A group is said to be cubulated if it acts properly discontinuously and cocompactly on a CAT(0) space (roughly, a space of nonpositive curvature). This expository talk, aimed at anyone interested in geometric group theory or group actions on nonpositively curved spaces, will survey the history of cubulation, explain why one would want to cubulate a group, summarize recent work on cubulation, and discuss some open questions. It will be helpful to be familiar with finitely presented groups and spaces of nonpositive curvature, but no other background will be assumed. (Received August 10, 2007)