit hosted by Mary Buffett and Pouneh Harandy.

The weekend began with a beautiful benefit party hosted on behalf of the Institute by author and financial strategist, Mary Buffett and Iranian born artist and pistachio heiress, Pouneh Harandy. The event, hosted in Pouneh Harandy's home, featured the art work of Nicole Buffett and Zari Namdar both of whom generously offered to donate a portion of any sales of their work that evening to BFI. The benefit drew a crowd of 100—a rich cultural mix of musicians, artists, Design Scientists, and members of the Southern California Persian community. A first for the Institute, the evening was a great success!

On Sunday November 2<sup>nd</sup> 120 people gathered at the Southern California Institute of Architecture ([SCI-Arc](#)) for a unique and inspiring event. Another Institute milestone, the event gathered the Southern California network of Fuller inspired innovators to meet the leadership of BFI, network, and share their

work and ideas. Presentations were kicked off by an impassioned presentation by Greg Watson, BFI board member, about the critically important relevance of Fuller's ideas today, followed by BFI's Board president, Joshua Arnow, who shared the exciting vision for BFI's future.

A distinguished panel of seven acclaimed Design Scientists followed—each of whom addressed how they are

[continued on page 3](#)



The panel of speakers at SCI-Arc.



## Networking for Success Aboard Spaceship Earth

Humanity is now experiencing history's most difficult evolutionary transformation. We are moving away from a rooted life-style with a 95-percent rate of illiteracy. We are almost unconsciously drifting away from self-identity with our ages-long, physically-remote-from-one-another existence as 150 separate, sovereign nations. Now the uprooted humans of all nations are spontaneously deploying into their physically integrated highways and airways and satellite-relayed telephone speakways, into a big-city way-stationed, world-around living system.

We may soon be atom-bombed into extinction by the preemptive folly of the political puppet administrators fronting for the exclusively-for-money-making, supranational corporations' weaponry industry of the now hopelessly bankrupt greatest-weapons-manufacturing nation (the U.S.A.).

If not bomb-terminated, we are on our ever swifter way to becoming an omni-integrated, majorly literate, unified Spaceship Earth society.

The new human networks' emergence represents the natural evolutionary expansion into the just completed, thirty-years-in-its-buildings world-embracing, physical communications network. The new reorienting of human networking constitutes the heart-and-mind-pumped flow of life and intellect into the world arteries.

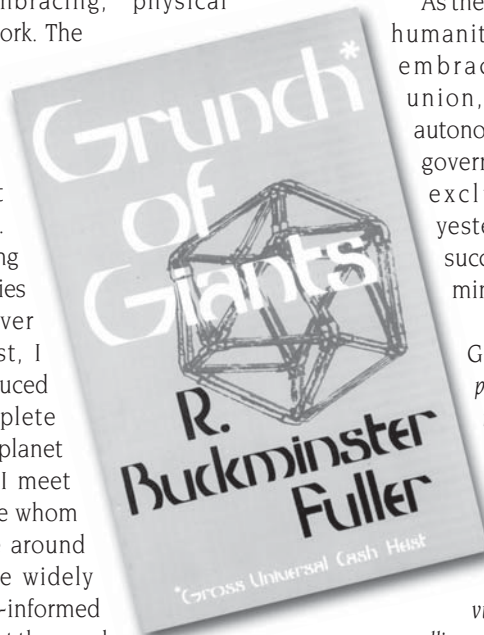
The world-integrating networking self-multiplies and accelerates. Never traveling as a tourist, I myself have been induced into forty-eight complete encirclements of our planet and everywhere I go I meet more and more people whom I have met elsewhere around the world. Ever more widely traveling, literate, well-informed individuals discover that they, and

an ever faster increasing number of other humans, are becoming intuitively aware that life is breaking them out of the ages-long, anonymous life-patterning of the beehive drone. They experience newborn hope that humans have indeed a destiny of individual significance complementary to the integrity of other individuals.

The networking accelerates as does light in Einstein's equation  $E=Mc^2$ . The lower-case  $c$  is the symbol for the linear speed of light, 186,000 miles per second. When not reflectively focused, light expands omniradially as a sphere. The rate of surface growth of a spherical wave system is always the second power of the linear (radial) growth speed. That is why it is  $c^2$  in Einstein's equation, which means 186,000 x 186,000 miles of spherical surface growth per second. Since human thought can calculate in minutes what it takes light to travel in one year, it may be that thought itself expands outwardly in all directions at a speed even faster than light—maybe in no time at all—to inter-network the people of our eight-thousand mile diameter spherical space home.

As the networking accelerates humanity into a spherically embracing, spontaneous union, yesterday's locally autonomous, self-preoccupied governments are left in the exclusive control of yesterday's most selfishly successful and entrenched minorities.

*This text is excerpted from GRUNCH of Giants, first published in 1983 and recently reprinted in paperback by Critical Path Publishing. Copies of the 98-page book are available for purchase from our online store by visiting [www.bfi.org](http://www.bfi.org) or by calling us at (707) 824 2242.*



## Who We Are

The Buckminster Fuller Institute (BFI), a 501(c)(3) nonprofit organization committed to a successful and sustainable future for 100% of humanity. Founded in 1983, BFI serves a global network of Design Science innovators and acts as a catalyst, facilitator and resource for networking, learning, and pioneering whole system designs.

### Our Mission:

To catalyze awareness and action towards realizing humanity's option for success.

### Board and Staff

#### Board Members

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Lauren Darges, Chief Administrator  
 Deborah Grace, Communications Coordinator  
 Michael Schmidt, Shipping Coordinator  
 Elizabeth Reuter, Administrative Assistant

### What's Design Science?

In the words of Buckminster Fuller, Design Science is "the effective application of the principles of science to the conscious design of our total environment in order to help make the Earth's finite resources meet the needs of all humanity without disrupting the ecological processes of the planet."

### Trimtab

The *Trimtab* highlights projects, organizations and individuals who are applying Design Science principles towards humanity's option for success.

### Trimtab Production

**Editorial Team**, Joshua Arnow, Lauren Darges, Carl Frankel, Jaime Snyder  
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**Interactive and animated geo-stories  
about the state of the Earth, our communities  
and their possible futures.**

## EARTHscope Update

### EARTHscope.com Site Launched

The finishing touches have been put on our new EARTHscope.com web site. The site not only offers a clear and concise overview of the EARTHscope (ES) project and the geo-story concept, it also provides background information on our long-term vision for the ES project and introduces you to our ES team and invaluable advisors.

EARTHscope.com is also a direct access point to the ES Library and its growing number of geo-stories, developed in collaboration with our various content partners.

Take a moment to explore the site! Check out "What's New" and what's in the "Pipeline." Visit [www.EARTHscope.com](http://www.EARTHscope.com) or click the link on the Institute's homepage at [www.bfi.org](http://www.bfi.org).

### Earthspan

The ES team just completed an interactive EARTHscope™ kiosk presentation that features content from the Assateague Island



Peregrine Falcon Survey. The kiosk will be located at the new Bateman Educational Center of the Chincoteague National Wildlife Refuge in Virginia. The internet-based kiosk produced by Earthspan displays four historical falcon flight path animations. A fifth flight path will feature updates from live falcon tracking data that will be remotely uploaded to the EARTHscope kiosk over the coming year.

### EARTHscope R & D update:

The ES team is working to develop "EARTHscope SP," a "self publishing" edition of the ES application that will allow individuals, groups and institutions to produce their own simplified geo-story modules without any knowledge of Macromedia Flash. Building off the ES 2.0 architecture, the SP version is being created to offer many features and functions, including:

- full map window functionality with zoom, pan, rotate
- interactive map layers and sequencing of time series maps (accomplished through the use of multiple jpegs)
- slideshows or graph displays
- table of contents with executive summary
- drop-down menu system, help area and credits area.

To build or update geo-story modules for uploading to the EARTHscope player, users would only need to generate:

- image files (jpegs and gifs) for map and graph windows
- text files for the text window
- credits (html)
- variable files based on ES standard template (text files) to control the interactive and dynamic components of the geo-story.

With these simplified requirements, the SP version will make the EARTHscope far more usable by students and smaller non-profits.

### Resources

- [www.EARTHscope.com](http://www.EARTHscope.com)
- [www.earthspan.org](http://www.earthspan.org)

*"EARTHscope delivers an attractive presentation that is now THE featured kiosk display in the Bateman Center. We could not have completed the kiosk in such a professional manner without the timely and expert assistance of BFI and Chromatrope. They provided Earthspan with expertise that we cannot afford to keep in-house as a small, not-for-profit. This facility will host over 1.7 million visitors annually, and the EARTHscope kiosk will enable refuge visitors to experience bird migration like never before!"*  
- Blake Henke, Earthspan

## BFI in Los Angeles (continued from page 1)

applying the Design Science in their work. The panel included: Kirk Bergstrom, Bonnie DeVarco, Celia Pearce, Peter Pearce, Peter Meisen, Victoria Vesna, and Chris Zelov (see also [Welcome to the CD Network](#) on pages 4 to 6). Audience comments and participation followed.

The discussion ended with a very moving tribute by Bonnie DeVarco (former Fuller Archivist). Bonnie presented an award inspired and produced by the incredible porcelain artist Bobby Jaber. The awards, each a unique and stunningly beautiful [Porcelainia](#) vessel, based on the icosahedron, Fuller's "pure" starting point for geodesics, were presented to Jay Baldwin for his

contributions to geodesics and Design Science, and to Peter Pearce for his continuing contributions to the fields of design, art, architecture and science. Previous recipients of this award include



Sir Harold Kroto, Dr. Richard Smalley, Dr. Robert Curl, E. J. Applewhite, Bonnie DeVarco, and Roberto Trujillo for their contributions to Design Science. The events reinforced our determination to take an active role in catalyzing an international network of Fuller inspired innovators.

Allegra Fuller Snyder, Bucky's daughter, and Jaime Snyder, Bucky's grandson, were also on-hand and graced the audience with closing remarks.

Thanks to all of you who joined us for these events. And many thanks to Pouneh Harandy and Mary Buffett for their generosity. If you would like to host a fundraising benefit on behalf of the Institute, please [contact us](#).

# Meet the Comprehensive Design Network

(continued from page 1)

## Jay Baldwin

I resisted attending a 1952 lecture at Ann Arbor; I'd never heard of R. Buckminster Fuller, who had not yet built anything. Fourteen hours later, though, I'd resolved to live my life as an experiment with me as the rat (Bucky had already taken 'guinea pig'), convinced that Universe would take care of me as long as I worked as a discoverer, implementer and teacher. I have, and it has—I haven't looked for a job since, and continue to live an interesting, busy life.

There is still plenty left to do—much of it by the teams required for comprehensivity: Bucky's call for Comprehensive Anticipatory Design Science—alias whole systems thinking—is only now being realized as the more alert industries prove that wasteful societal and environmental damage are unnecessary and unprofitable.

The corporations are joined by physicists discovering relationships and geometries foretold by Synergetics. A number of workers are developing new, more effective versions of World Game—just in time. Others are exploring ways to make the teams more effective.



In my corner, my 1982 New Alchemy Pillowdome has been dismantled. Examination of the vandalized remains reveals that, despite detail flaws (and a zero safety factor intended to reveal its failure modes), it raised vegetables on Cape Cod year 'round, while withstanding serious hurricanes and 23 winters. Its 1/2 lb-per-square-foot of floor area convincingly demonstrated ephemerization.

Closer to home, my wife Liz and I have completed 4,000 miles of testing our radical Quickupcamper, a pickup conversion that literally handles like a car (albeit a fat one) while averaging 20 miles per gallon (conventional designs average about eight). When produced, it will educate the six million RV owners now registered, and is intended to

inform the first fuel cell camper when installed on Amory Lovins' proposed Hypercar® platform someday.

Jay Baldwin has demonstrated and inspired Comprehensive Anticipatory Design since 1958. He authored *BuckyWorks* and currently teaches at California College of the Arts in San Francisco. He can be reached at [jaybaldwin@aol.com](mailto:jaybaldwin@aol.com).

## Resources

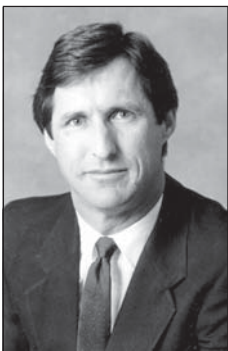
[www.hypercar.com](http://www.hypercar.com)

[www.quickupcamper.com](http://www.quickupcamper.com)

*BuckyWorks: Buckminster Fuller's Ideas for Today* by J. Baldwin, John Wiley & Sons, 1996, 243 pages.



## Peter Meisen



It was 1973 when I heard Buckminster Fuller speak at our local community college. Bucky, in true form, launched into a three-hour tour of the universe, history of our planet, generalized principles and triangular geometry.

A decade later at a Hunger Project board meeting, he admonished us all to read *Critical Path*, saying it provided a road map for humanity's success.

Being educated as an engineer at UCSD during the Cold War, most of my fellow alumni found jobs in the local defense industry. My own calling was towards social engineering. After co-founding the SHARE food distribution program in the mid 80's, I started to ask the question, "what's

# GENI

GLOBAL ENERGY NETWORK INSTITUTE  
a solution to global problems

next?" So, I took *Critical Path* on vacation, read it in three days, and forever changed my life.

The answer to my question was on page 206: "The world's population will stop increasing when and if the integrated world electric grid is realized. This grid is the World Game's highest priority objective."

This was way too big, but I knew the power of taking a stand and that one can start from almost nothing. Over the next six months, I read everything in the Fuller archive about the grid, and re-educated myself on long distance power transmission. The Global Energy Network Institute (GENI) was formed in 1989 to research and educate all to the benefits of this global strategy.

When we began this work, the experts told us the technology was available, but the politics between nations would be the hurdle. Therefore, GENI's focus is to educate all people, especially world leaders, about the potential benefits of Fuller's proposed global electric grid.

In the early 90's, 50 of 200 nations traded electricity across borders—today there are 100. Solar and wind power are the fastest growing energy resources today, at 20% and 30% respectively.

The recent blackouts in the U.S., Canada and Europe have educated people about this pervasive energy grid that supports all we do. Yet two billion people, 1/3 of humanity, still have no access to electricity. More than ever, Bucky's premier global strategy—linking renewable energy resources around the world—needs implementation by our leaders and support from each of us.

## Resources

[www.geni.org](http://www.geni.org)

[www.sharefoodprogram.org](http://www.sharefoodprogram.org)

The Hunger Project: [www.thp.org](http://www.thp.org)

## Bonnie DeVarco

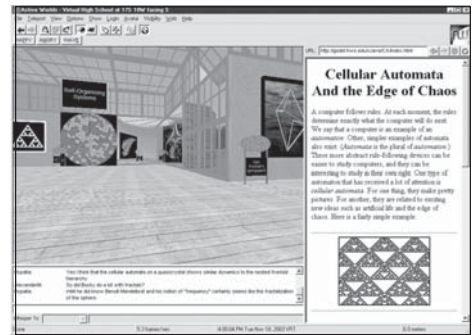


I first discovered Buckminster Fuller's work through a copy of *Synergetics 2*. I was a re-entry college student at the time, raising two children by myself and working long hours to make ends meet. But Bucky's dynamic, omnidirectional perception of the workings of the universe and his altruistic philosophy profoundly inspired me to think that even I could find a way to "make a difference." I became even more thoughtfully dedicated to education as I embraced his most salient concepts, "Accelerating Acceleration," the "Ephemerization of Information," the growth of what he termed a "World Citizenry," and the trends from "wired to wireless, weight to weightlessness."

By the time I started working in Bucky's archive years later, I had already let Fuller's concepts shape my work in cultural

anthropology, graphic arts, dance, writing, research and documentation. Bucky talked about everything—all at once—all the time, and concentrated on the relationship matrix between all disciplines. His unique juxtaposition of art, technology, nature, science and the mind could easily be applied to any of my own endeavors. I learned to blend them all together with the rapid rise of computer technology and the growth of collaborative Cyberspace. Fuller's concept of "Design Science," a way to stay inside this juncture between disciplines and practices as we "model Universe," has finally found its most useful medium—media itself.

Part of my work with distance learning technologies is developing lightweight 3D virtual worlds in cyberspace for education and global collaboration. My colleagues and I build them with the goal of maximum efficiency, beauty and functionality. If Bucky now could see these virtual architectures—full-scale models of colleges, beautiful art galleries, interactive genome exhibits, transformational geometries, buckyball



avatars—the first thing he would say is, "How much do they weigh?" Without skipping a beat, I would answer "Nothing."

Bonnie DeVarco specializes in emerging technologies in education and distance learning. She lectures on next generation GIS (geographic information systems), collaborative virtual environments and the culture of cyberspace. Bonnie served as archivist for the Buckminster Fuller Archives from 1989-1995.

### Resources

[www.mediatertia.com/portfolio.htm](http://www.mediatertia.com/portfolio.htm)  
[www.vlearn3d.org](http://www.vlearn3d.org)



## Terrence Glassman

I first experienced Bucky as a young architecture student at UC Berkeley in the 60's. For the first time, I had encountered someone who spoke a language that I understood. I had always been interested in the relationship between human development and the physical environment. Upon completion of my professional training, I knew *how* to design, but not *what* to design. The specialized nature of professional disciplines seemed to preclude our ability to define what constitutes a healthy, nurturing environment for human growth and development.

As Bucky had discovered, overspecialization leads to extinction. I dedicated myself to the

reintegration of interrelated disciplines by creating multidisciplinary collaborative teams of experts from diverse fields in the interest of defining and producing healthy, sustainable environments that nurture the development of human potential. This led to the creation of the Institute for Future Studies in the 80's and a series of visionary projects including the award-winning design of the US Space Station for NASA.

My current work includes:

**DAETRIX: The Art of Time®**, a revolutionary new color-coded time system for the 21st century. Based on Design Science principles—*doing the most with the least*—Daetrix displays the pattern integrity of time. It represents a shift from linear (analytic) time to cyclical (synergistic) time. It identifies the correlation between Spaceship Earth time cycle patterns, DNA, fractal science and predictive modeling.

**Holistic Design Center**, a visionary, financially independent organization, dedicated to making the world work for all humanity. Predicated on Comprehensive Anticipatory Design Science principles and utilizing collaborative multidisciplinary team

methodology, the HDC actively engages in problem seeking as well as problem solving.

Terrence A. Glassman is a distinguished educator, Design Scientist and inventor holding multiple degrees in architecture, human development and education. A Professor of Architecture, he was a co-founder of SCI-Arc (Southern California Institute of Architecture) and founding director of the Institute for Future Studies. Currently, he is President and CEO of DAETRIX® and founding director of the Holistic Design Center. He can be reached at [terrence@daetrix2000.com](mailto:terrence@daetrix2000.com).

### Resources

[www.daetrix2000.com](http://www.daetrix2000.com)



## Meet the Comprehensive Design Network

### Peter Jon Pearce

#### The Cachet Chair

The Cachet chair is a manifestation of a high-performance design ethos in which "form is considered an agent of performance." This is an ethos, which relates directly to Bucky's "doing more with less." The design of the Cachet chair is an example of the integration of form, structure, process, and materials in the service of clear performance objectives. The Cachet chair is reduced to its essential components. There is no more there than is required to serve its function in an effective way. It is doing more with less.



The surprising ergonomic performance of *Cachet* is accomplished by an innovative *balanced-action-rocker* mechanism. Its unique linkage geometry enables the sitter, regardless of size, to spontaneously orient the sitting-recline-angle of the chair without making any tension adjustments. The mechanism is so well balanced that it requires only supplemental spring energy to maintain equilibrium. The Cachet chair unself-consciously follows the sitter as body orientation is spontaneously changed.

In harmony with the *balanced-action* mechanism, *Cachet* includes highly developed seat and back shells, embodying sophisticated three-dimensional contouring which provides optimum comfort without the need for upholstery and padding. These shells are of molded polypropylene and are designed with slotted surfaces to offer compliance and natural ventilation, for increased comfort.

The chair is available in a height adjustable desk chair with swivel base and a four leg stacking side-chair version.

The Cachet chair is designed for a long life cycle. It is also 99% recyclable although the long life cycle is a more important ecological attribute. These attributes of sustainability are made possible through the design integration of high performance engineering plastics.



I invented the Cachet chair and then developed it in collaboration with Steelcase, Inc., its manufacturer. The chair recently came to market in the Contracts Furniture industry.

*Peter Jon Pearce is an award winning designer and developer of a space structures building system with which he designed, engineered, and built the structures of the Biosphere 2 project. He has worked with Charles Eames and Buckminster Fuller and is the author of the book Structure in Nature is a Strategy for Design.*

#### Resources

[www.bio2.edu/history.htm](http://www.bio2.edu/history.htm)

[www.steelcase.com/en/pdf/brochures/CachetArticle.pdf](http://www.steelcase.com/en/pdf/brochures/CachetArticle.pdf)

*Structure in Nature is a Strategy for Design* by Peter Jon Pearce, MIT Press, 1980, 264 pages.

## Progress on BFI's Board Challenge Grant

**Thank You** to all who have contributed toward matching our Board Challenge Grant. As we go to press, we have exceeded the \$15,000 mark—we are less than \$5,000 away from our goal of \$20,000. This money is essential in supporting our basic operations, such as our bfi.org web site, e-bulletin and networking, and catalyzes our forward momentum as we spearhead our initiatives and vision.

The Board Challenge ends at the end of December 2003! If you have not yet donated



to this fund, take a moment right now! Donations are 100% tax-deductible.

You can be certain that your money will be well spent working toward a world that works for all.

To donate on-line or for more information, visit [www.bfi.org](http://www.bfi.org) or call us at 707-824 2242.

The form on page 7 is another convenient way for you to support this effort.

There is still a 'Spaceship Earth Crewmember' T-shirt waiting for everyone who contributes \$100 or more. Thank you!

## Dymax Shelter Systems

### A Collaborative Pilot Project

by Lauren Darges

Over the past year and a half, BFI has been collaborating with Steven Elias and Bruce LeBel of Dymax Shelters on a pilot project to install 25 of Dymax's emergency shelters in relief or refugee situations.

Both Steven and Bruce worked with Fuller and BFI co-founder Jaime Snyder in the late 1970s and have long been committed to the application of Design Science to meet emergency shelter needs.

In the late 80s, a previous version of their Dymax shelter was selected by USAID-OFDA (Office of Foreign Disaster Assistance) for use in emergency situations, but budget cuts subsequently halted the OFDA program. Since that time, the U.S. government has been distributing tarps as disaster relief supplies—but sheeting is not shelter. Working within the means and materials provided, Dymax's new kit takes the OFDA's plastic sheeting and applies locally available material to create quonset structures of various sizes.



In 2002, Dymax approached BFI to raise money for the pilot project. The collaboration accomplished the following:

- Catalyzed by the earthquake in Colima, Mexico in 2003, five units were delivered to an enthusiastic staff at the Mexican Red Cross.
- 20 shelters were delivered to the Red Crescent in Jordan via the International Medical Corps (IMC) for use as medical clinics near the Iraqi border.
- One additional unit was sent to Kosovo for testing.

Not only were we able to introduce the design and 26 shelters to several respected organizations, we also learned valuable lessons: the shelters are eagerly received, but there are extreme expenses and logistical difficulties associated with shipping.

With the pilot project complete, Steve and Bruce are exploring ways to eliminate the costly shipping by training relief workers to solicit the free OFDA plastic sheeting and purchase local materials to produce Dymax tension quonsets onsite.

Special thanks go to Ted Zeigler and Jim McGreen and Nancy Cadigan for their generous financial contributions to this project, as well as to the Mexican Red Cross and IMC.

[www.dymax.org](http://www.dymax.org)

[www.imcworldwide.org](http://www.imcworldwide.org)



## BFI and the Soccer Globe

In September, BFI's Deborah Grace traveled to Berlin, Germany to attend the opening ceremony of a 50-foot geodesic pillow dome structure created as the cultural pavilion for the 2006 FIFA World Cup, which Germany is hosting. Appearing as a soccer ball by day and an illuminated globe by night, this truncated icosahedron by renowned multimedia artist André Heller is serving as a venue for cultural events over the next three years as it tours the 12 cities hosting World Cup games.

A few days after the opening, Deborah Grace and Joachim Krause, co-curator of the Buckminster Fuller *Your Private Sky* exhibit that toured Europe for three years, offered a public presentation on Bucky and geodesics inside the illuminated globe.

<http://cityscope.de/wmg/wmg.html>

(click "ZEITRAFFER" at left for time-lapse of construction!)

**Thank you** to Jay Baldwin, Sam Webster and Michael Bruwer, our recent speakers in our Sebastopol Monthly Events Series.

To learn about upcoming events, visit [bfi.org](http://bfi.org) or sign up for our [free monthly e-bulletin](#).

## \$20,000 Matching Grant Opportunity

**Please use my gift to expand the Institute's important work in 2003/04!**

- |                                         |                                         |
|-----------------------------------------|-----------------------------------------|
| <input type="checkbox"/> \$1000 or more | <input type="checkbox"/> \$100 – \$249  |
| <input type="checkbox"/> \$500 – \$999  | <input type="checkbox"/> \$50 – \$99    |
| <input type="checkbox"/> \$250 – \$499  | <input type="checkbox"/> Other \$ _____ |

I am enclosing a check for \$ \_\_\_\_\_  Please charge my credit card \$ \_\_\_\_\_

I'd like to pledge at the CREW level by donating \$ \_\_\_\_\_ per month via my credit card in the first week of the month.

Visa or MC # \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expires \_\_\_\_\_ / \_\_\_\_\_ Signature \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**T-shirt size:**  Small  Medium  Large  X-Large for donations of \$100 or more!

## Support the 2003/04 Project Fund

Your donation will be matched dollar for dollar by our Board Challenge Grant, so the effectiveness of your support is doubled.

Thank you for your support!

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[www.bfi.org](http://www.bfi.org)

The Buckminster Fuller Institute is a 501(c)(3) not-for-profit organization.  
Tax exempt number 95-3273023.

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## The Soul of Money *by Lynne Twist*



### Buckminster Fuller and a You-and-Me World

My book is entitled *The Soul of Money*, but it is really about our own soul, and how we can use our relationship with money as an expression of our most soulful desire to make a difference in the world. My education in money has come through nearly four decades

of fundraising and leadership in global initiatives to end world hunger, promote global sustainability and security, protect the rain forest, empower women, nurture children, and advance the scientific understanding of human consciousness.

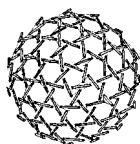
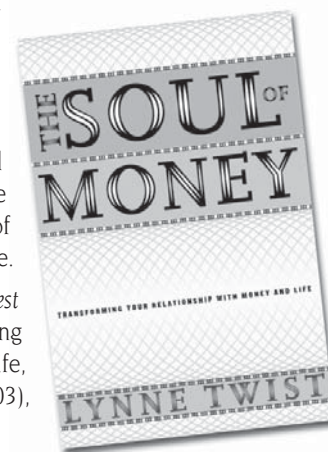
Bucky later became a friend and mentor, but the first time I heard him speak, in the 1970s, I remember sitting in the second to the last row of seats in a crowd of 2,000, watching this small, eloquent, radiant older man on stage share his insights about the way the world works. His ideas were not just eloquent and provocative, but completely revolutionary and transformational for me.

The one that changed my life was this: Bucky said that for centuries, perhaps thousands of years, we have lived in a belief that there's not enough to go around and we need to fight and compete for resources.

Perhaps it had been true at one time, or perhaps not, he said, but at this point in history we could do so much more with so much less, that, as a human family, we had reached a point where there actually was enough for everyone everywhere to meet or even surpass their needs to live a reasonably healthy, productive life. This was a dramatic breakthrough in the evolution of civilization and humankind, he said, because it meant we could move from a you-or-me—where either you or I make it, and we compete to see who wins—to a you-and-me world, where *all* of us can make it.

This statement, this uncommon vision and the revelation of the shift in the very basis of the way we relate to one another, completely captured me. It was with this view of our global community, and Bucky's insights and inspiration that I first engaged in the work to end hunger. That moment of profound recognition has never left me.

Based on an excerpt from Lynne Twist's latest book *The Soul of Money: Transforming Your Relationship with Money and Life*, W.W. Norton & Company (September 2003), 224 pages.



**Buckminster Fuller Institute**

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