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The “Ecotecture” Issue: Six Innovators



Photo by Doug Dubois for *The New York Times Magazine*

The state of the world may make you want to weep, or at least complain. But **Alex Steffen** isn't having any of it. Steffen (shown here at Seattle's LEED Gold-certified City Hall) is the executive editor of Worldchanging, a Web site he co-founded with Jamais Cascio in 2003 to offer “the tools, models and ideas for a better future.” Worldchanging covers topics that range from biotechnology to smart growth to eco-friendly shoes, but in those areas and many others, it offers readers “solutions-focused” reporting on innovation. “We don't do negative reviews or critiques,” says Steffen. “People's time is too important to spend it talking about things that don't work.”