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Read & edited by Ming Yan Wan | Design Bridge, Singapore

let my people go surfing

The Education of a Reluctant Businessman

Yvon Chouinard, the founder and owner of Patagonia developed over the period of decades a very distinctive culture in his company. A culture how people can lead a rich and rounded life. Attracting people with a collective single-minded mission: *Saving the earth*, while running a company to compete in the marketplace and make money. A company that will exist a hundred years from now. Recently Yvon, his wife and two adult children decided to transfer the ownership of Patagonia, valued at about 3 billion dollars, to a specially designed nonprofit trust, to combat climate change and protect undeveloped land around the globe. He said: *“We are going to give away the maximum amount of money to people who are actively working on saving this planet. The earth is now our only shareholder.*

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Who owns the future

“We have to create a culture around technology that is beautiful, meaningful, deep and so endless creative, filled with infinite potential that it draws us away from committing mass suicide.”

A quote from Jaron Lanier, the father of virtual reality and one of the world’s most brilliant thinkers. His vision on the most urgent economic and social trend of our age is: “The poisonous concertation of money and power in our digital networks.”

But there is an alternative. Lanier charts a path toward a brighter future, an information economy that rewards ordinary people for what they do and share on the web.

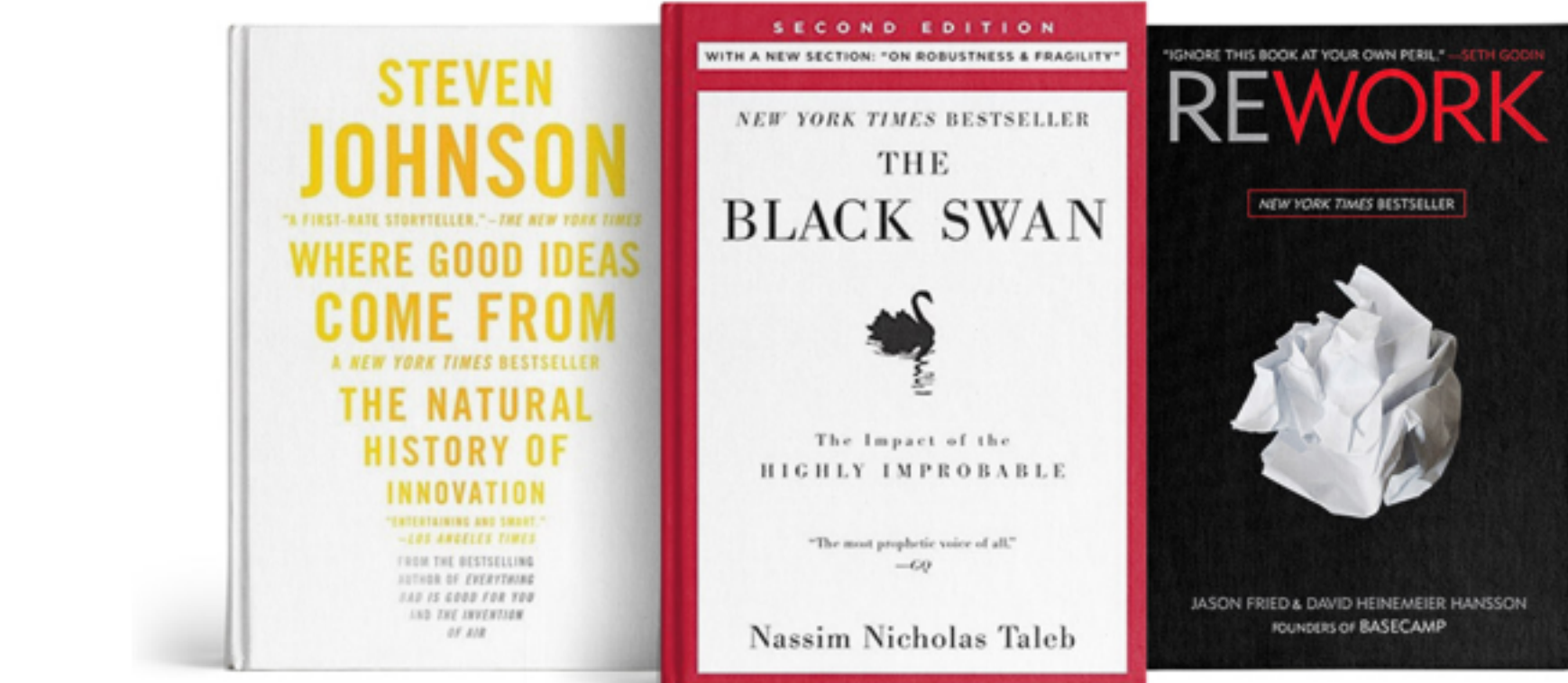
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