

# Chapter one: Following your excitement will only lead you to success - here's how to do it (with Groovy Green Hero Sarah Turner – Green Designer)

Suggested YouTube music: [Michael Franti and Spearhead – Hey Music](#)

We're designed to follow our excitement. Yes. Really. We are. We innately want more of that fizzy happiness that we feel about certain projects, things, or people. The only thing is, as children, many of us were trained to ignore that passion. So I'm here to tell you that it's time to turn that old habit around, for the good of the planet and yourself.

Despite how programmed we are to ignore our feelings within western culture (as if they're superfluous to our human existence, pah!), many of us know that our feelings are immensely valuable. In fact my friends, our feelings hold the keys to our well-being on every level, including environmentally.



One woman who followed her bliss with astounding results, is an England based artist who took her passion for design into the green realm. I would like to introduce you to [Sarah Turner](#).

Sarah's an eco artist and designer making beautiful products from waste materials. Her latest creations are decorative lighting products made from waste plastic drinks bottles. The bottles are collected from cafes and households then they are cleaned and sandblasted. Then, with some clever cutting they're transformed into stunning, decorative forms, totally unrecognisable from their original state.

Sarah's glamorous lighting collections have been exhibited at the Ideal Home Show in London coming second place in their Innovation Nation competition. More recently a selection of her products were shown in Milan during this year's (2010) Furniture Fair. One of her lamps also recently won the [Inhabitat.com](http://Inhabitat.com) Spring Greening Competition.

Since she was young Sarah Turner followed her passion for design, combining it with her love for the planet.

*"I love to make something from rubbish and people can't tell it's made from waste materials. The novelty never wears out seeing people's shock when they are told of the product's origins."*

*"I'm so proud to have won the [Inhabitat.com] competition! I've never really thought about it before but yes I suppose I do believe in positive thinking. If you think negatively all the time then how can you expect positive things to happen?! I don't think I would have even become an eco-designer if I didn't think positively. I would have thought it wasn't possible or that I would never succeed but instead I thought that if other people can do it, then why can't I?"*

*"I definitely am concerned about the environment and it is the main inspiration for my work. The amount of rubbish that goes to landfill site is one of the most worrying things. Here in the UK, I think we are a bit behind some other countries with recycling but we have got a lot better in the past few years. I also find it a bit of a personal challenge; I think anyone could make something from new materials but it's harder to make something from waste materials".*

*"I collect the bottles from local cafes and households. Of course as word spread amongst friends and family that I made lighting from the bottles I had many volunteers collecting their bottles and donating them to me. The support I get from people is great; I couldn't run my business without them."*

Sarah's enthusiasm and inspiring vision attracted vital support, and you can do the same with your projects.

Speaking of YOU, I totally believe in your ability to utilise that vein of passion that keeps inspiring you to create exciting change for the planet. So where do you begin? Firstly, go with the idea that most powerfully brings you joy. You know, the idea that thrills you to the very core?

Just to help you out a little here:

When you're working on a project or developing a strategy, that feeling of excitement that can suddenly hit is a sure sign that you're on the right track. Pay attention to that feeling. Yes, be horse-like and prick your ears up when that feeling happens. That special sensation is the green-light. It says "follow me! I'll take you where you want to go!" Focusing on the possibilities around an environmental challenge, rather than the 'why not's', can only lead to success. Taking this approach to environmentalism is energizing, it excites and inspires not only yourself, but other people. This type of attitude also attracts success, and more help.

The trick is allowing yourself to keep the faith in your dream long enough for it to manifest. It could happen immediately, or it could take weeks, months, or years. Keep the faith. Your dreams will unfold in their own time, and hopefully, you will have enjoyed the process. That's sustainable environmentalism.

In summary, Sarah's passion for creating art out of 'rubbish' has taken her into a satisfying and eco-friendly career – she's exhibited her work all over the world. Follow your excitement, follow your passion, and watch your green dreams unfolding to create the lifestyle you'd only previously dreamed of.