

market place

Sarah Beatty

SHE BRINGS INNOVATION TO RENOVATION AT GREEN DEPOT

"I was just a motivated consumer," says this former MTV exec. "I thought I deserved to be able to create a healthier home." Since launching Green Depot in Brooklyn four years ago, Sarah has opened green building-supply stores around the Northeast and in Chicago. They were mostly geared to the trade, so she also created a flagship LIVE retail store in Manhattan, where consumers can find green cleaning, building, and decorating supplies of all kinds. See the cool tap system for refills, *below right*. A system of icons indicates "what makes it green" (greendepot.com).



you can make a difference

THINK LOCALLY: LOOK FOR PRODUCTS MADE NEAR YOUR HOME. **REDUCE, REUSE, RECYCLE!**



Miranda Magagnini

MAKING THE WORLD A BETTER PLACE, ONE COUNTERTOP AT A TIME

Can cement and recycled glass contribute to social change? Miranda thinks so. IceStone's durable surfaces are designated Cradle to Cradle gold-certified for eco-friendliness—plus she and co-CEO Peter Strugatz are creating a model workplace rooted in respect and compassion (icestone.biz). ▶



PHOTOGRAPHS: GREEN DEPOT, JOHN BESSLER; MIRANDA MAGAGNINI PORTRAIT, ANNE BILLINGSLEY