

ERIC COREY FREED

Executive Director, Urban Re: Vision Principal, organicarchitect

nearly 20 years of experience in green building

LEED Accredited Professional, US Green Building Council

Author: "Green Building & Remodeling for Dummies"

Author: "Green\$ense: How to Pay For and Profit From 50 Green Home Projects"

Author: "Sustainable School Architecture"

Founding Chair of Architecture, The San Francisco Design Museum

Board of Directors, Architects/ Designers/ Planners for Social Responsibility

Advisory Boards: Green Home Guide, Ecosa Capital, West Coast Green

Co-Founder, ecoTECTURE: The Online Journal of Ecological Design

Columnist: Natural Home Magazine, GreenerBuildings.com, Luxe Magazine

Developer: Sustainable Design Curriculum Academy of Art University

University of California Berkeley

CONNECT:

facebook.



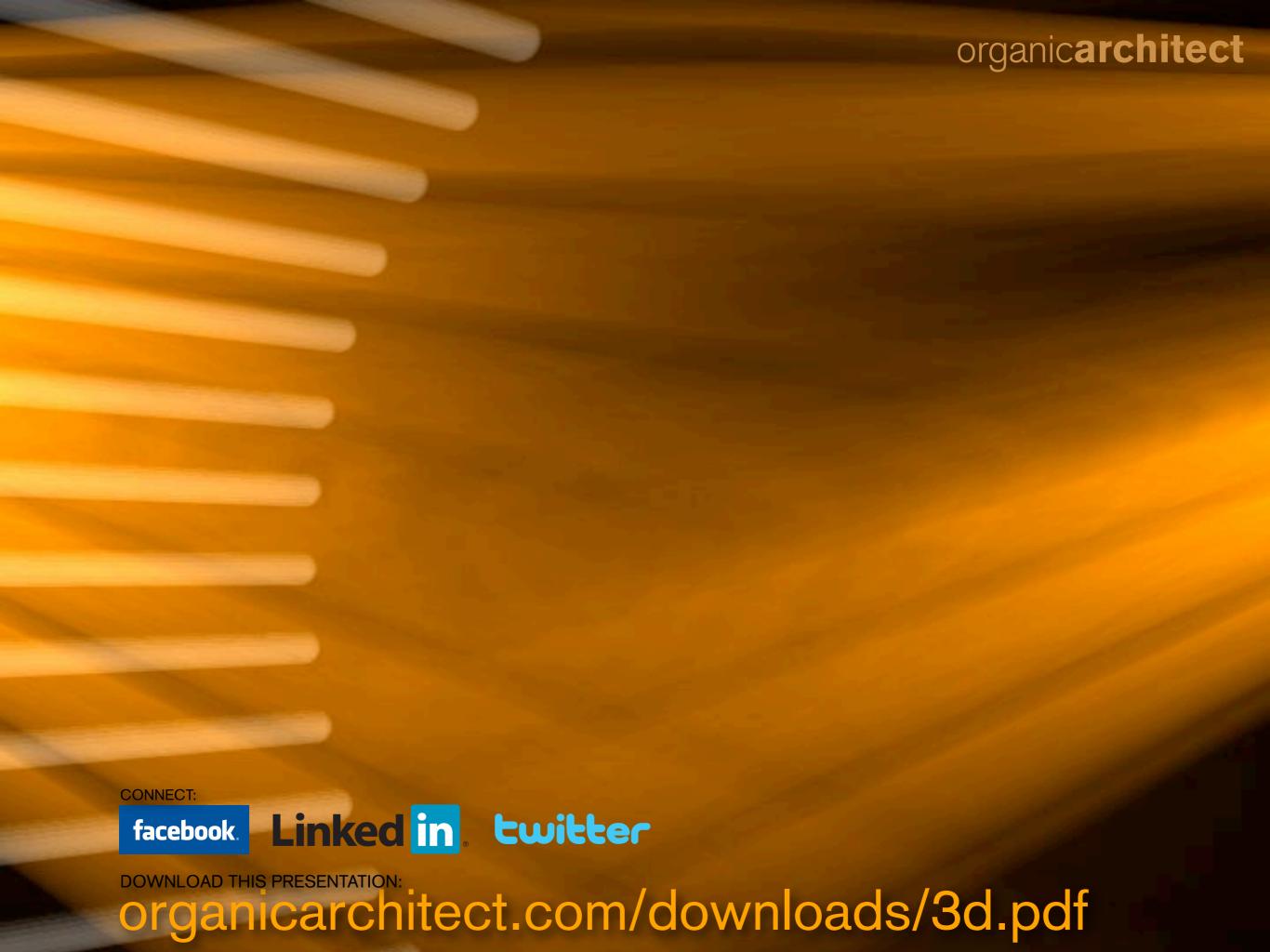


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415.474.7777 info@organicarchitect.com





Principal, organicarchitect Architect LEED Accredited Professional

ERIC COREY FREED

"Green Building & Remodeling for Dummies"
"Sustainable School Architecture"
"Green\$ense"

Best Green Architect

San Francisco Magazine 2005

ERIC COREY FREED Founding Chair of Architecture The San Francisco Design Museum

ERIC COREY FREED Professor, Sustainable Design

Academy of Art University
UC Berkeley Extension
University of California Riverside
City University Seattle

ERIC COREY FREED Columnist

Natural Home Traditional Home Metropolitan Home

KBB ED&C Luxe

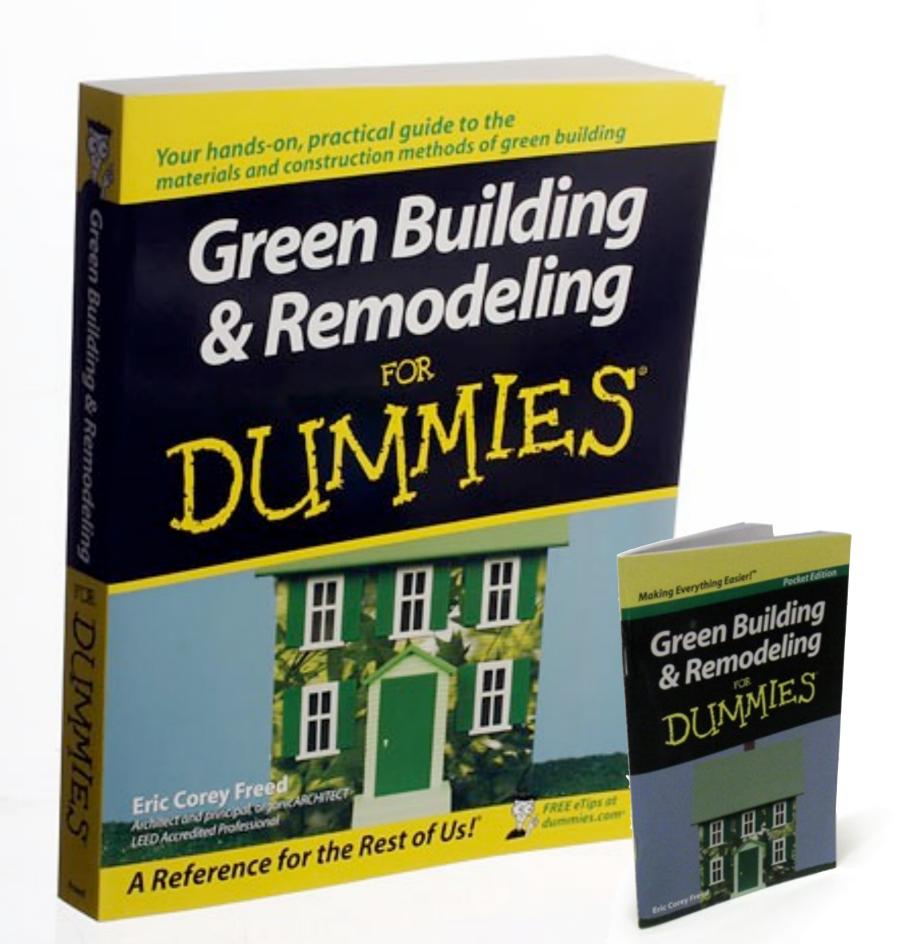
ERIC COREY FREED Advisory Boards

West Coast Green Green Home Guide How You Eco Green Wizard Brondell BottleStone BlueWorld Equity New Luna Ventures ADPSR Live Glass Sustainable Life Media Natural Home Magazine NanaWall USGBC-CV

EXECUTIVE DIRECTOR

Urban Re: Vision











Your Chance to Win \$5,000 Cash! HOOTERS GO GREEN' 2ND CHANCE SWEEDSTAKES

YOU CAN REGISTER ONCE PER DAY

Complete the on-line entry form below. We'll randomly select one grand prize winner from all entries received on or about 8/17/09 – to be awarded \$5,000 in 'Go Green' cash. The more you enter, the better your chances of winning.

See Official Rules for complete details.



Get a 'Go Green' Instant Win Game Piece – Look for a Pair & Win:

Make sure to visit any participating Hooters Restaurant & receive a 'Go Green' Game Piece* when you order of a Buffalo Shrimp Appetizer. Find a matching pair – and you could instantly win a GMC Sierra Hybrid or any of over 300,000 prizes including cash, gift cards & free appetizers!

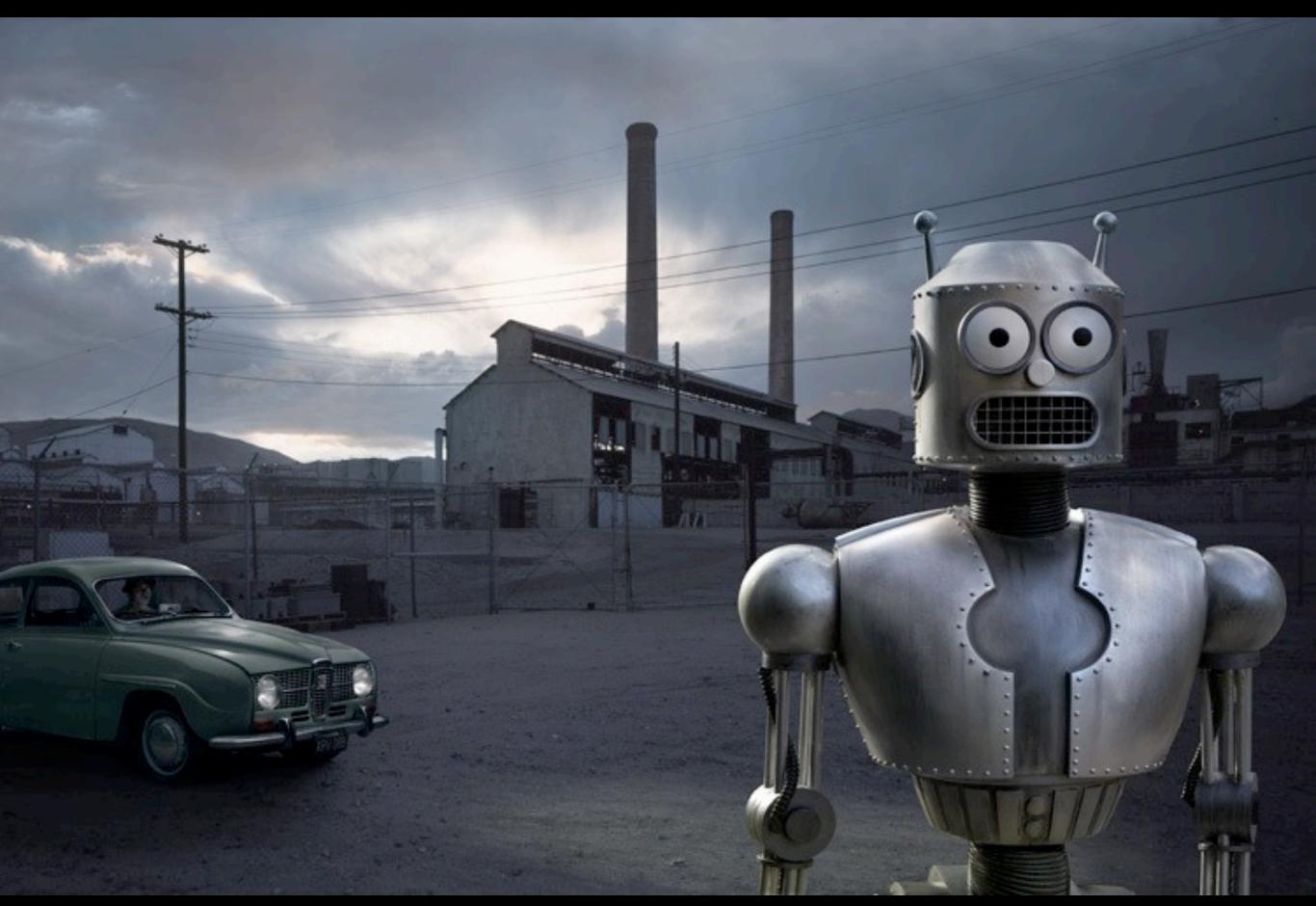
(*While supplies last. No purchase necessary. See official rules for complete details.)











markkuphoto.com





















Eric Corey Freed picked up the dog to carry her outside and his thumb accidentally touched her butt hole. Now she won't stop staring at me.

July 20 at 10:14am - Comment - Like

Tatyana Jewski-winkWink, M 'Solitarian' Popa and Shea Gunther like this.



Dominique Pacheco eric, eric, eric.

July 20 at 10:16am · Delete



Eve Blossom Is their a rating system to status updates, this one is definitely not PG.

July 20 at 10:19am · Delete



Shea Gunther :D :D :D July 20 at 10:19am · Delete



Laurie Schaffer Freed i really wish i could say it's the first time he's done that.

July 20 at 10:22am · Delete



Rene Wistrom Baker-Wensley Ive had that happen!!! Groooooooos !!! Just dont make eye contact..... Your updates are the best !!!!

July 20 at 10:24am · Delete



July 20 at 10:31am · Delete



Ray Welter Oh come on. You know that's not the first time it's happened.

July 20 at 10:38am · Delete



Carmelo Ferla i knew you were a kinky bastard July 20 at 10:38am · Delete



Ken Hofeling holy crap! July 20 at 10:50am · Delete

July 20 at 10:55am · Delete



Charlotte Tanaka roflol July 20 at 11:19am · Delete









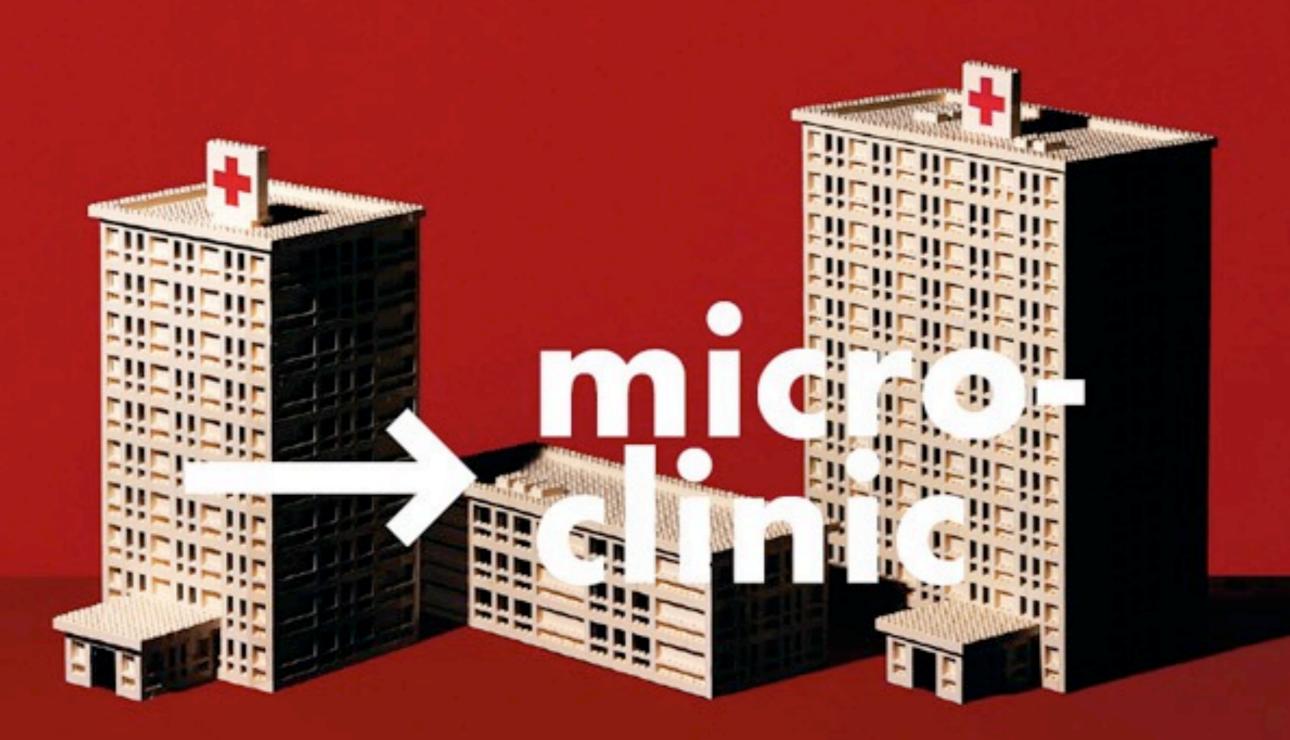




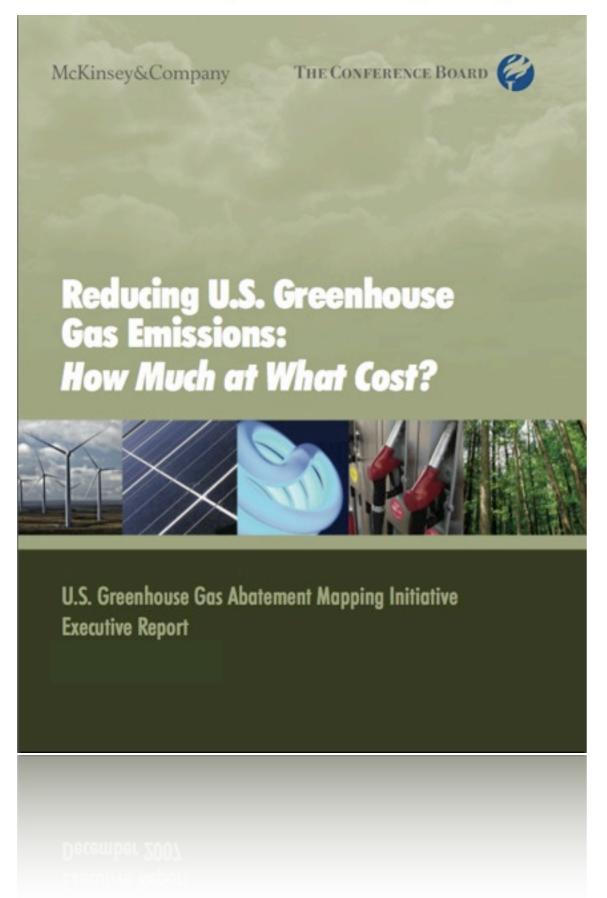








McKinsey&Company



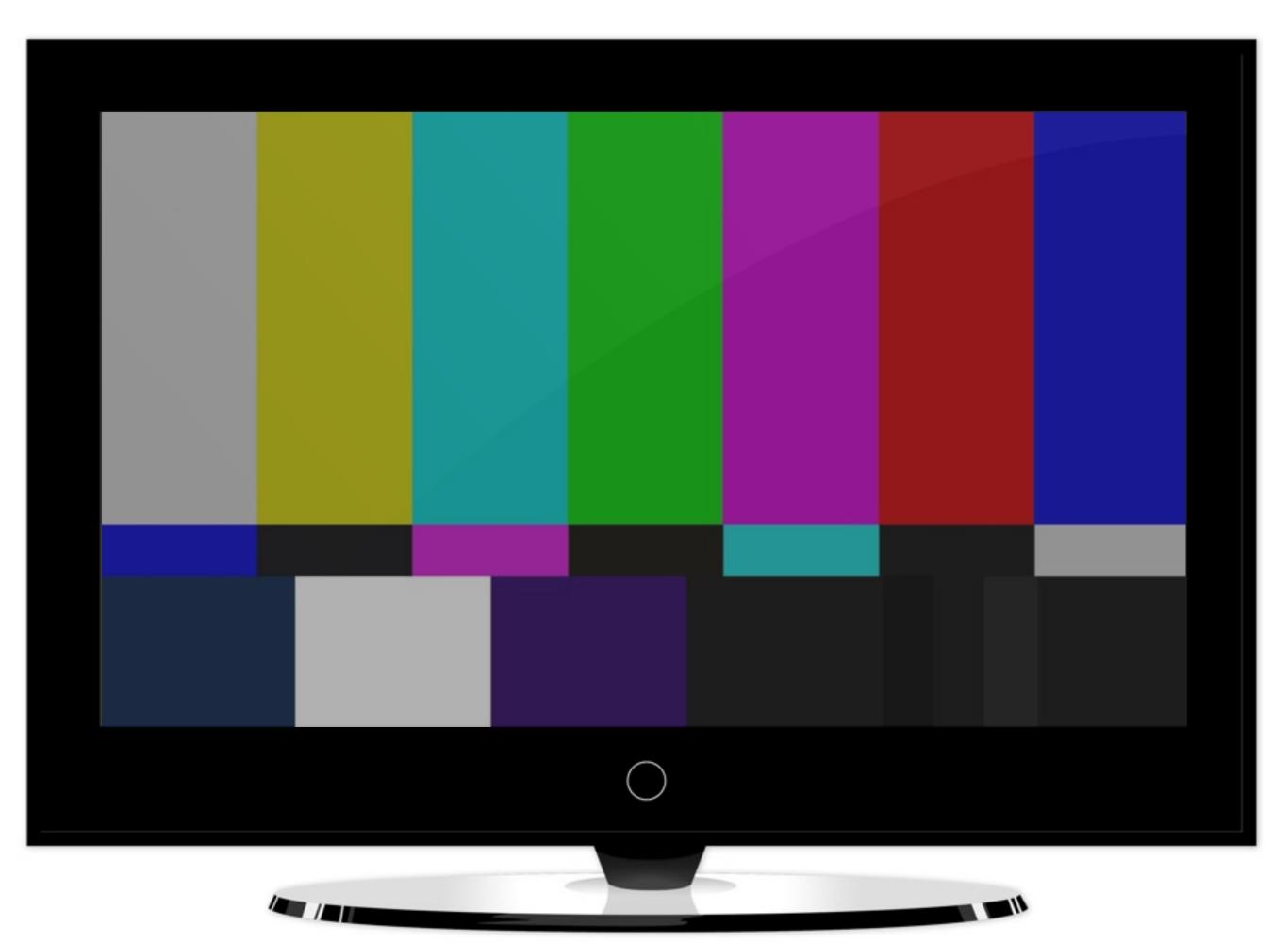


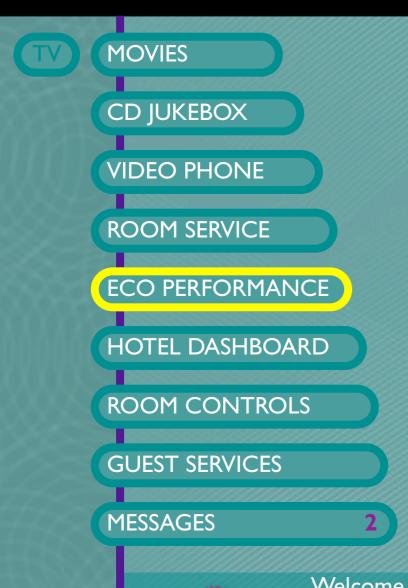
energy savings \$1,200,000,000,000





Flickr: apollosputnik





ENERGY USAGE
LIGHTING 1690 WATTS
MEDIA 0700 WATTS
HEAT / COOL 0210 WATTS
TOTAL 2600 WATTS
AVERAGE GUEST 3000 WATTS

WATER USAGE
SINKS

15 GALLONS
SHOWER
- GREYWATER TOILET

TOTAL

AVERAGE GUEST

15 GALLONS

20 GALLONS

28 GALLONS

28 GALLONS

Congratulations! You've exceeded the savings for water and energy. Your air conditioner will rise 5° at 07:00 PM.

ECO TIP: The shower timer is a friendly nudge after 5 minutes.

ENERGY PRODUCTION

FITNESS CENTER 2360 WATTS

STAIR SKIPPING 1230 WATTS

TOTAL 3590 WATTS

AVERAGE GUEST 1800 WATTS

GUEST PREFERENCES

NEWSPAPER DELIVERY IS OFF CHANG

HEATER ENERGY SAVER ON C

CHANGE

SHOWER TIMER IS ON

CHANGE

LINENS CHANGED **2X** A WEEK CHANGE

AccuWeather.com*



Welcome, Mr. Brad Pitt

You've earned 1,200 Reward Center Points for your eco performance. You have 2 new messages. A wake up call for 06:00 AM is set.

FRIDAY, 01 MAY 2015 08:56 AM

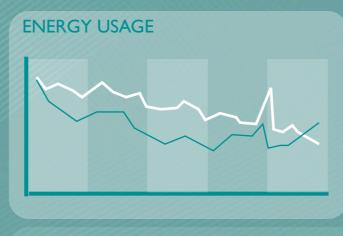
TONIGHT

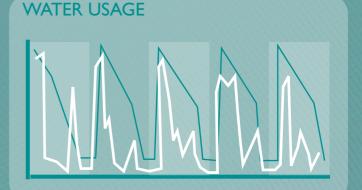
SUNSET: 07:12 PM

83°H / 27°L

TODAY

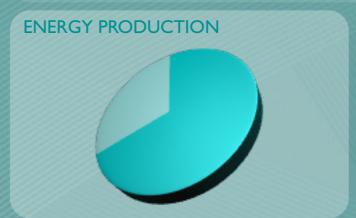






Congratulations! You've exceeded the savings for water and energy. Your air conditioner will rise 5° at 07:00 PM.

ECO TIP: Use the refillable metal bottle to save on plastic water bottles.



GUEST PREFERENCES

NEWSPAPER DELIVERY IS OFF CHANGE

HEATER ENERGY SAVER ON CHANGE

SHOWER TIMER IS ON CHANGE

LINENS CHANGED 2X A WEEK CHANGE



Welcome, Mr. Brad Pitt

You've earned 1,200 Reward Center Points for your eco performance. You have 2 new messages. A wake up call for 06:00 AM is set.

FRIDAY, 01 MAY 2015 08:57 AM



SUNSET: 07:12 PM

78°

AccuWeather.com*

83°H / 27°L













MADE IN CHINA

DON'T VOTE
THINGS ARE FINE JUST THE WAY THEY ARE.

THINGSAREFINE.ORG







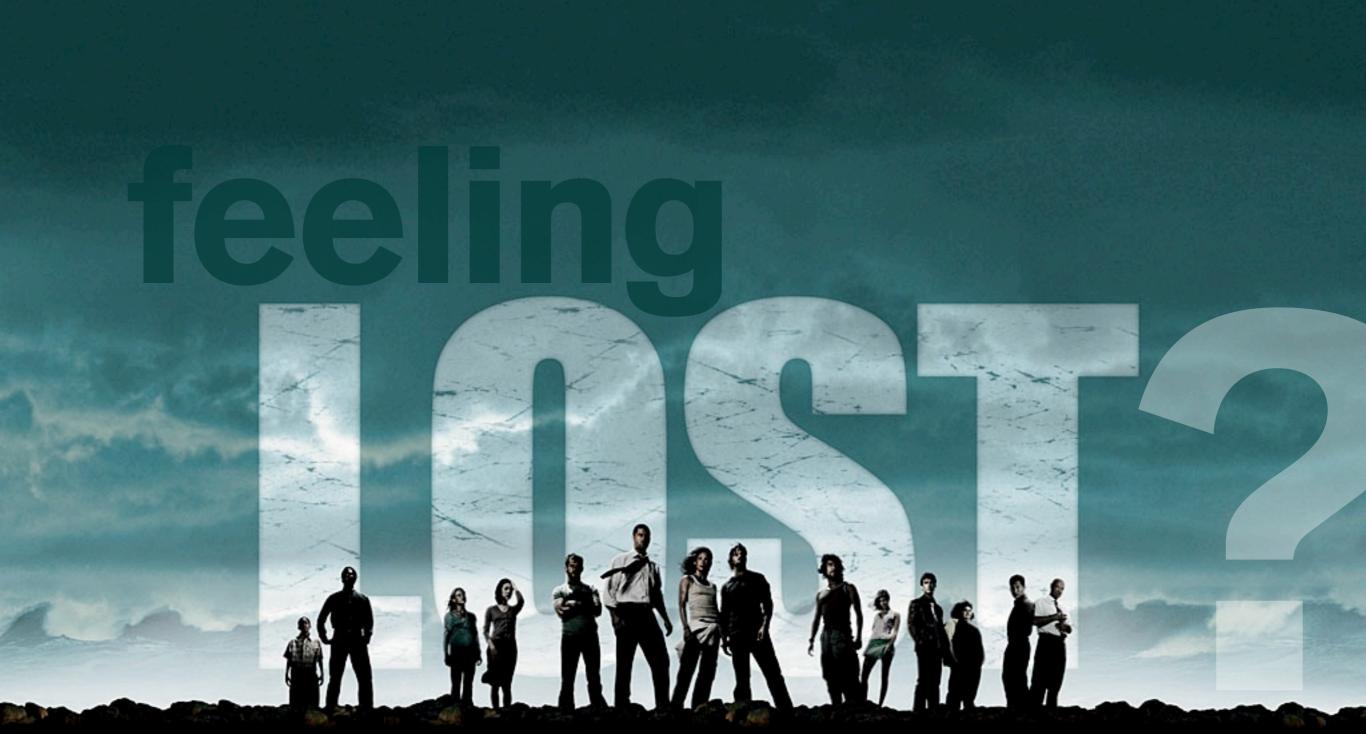
Robert Venturi, 1966



WARNING

This Area Contains Chemicals Known To The State Of California To Cause Cancer, Birth Defects, and Other Reproductive Harm.

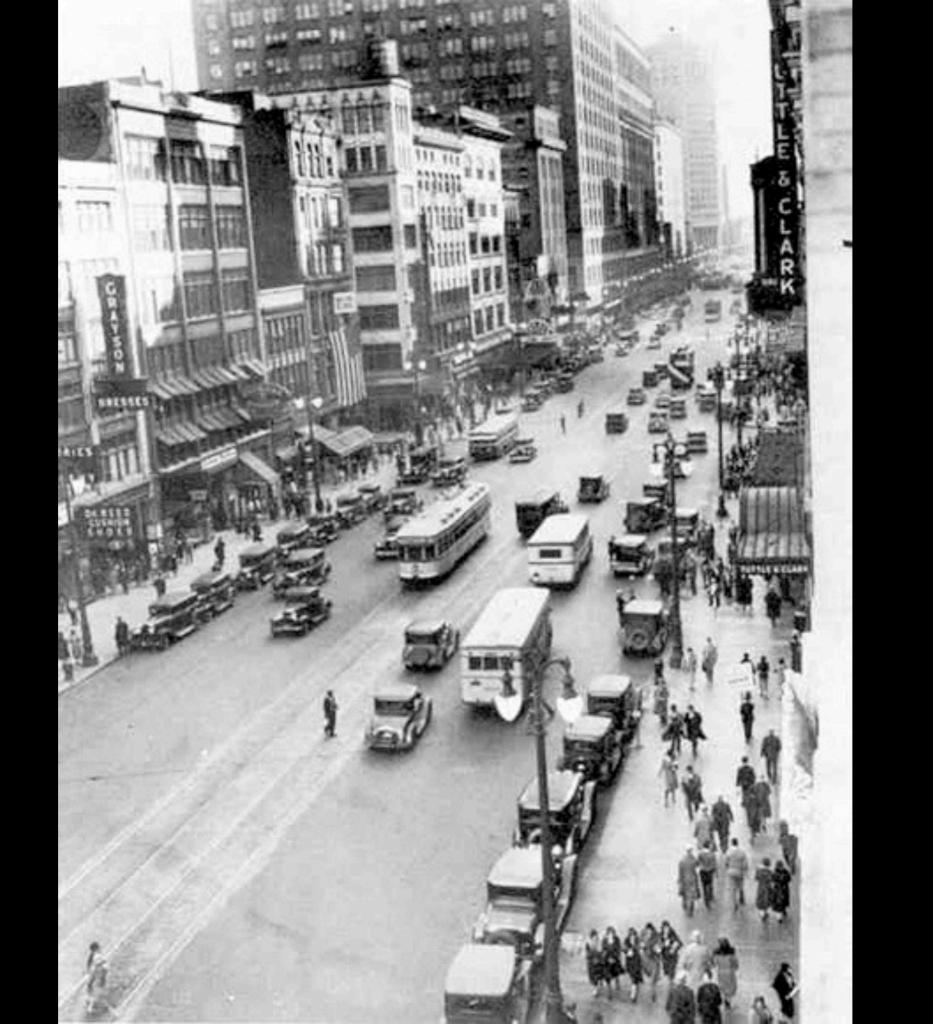
California Health and Safety Code Section 25249.6

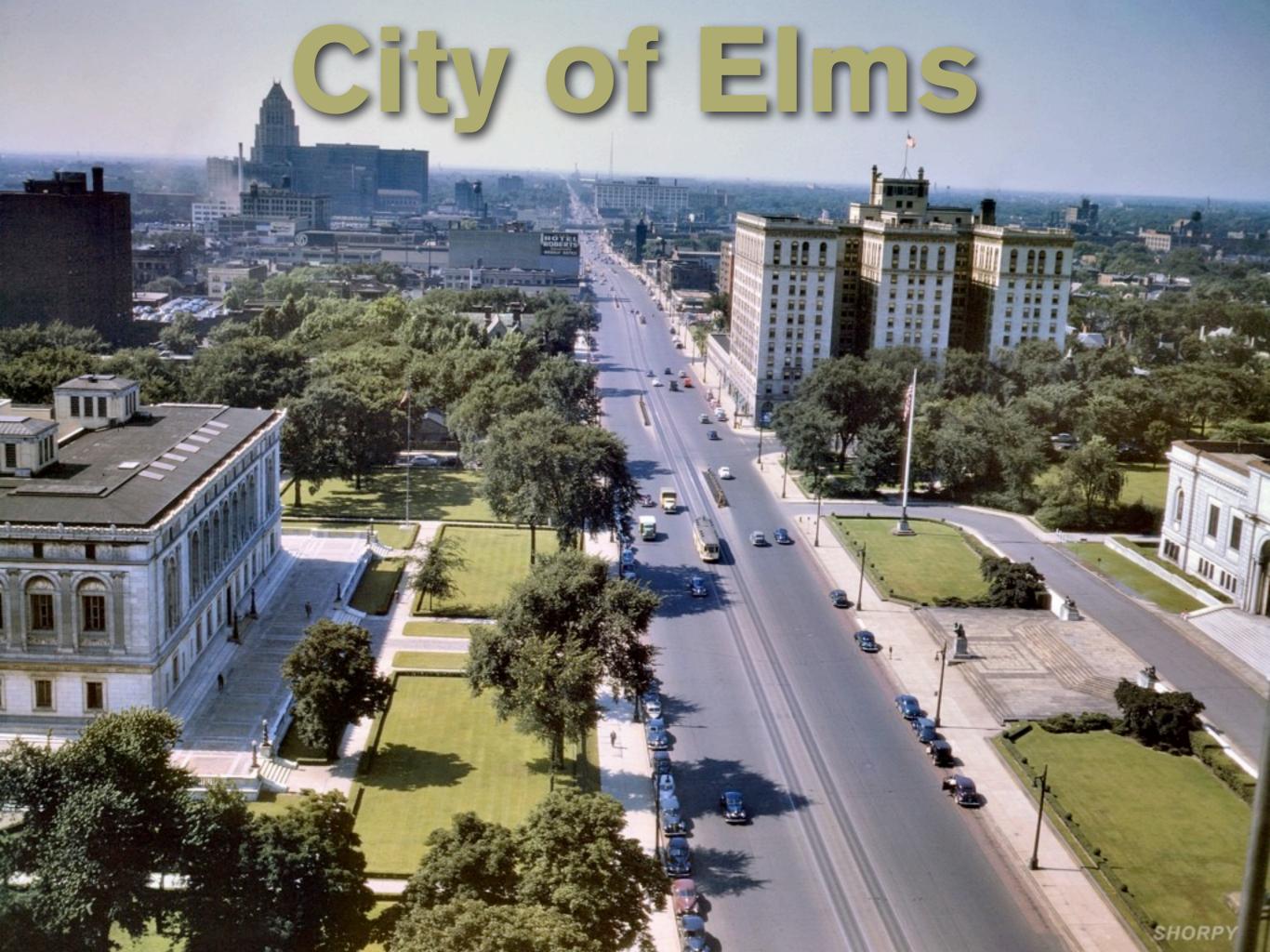


Detroit, Dallas Despotism























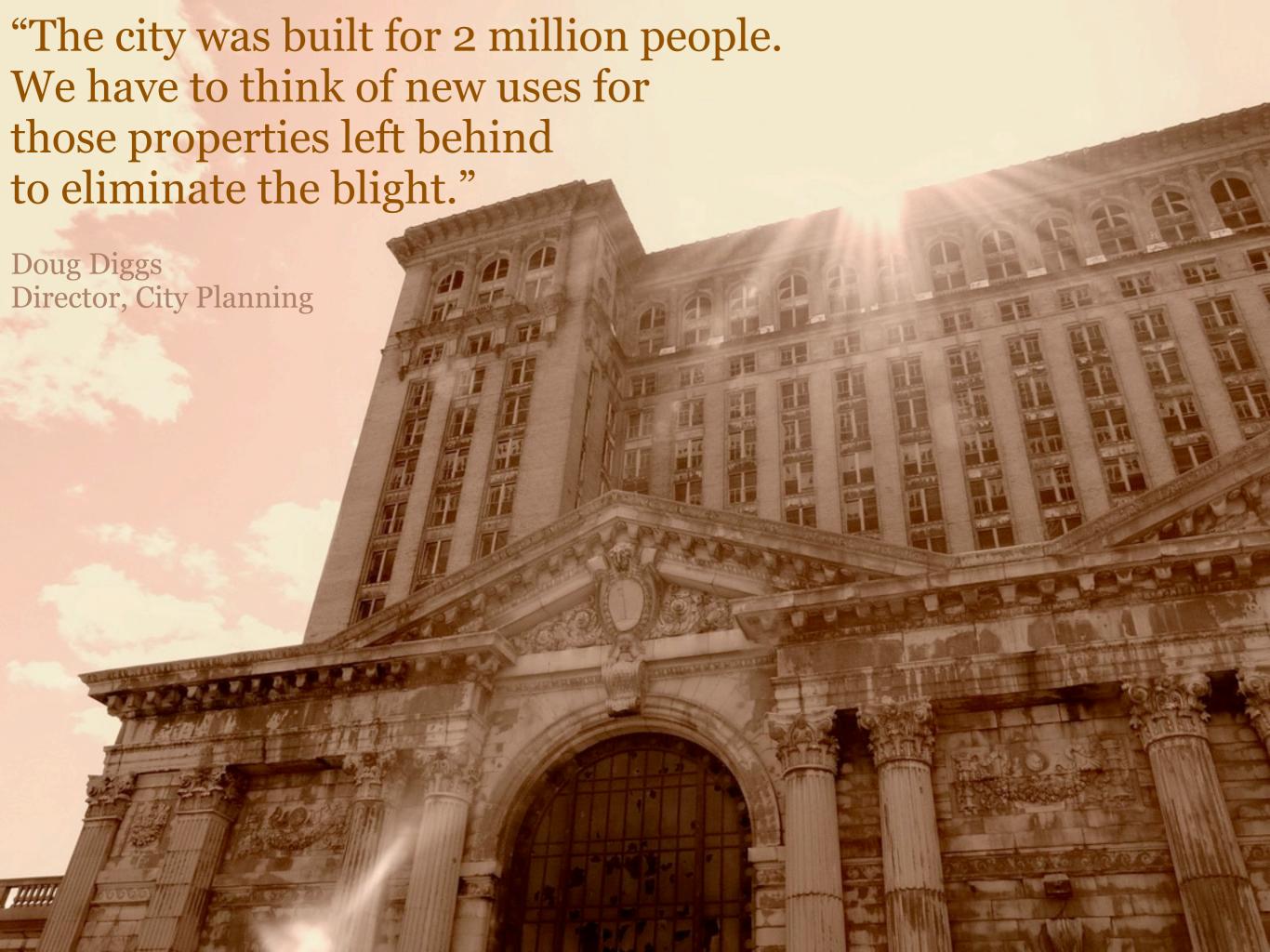




Population of Detroit: **912,062** today

OURCE: Detroit Free Press







Newsweel

APRIL 6, 1970 50c

DETROIT FIGHTS BACK



The Gremlin

American Motors' New Sub-Compact











Average Home Price in Detroit: \$5,737 today

SOURCE: Detroit Board of Realtors









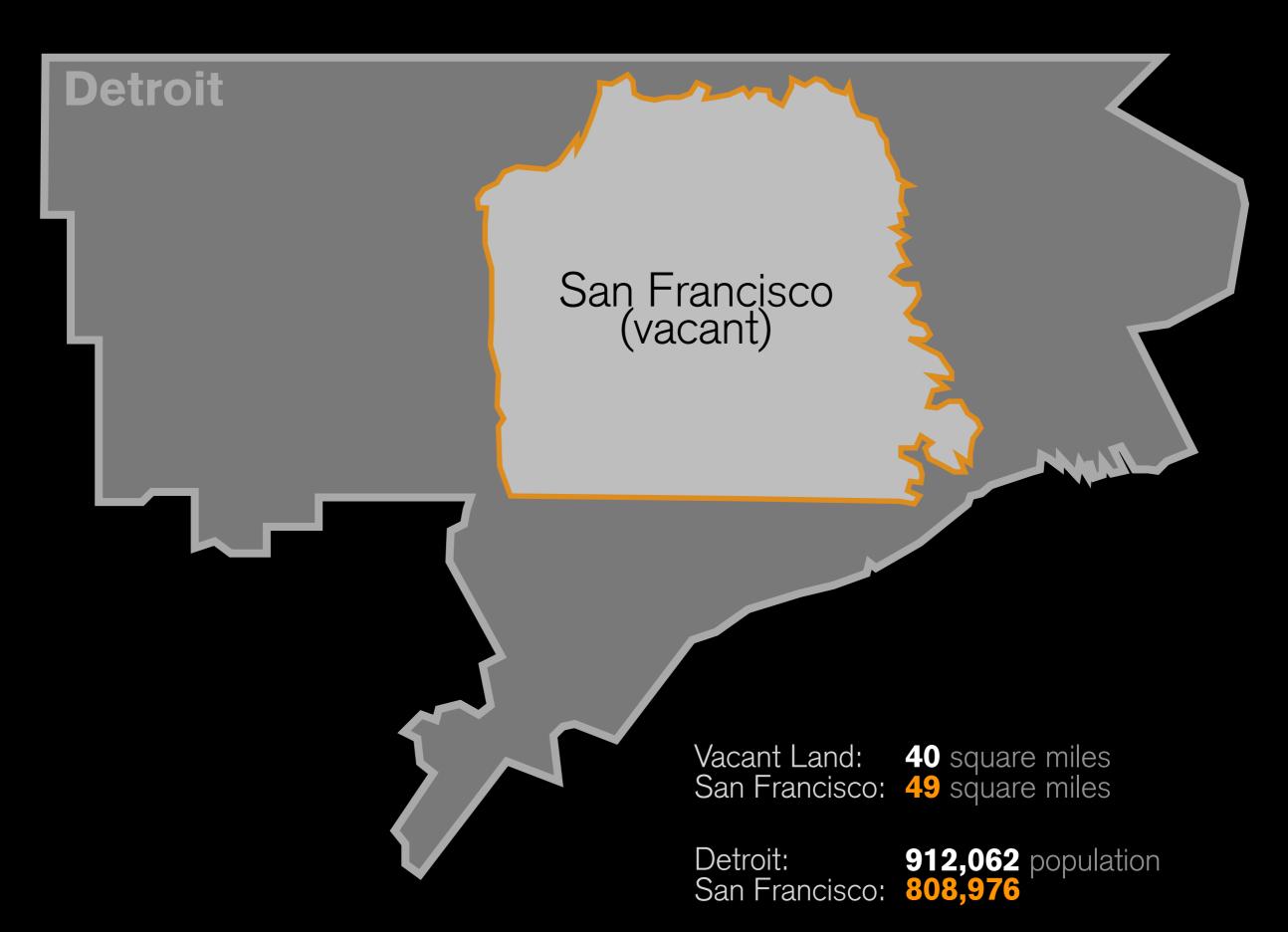




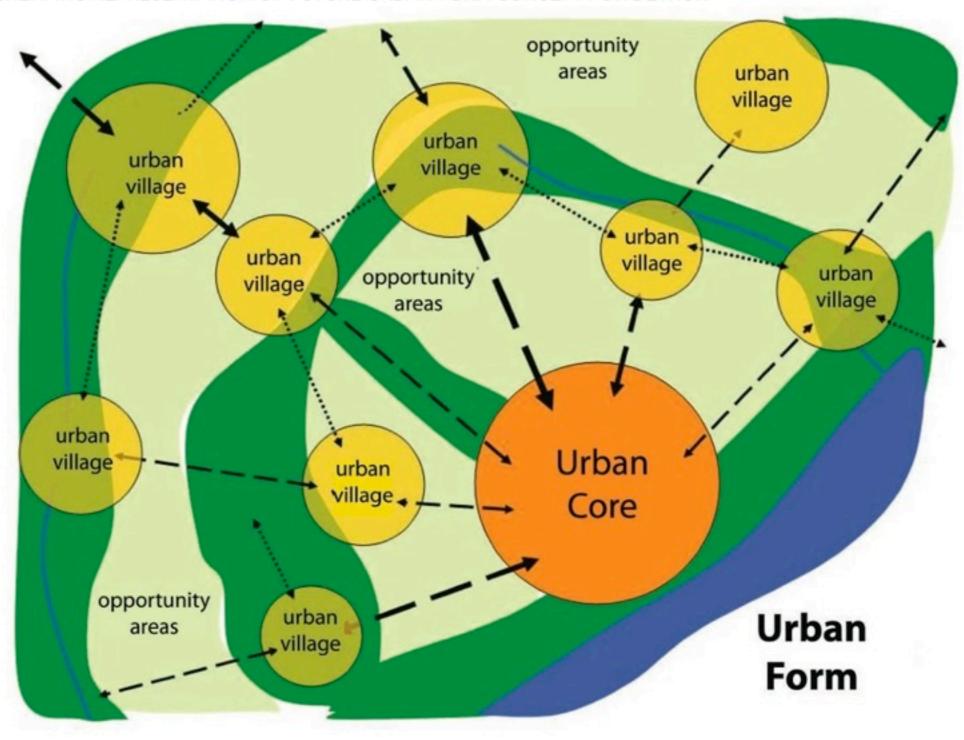








SCHEMATIC REPRESENTATION OF FUTURE URBAN FORM CONCEPT FOR DETROIT













MALXIMARI SUPERCENTER

Detroit City Council courting

BIG BOX STOTES





The New York Times

While Detroit Slept

Thomas Friedman - December 09, 2008

"...our bailout of Detroit will be remembered as the equivalent of pouring billions into improving typewriters on the eve of the Internet..." "The plan is not focused on building a first-class city with a smaller population but on rebuilding the city to its former size."

> John Mogk, Professor Wayne State University Law School



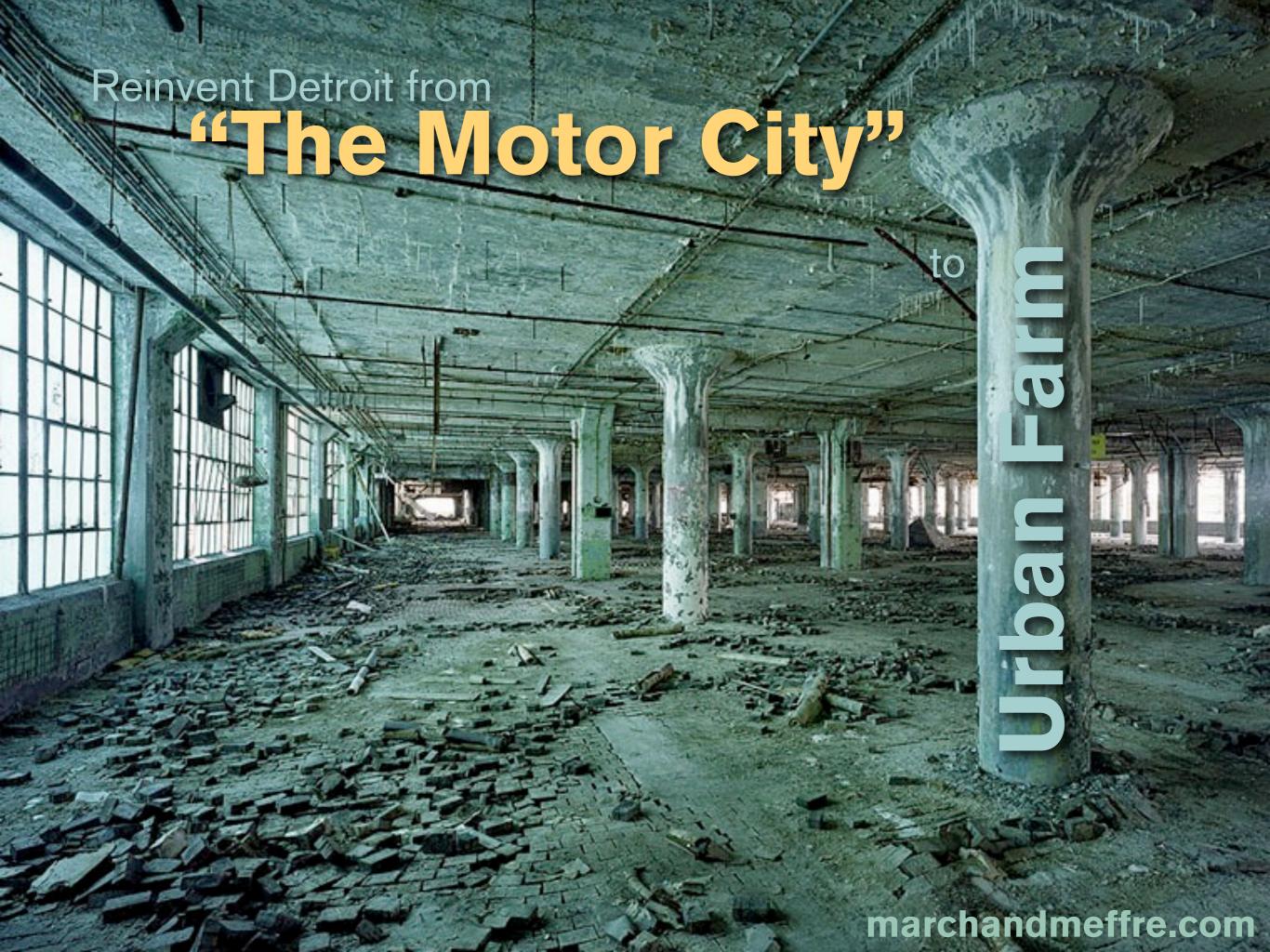






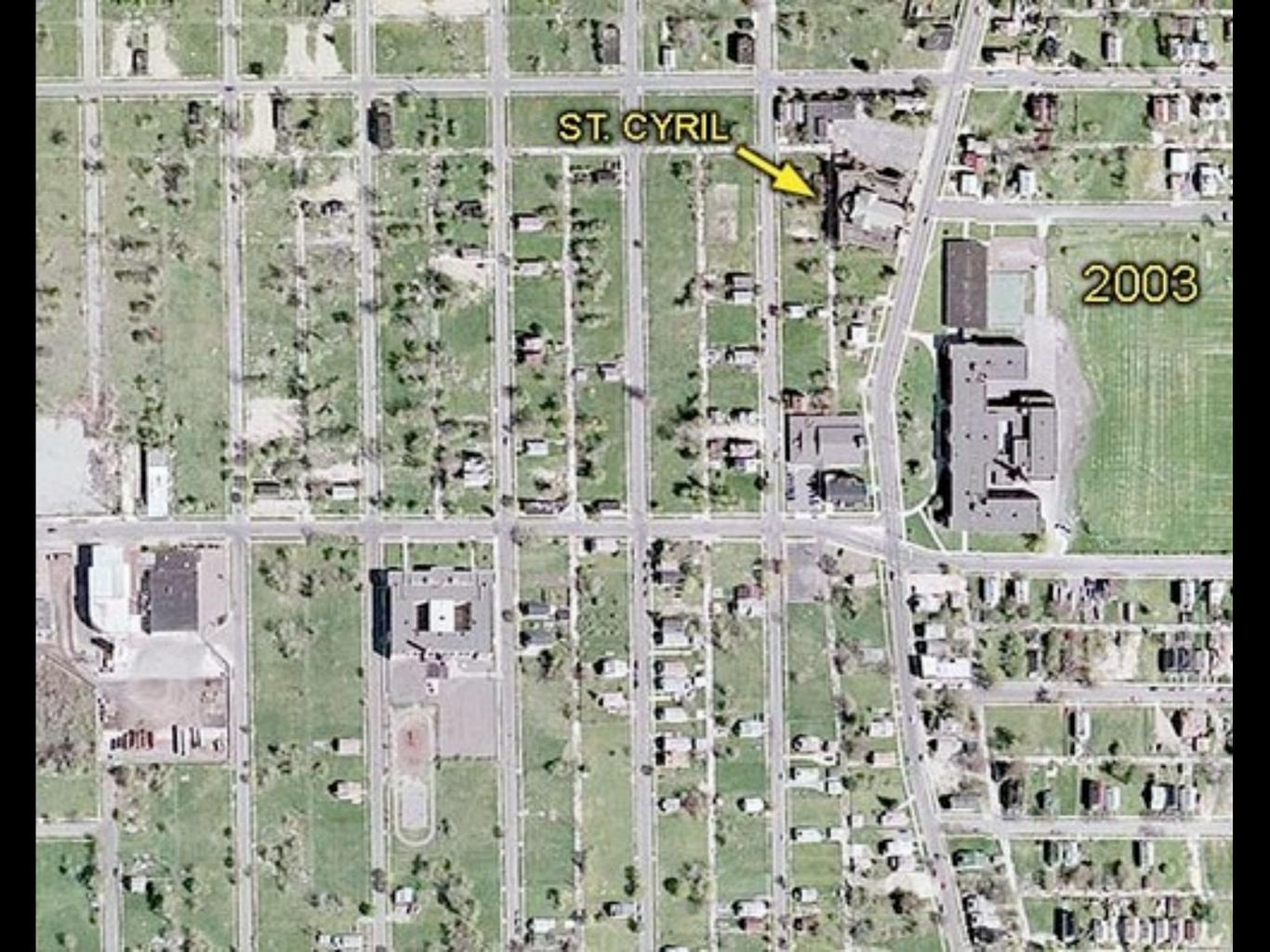


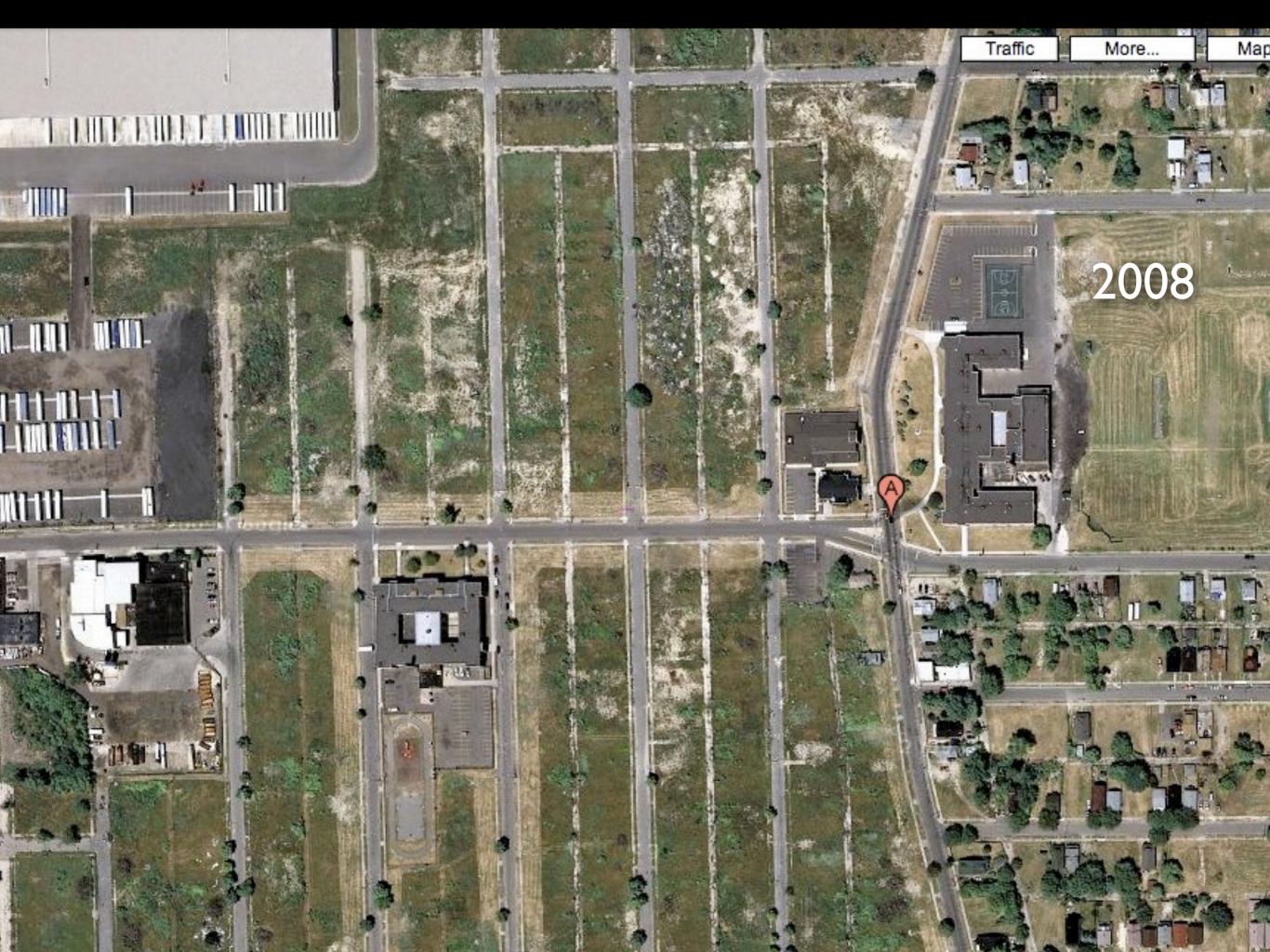




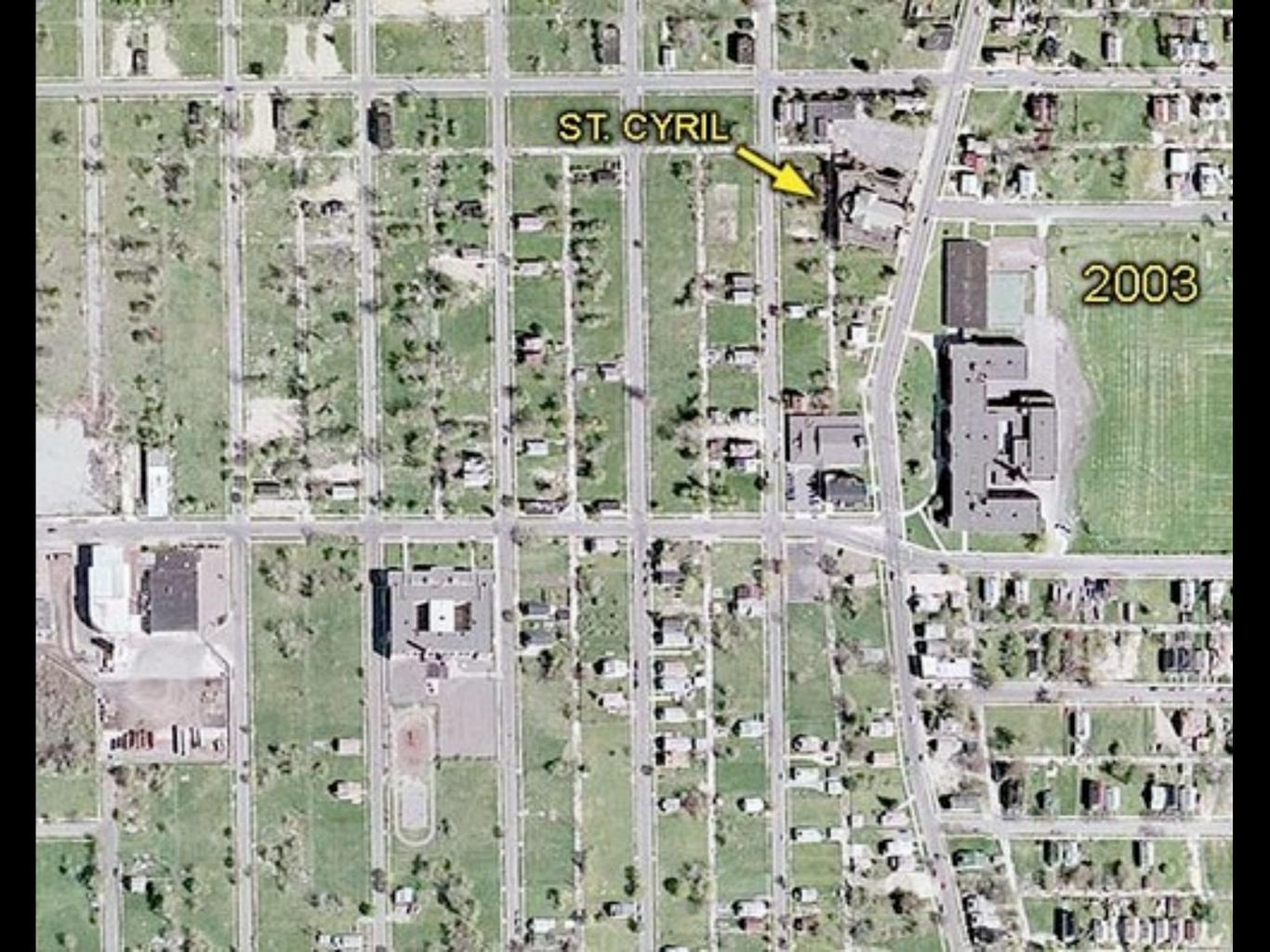


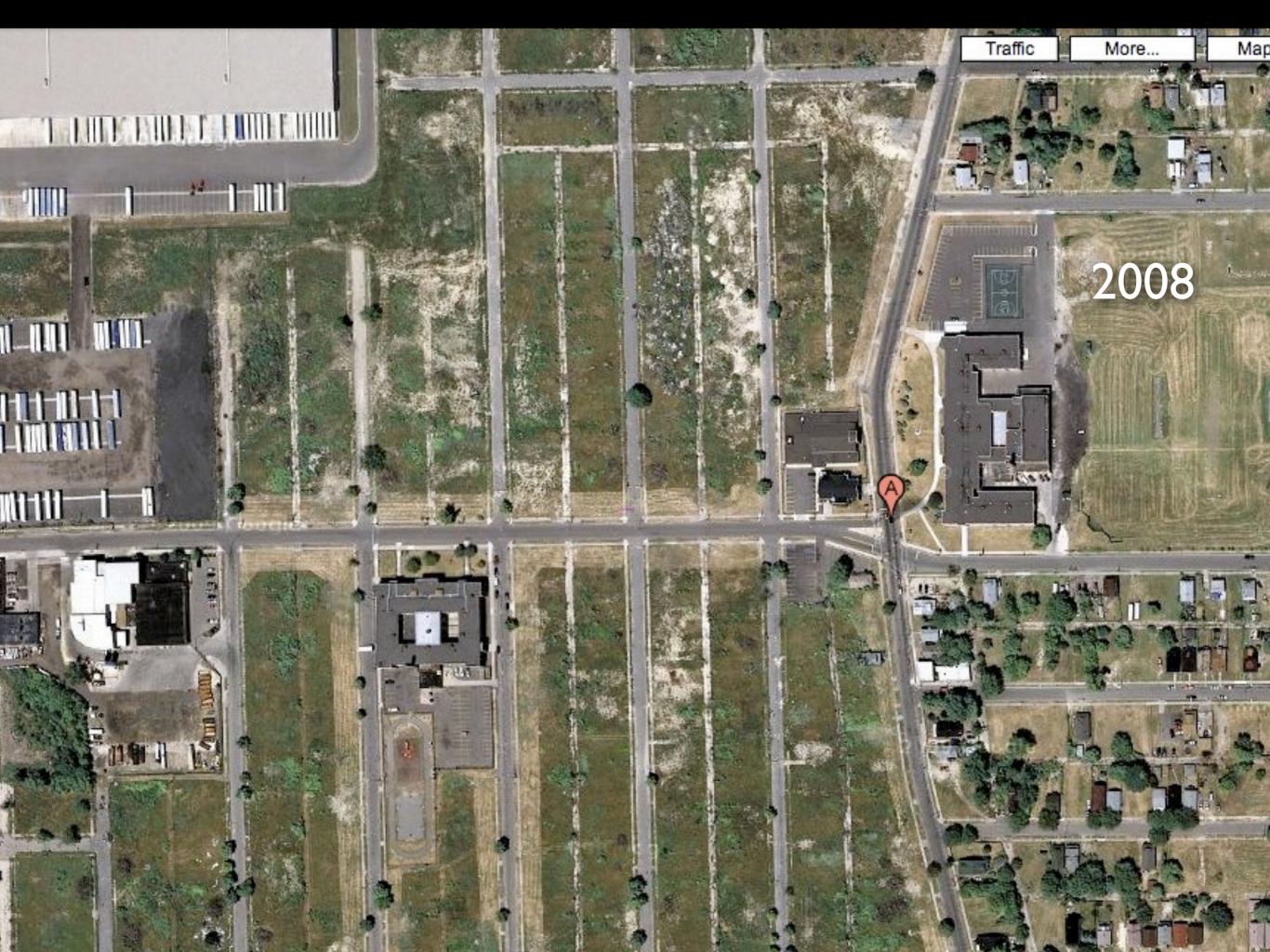






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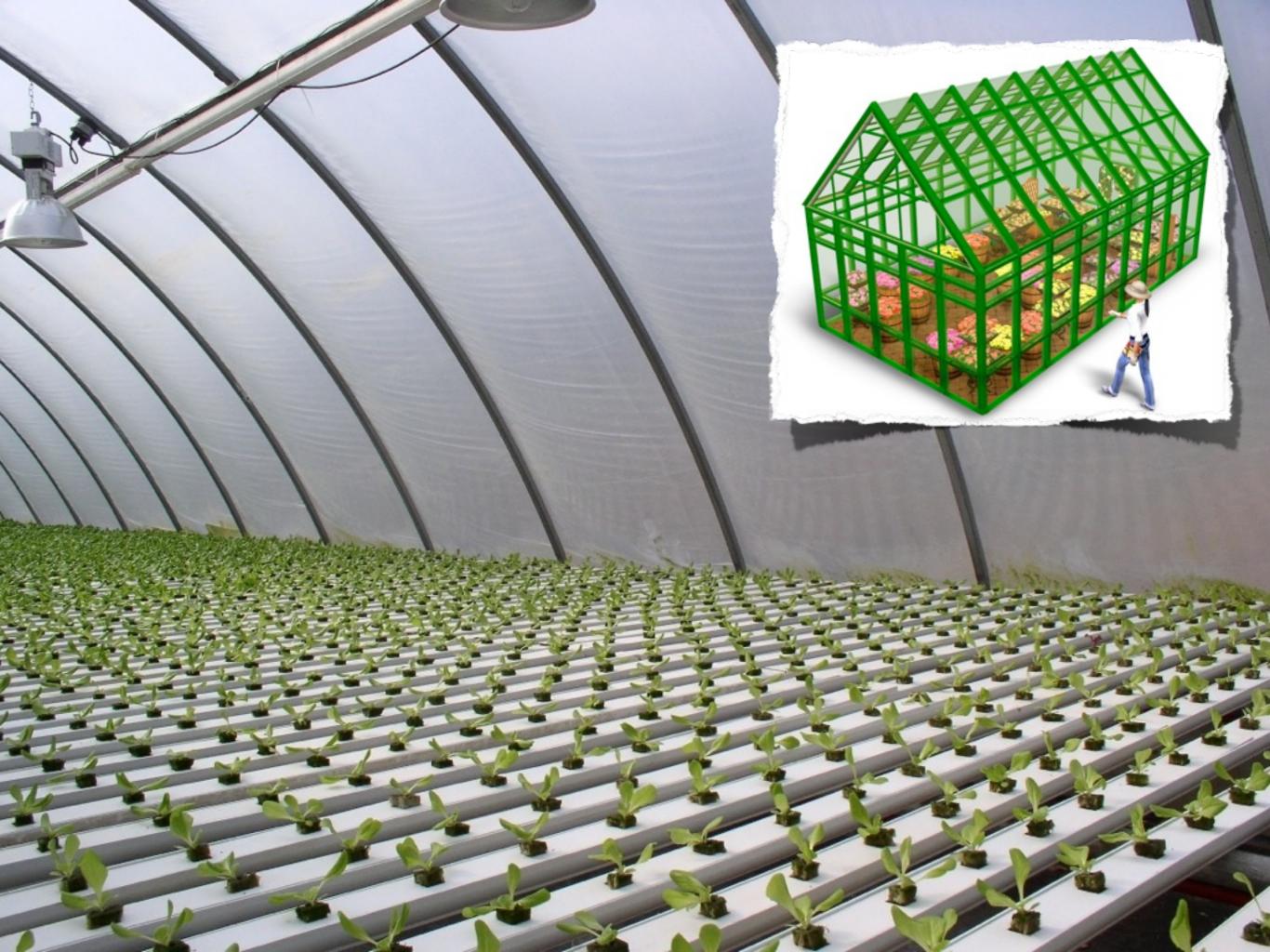








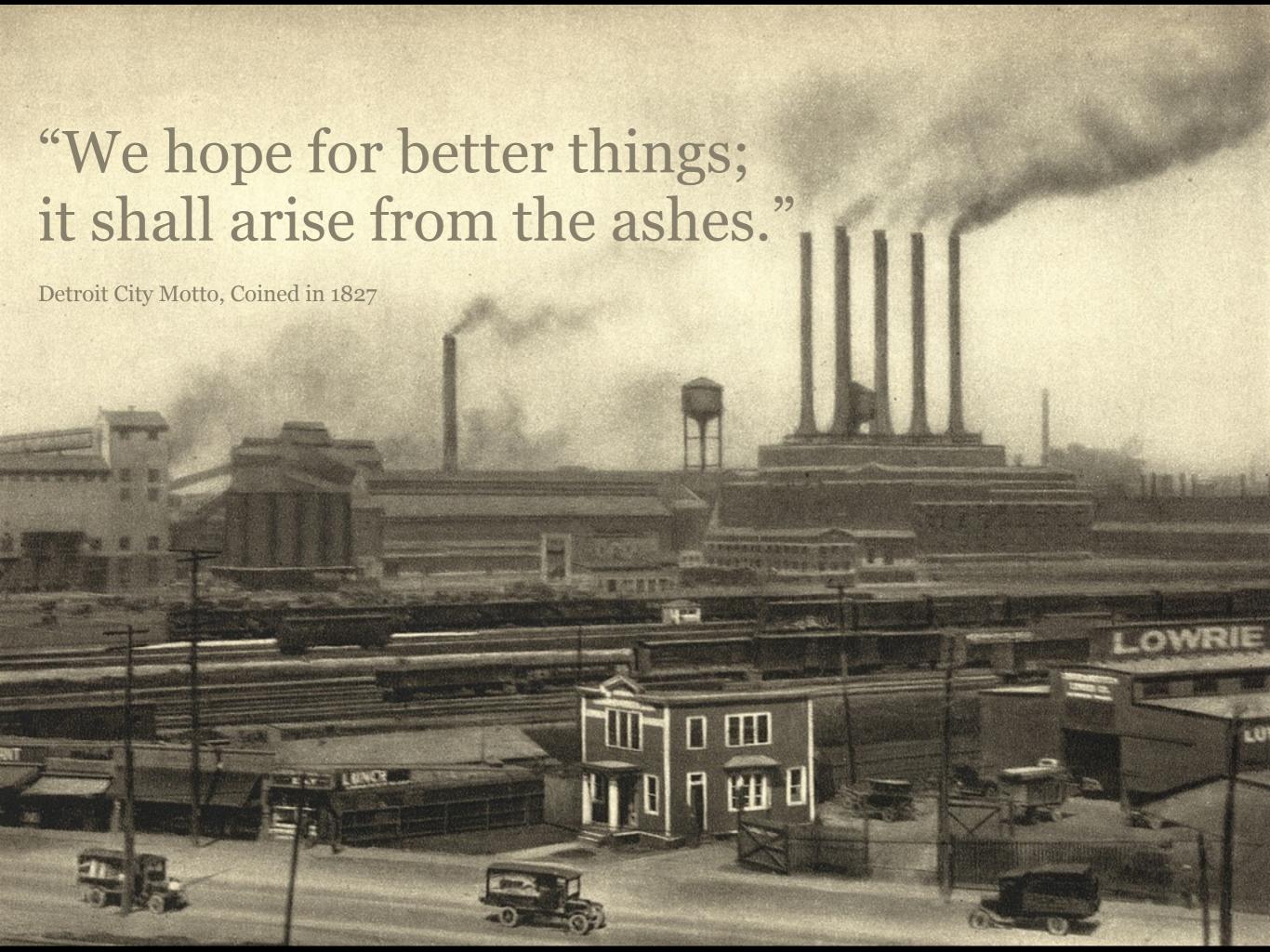














detroitunrealestateagency.blogspot.com









Who's The Genius Who Picked Detroit!

THE BOARD OF DIRECTORS OF

MENSA

FOR THEIR 2010 ANNUAL CONFERENCE

If the smartest 2% of the world's population chose Detroit for their next open meeting, what's your excuse?

Once you take a look at everything that's happening in Detroit, it doesn't take a mastermind to see that Detroit has everything a group needs (and wants). Dozens of new restaurants and nightclubs line the streets of newly developed neighborhoods. The revitalized invertion is now boasts three miles of family-friendly trails. Numerous upscale hotels, casinos, and entertainment facilities are opening in 2007 and 2008. And then there's Campus Martius Park, located in the heart of

downtown and voted the fourth best public space in the U.S. and Canada. With a wide array of available meeting and convention facilities, scores of brand new hotel rooms, and an eidensive list of impressively cool things to see and do throughout the region, savvy meeting planners are taking another look at Detroit ... as one of the most affordable and versatile meeting destinations in the Midwest.

TIME TO (RE)CONSIDER DETROIT.

For expert assistance in taking your next event to a city that will make you look premy smart too.

CALL CARLA CONNER-PENZABENE, DIRECTOR OF SALES, AT 313-202-1938

elalteetret.co

CALL CARLA CONNER-PENZABENE, DIRECTOR OF SALES, AT 313-202-1938

For expert assistance in foung your next event to a city mat will make you look premy smart foo

TIME TO (RE)CONSIDER DETROIT.







arisedetroit.org

habitatdetroit.org





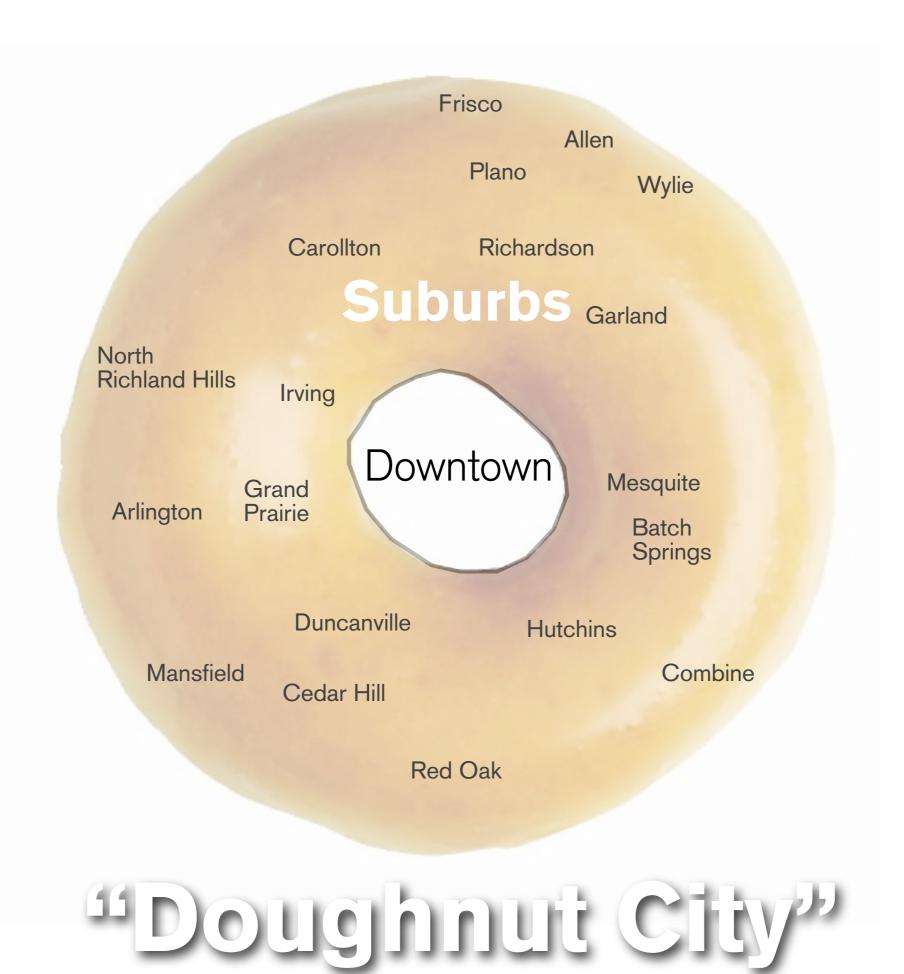




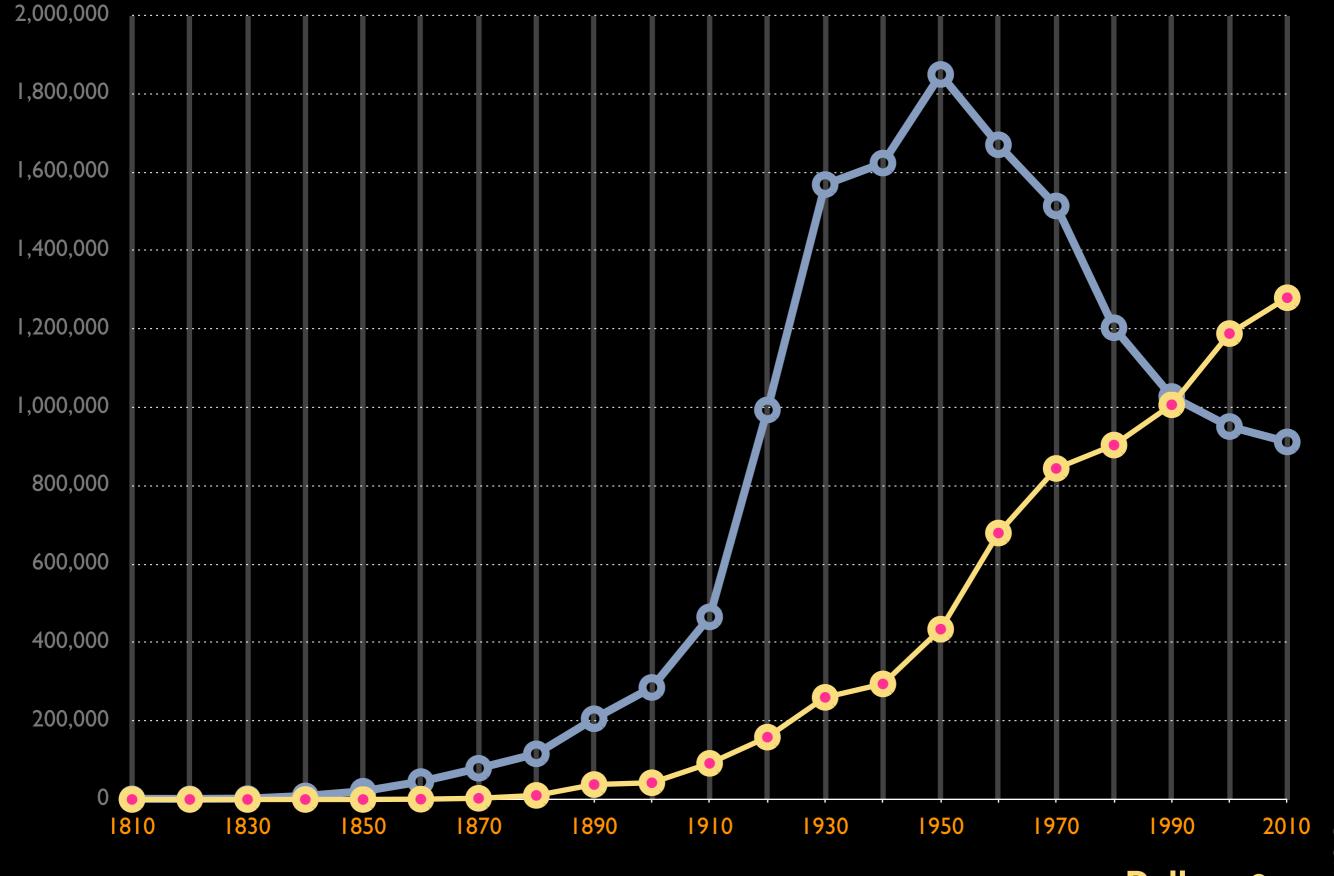








Fort Worth



Population of Dallas: 1,279,910 today

Dallas • Detroit •







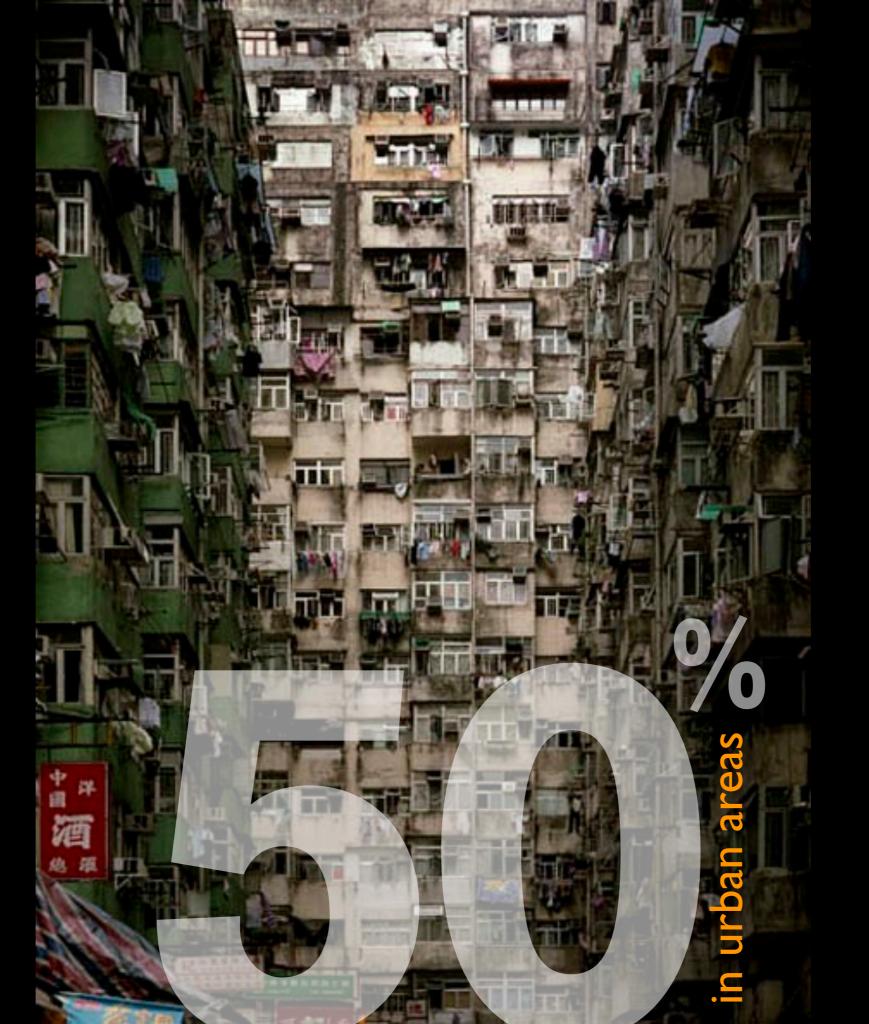
















the re: Visionary target audience

Governments, designers, architects, engineers, developers, entrepreneurs, students and others.



Mayor Tom Leppert City of Dallas

Eban Goodstein

National Teach In

Co-Director,

Sergio Palleroni

Founder, Basic Initiative



Shannon Loew President, Form in Context



Pliny Fisk Co-Founder, Center for Maximum **Potential Building** Systems



Paul Ludden Provost, SMU

Paul Hawken

Environmentalist,







Michael Potts CEO, RMI



David Orr

Janine Benyus Founder, **Biomimicry Institute**



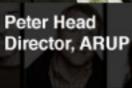
Van Jones President, Green For All



Mayor Gavin Newsom City of San Francisco

Marc Porat

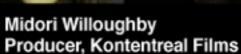
Global Homes,

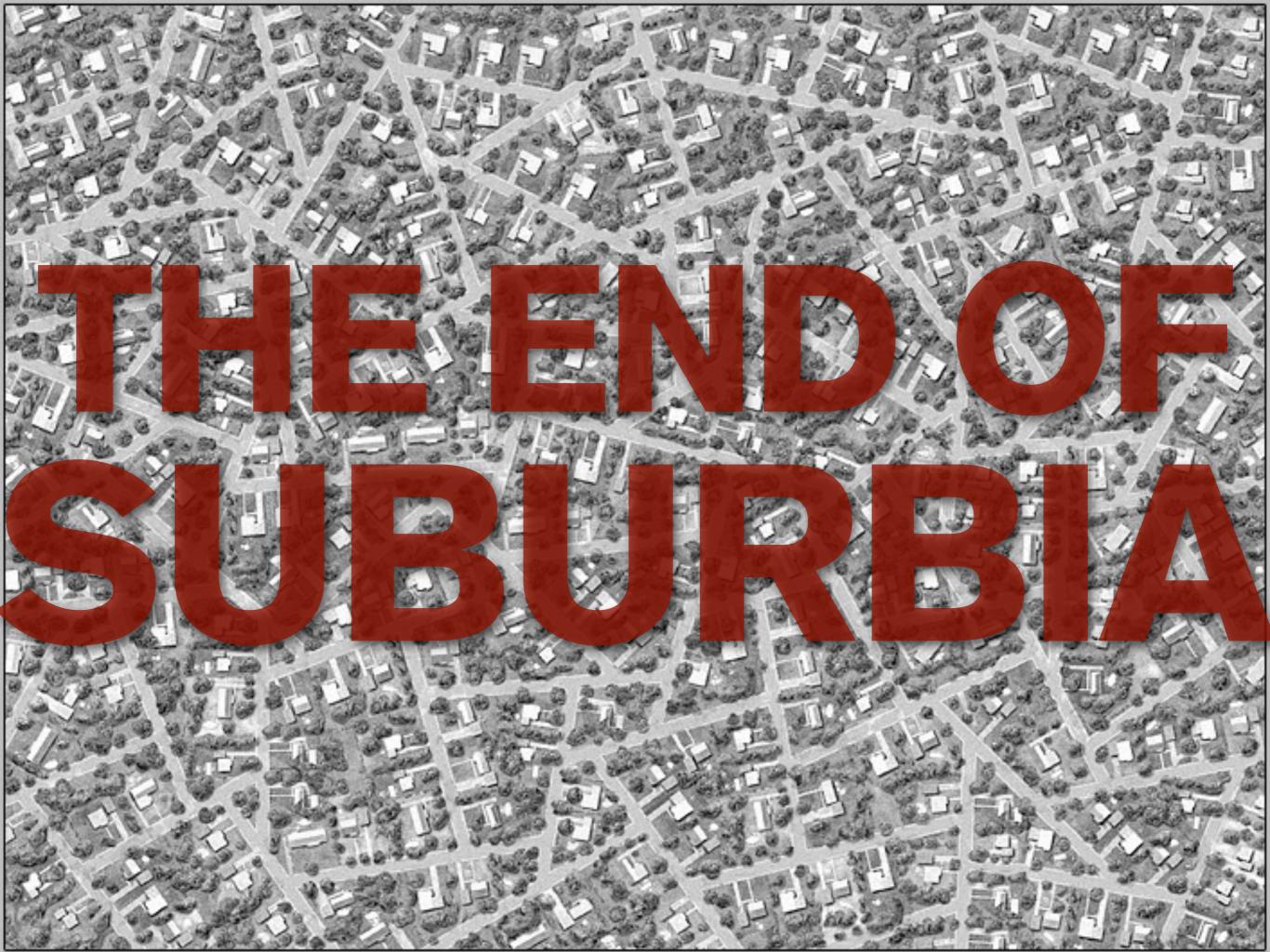


Entrepeneur, Journalist & Author



















THE URBAN FRAME WORK

DESIGN SERIES PRESENTED BY:

URBAN RE:VISION

The Urban Re:Vision FrameworkTM, a living document, goes beyond LEEDTM Platinum and the Living Building ChallengeTM, by including in the design requirements elements such as:

- social justice
- job creation
- sustainable economies
- lifecycle building
- ecosystem renewal
- energy, transportation
- technology
- community

Rocky Mountain Institute Biomimicry Institute Urban Age Institute Natural Logic **EcoCity Builders** Sunset Magazine Clinton Global Initiative **US** General Services Admin McDonough & Partners David Baker + Partners Green Planning Organic Architect

Mithun Gensler ARUP **SMWM EDAW** KEMA **KMD** Architects SF Public Utilities Commission Architecture for Humanity University of California Berkeley City College of San Francisco Academy of Art University

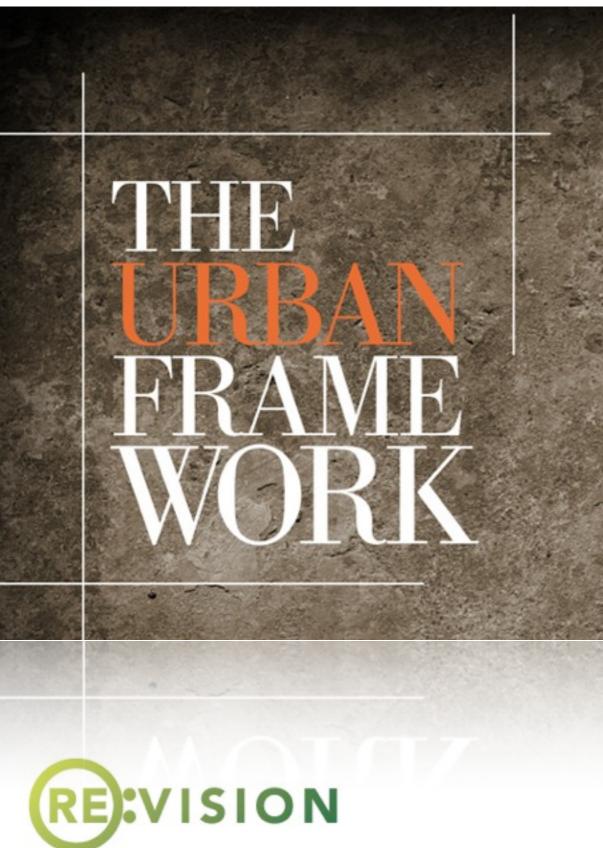
PARTICIPANIS







TOP 10 "How Might We?" Questions



- Create a place that you would move to?
- Increase the linkages to amenities to catalyze synergies?
- Introduce more natural systems into the surrounding area and create habitat continuity to engage biodiversity?
- Leverage surroundings to generate energy and/or process waste streams?
- Create a viable pedestrian network?
- Encourage and incentivize people and companies to move to or near the site?
- Increase opportunity for partnerships between the public and private sectors?
- Mitigate the health consequences of living in close proximity to a freeway?
- Design an appropriate system for water use and reuse to create a healthy watershed?
- Reduce reliance on automobiles to, from and near the site and increase part-time use?





MORE NATURAL SYSTEMS INTROC

WALKABILITY - STREETSCA

PARTNER ING FOR:
TRANSPORTATION SOUT
FINANCING
INCENTIVES

COMMUNITY LINKAGES

BUILDING(S) AS GENERATION (POWER, VEGETATION

OCCUPANT/EMPLOYEE INCEN







What We Don't Want:

Something we've seen before.





Must be buildable Beyond LEED Platinum

No limit to floor area Locally owned, non-chain retail Educational Program Wellness Center Minimal parking

Carbon neutral Maximize open space Indigenous, zero irrigation

Grow your own food.
Generate your own power.
Collect, clean and reuse your water.



Judging: May 2009

Carneron Sinclair

Architecture for Humanital

Sergio Palleromi
Sergio Palleromi

Aathanie for Humanich

Aidan Hughes

Arup

Pliny Fish Maximum Built Potential

Contex Freed

Ethic Cores intect

Center for Maximum Built Potential













THE WINES



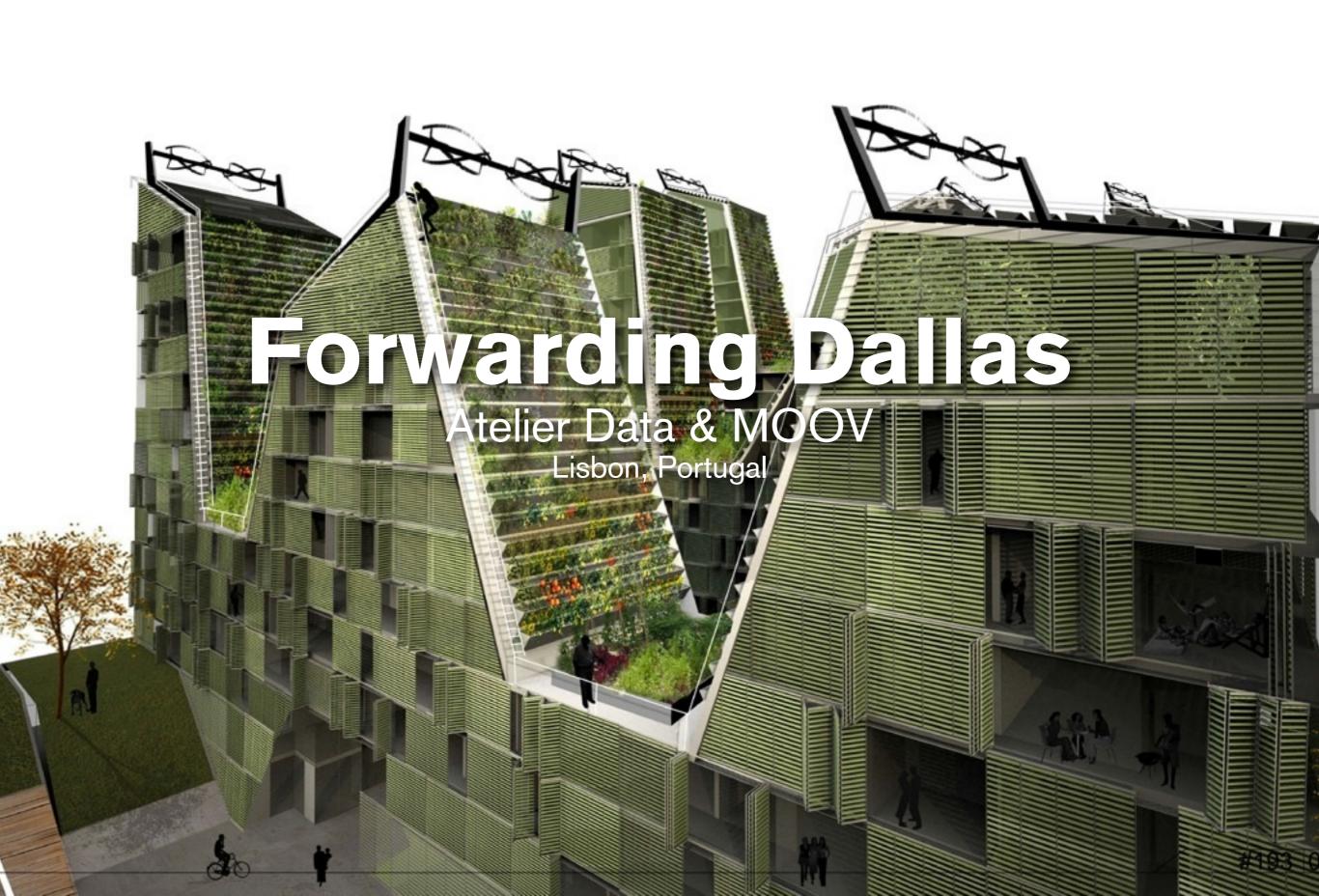






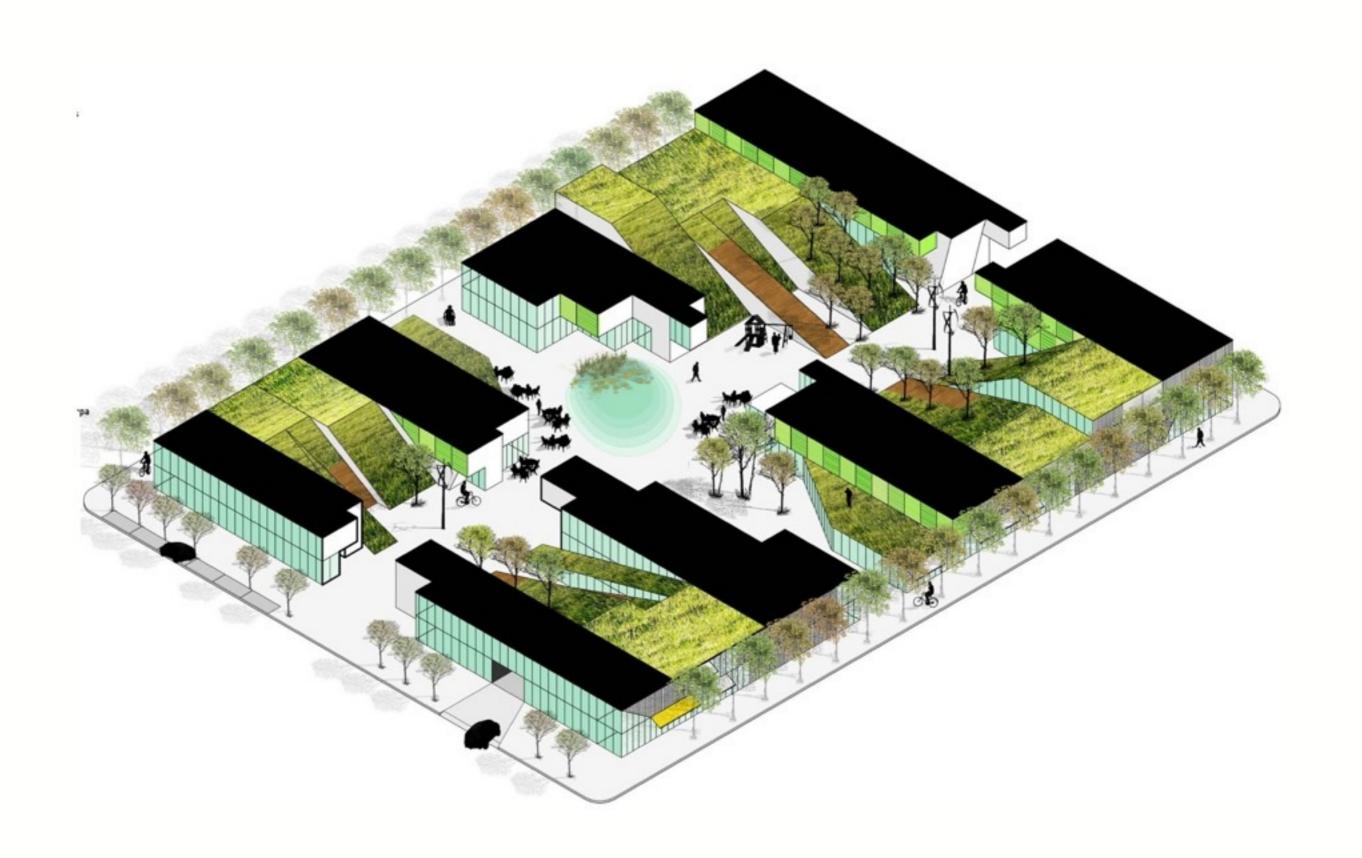








2: Forwarding Dallas







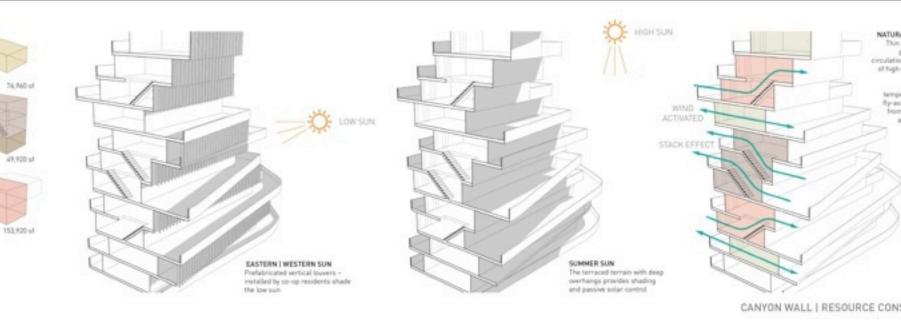


HONORABLE mentions



PROGRAM DESCRIPTION

SIZE

















THE WATER" "VALLEY RE: VISION PALLAG 23 87 PALLAS, TEXAS USA ABHA "YALLE" PEL DESTINATION COMMUNITY TEAM 120 MAY 5, 2004 A HOUTHEAST BULLYSTION / BECTION S DOT THE Reaf Proc. No. a fide day g total Science of the state of State Page State white the 10年20年 日本日本日本日 SELECTION OF THE State TA S'
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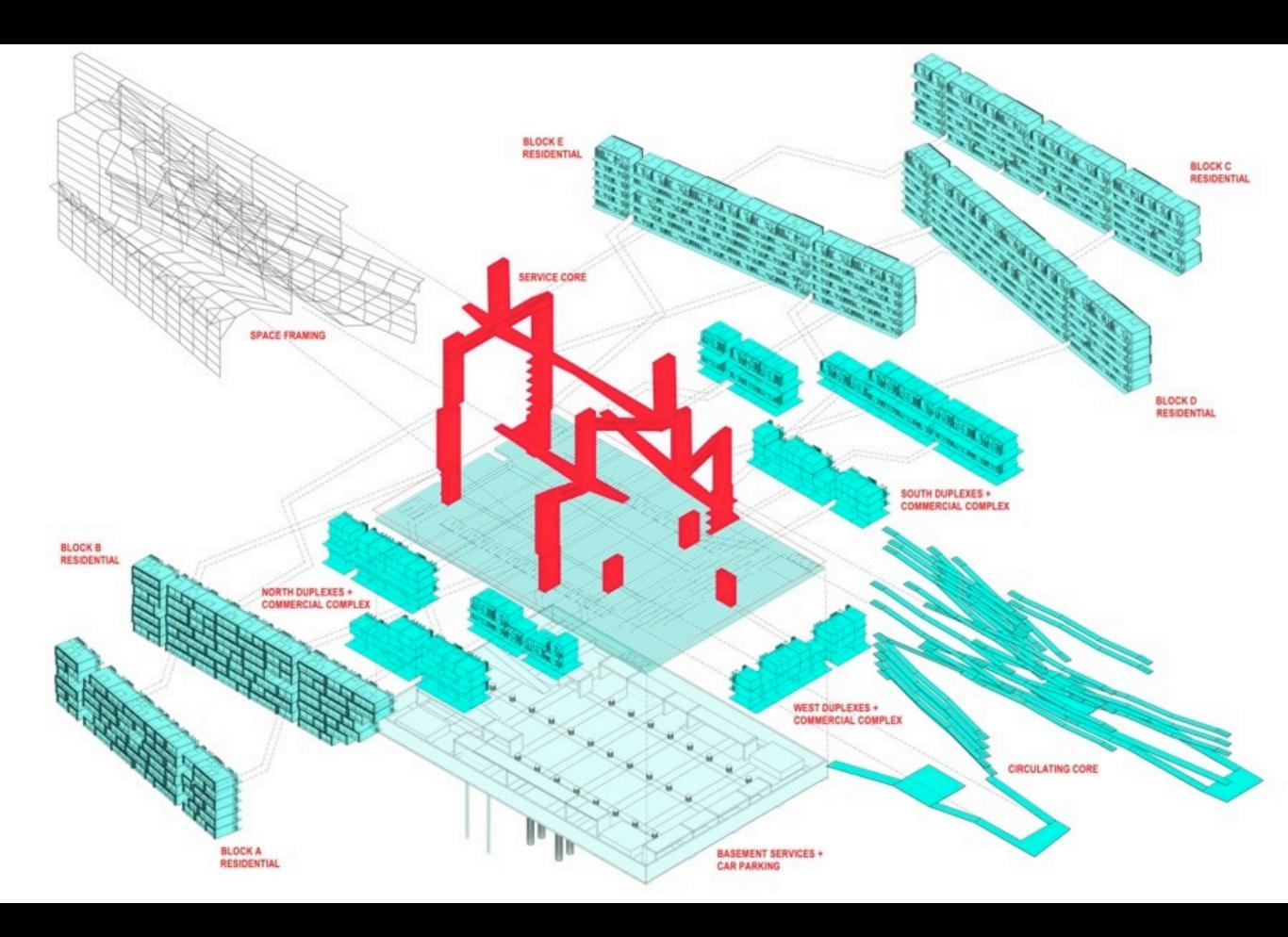
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which the



creating an URBAN OASIS







to support its own population. Rather than seeking imported food outside Dallas, our project emphasis regional food production and give priority to the long-term solutions. A series small scale vertical farms, integrated with food market, public trans-port, bike sharing facilities, Graffit walls, and other services facilities and civil works are proposed to be build in the current city block. These vertical farms (as well as roof farms) can be sold as finished unities to promote a diverse food production for the local low-income group. The surrounding area of these farms provides opportunities and room for sport, movement, culture and recreational activates. They become well-defined gathering spaces in which the sustainable design elements are integrated in the development structure from the beginning.

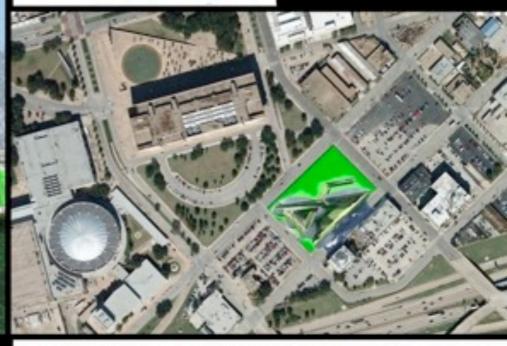


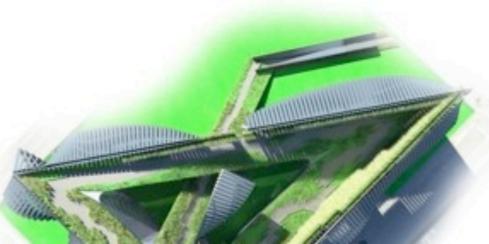


Reclaim the food production + social identity in Dallas

Brief

The central feature of our project is the design Dallas as a city for everyone, especially the objective of ensuring that urban development in CDCDC will prove that attractive urban development and broad social diversity can co-exist. This extraordinary district is emphasized as an attraction and of value to the whote of Dallas, is presented as creating a unique identity and quality for CDCDC as a city district. The central idea of "Dallas Eye" is using a kinetic building skin to enclose the struc-tural envelop. Similar as human's eye lip, this kinetic PV panels serves as the secondary skin, which can open and close based on the internal functions and external environmental factors, as well as provide on-site renewable energy. By offer-ing a lacinisted weave of residential, commercial, vertical farms, bicycle sharing spaces and public spaces in one block, we explored various design strategies to create "Dallas Eye" in a cohesive and coherent landscape, to achieve sustainability in the sense of environmental, social and economic



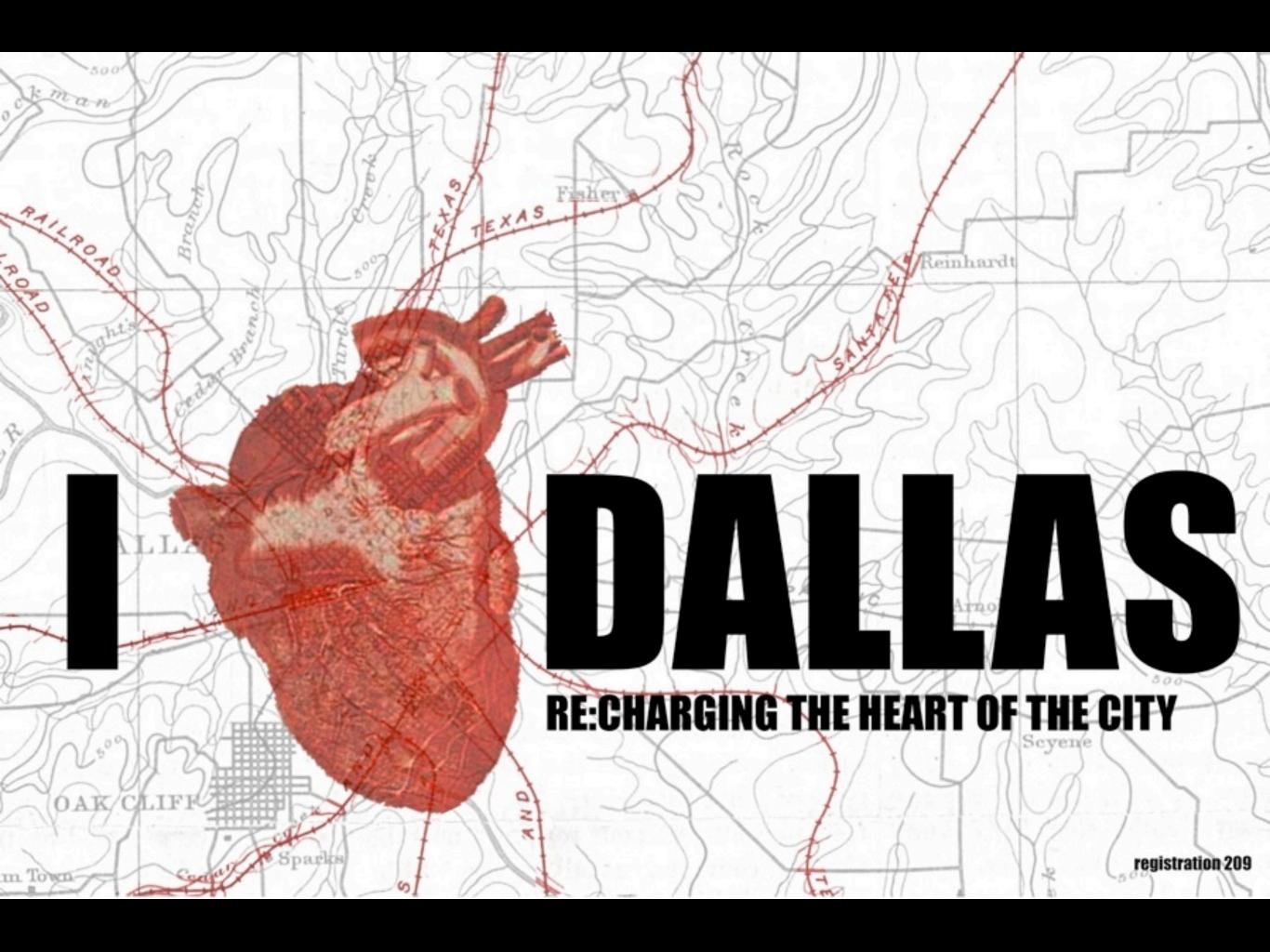




Re-used and e-invention of super cell structurel system that capable of securing 4 retired fuseleges. esult: plugged and played system was developed for the building construction. re-condition Fuselage stacking up on each other at its NO columns natural state. NO floor sleps Big cost saving Pre - Wire for Mechanical. Electrical. Mumbing. systems __ _Proposed Future







The Urban Re:Vision Process™

Site
Selection

Site
Urban Re: Vision
Workshop

Partnerships

Urban Re: Vision Dallas International Design Competition

Jury Selection

Honorable Mentions

Final Selection

Urban Re: Vision Dallas Groundbreaking & Construction

The Urban Re:Vision Process™

Site Urban Re: Vision Selection Framework Workshop Partnerships

Urban Re: Vision Dallas International Design Competition

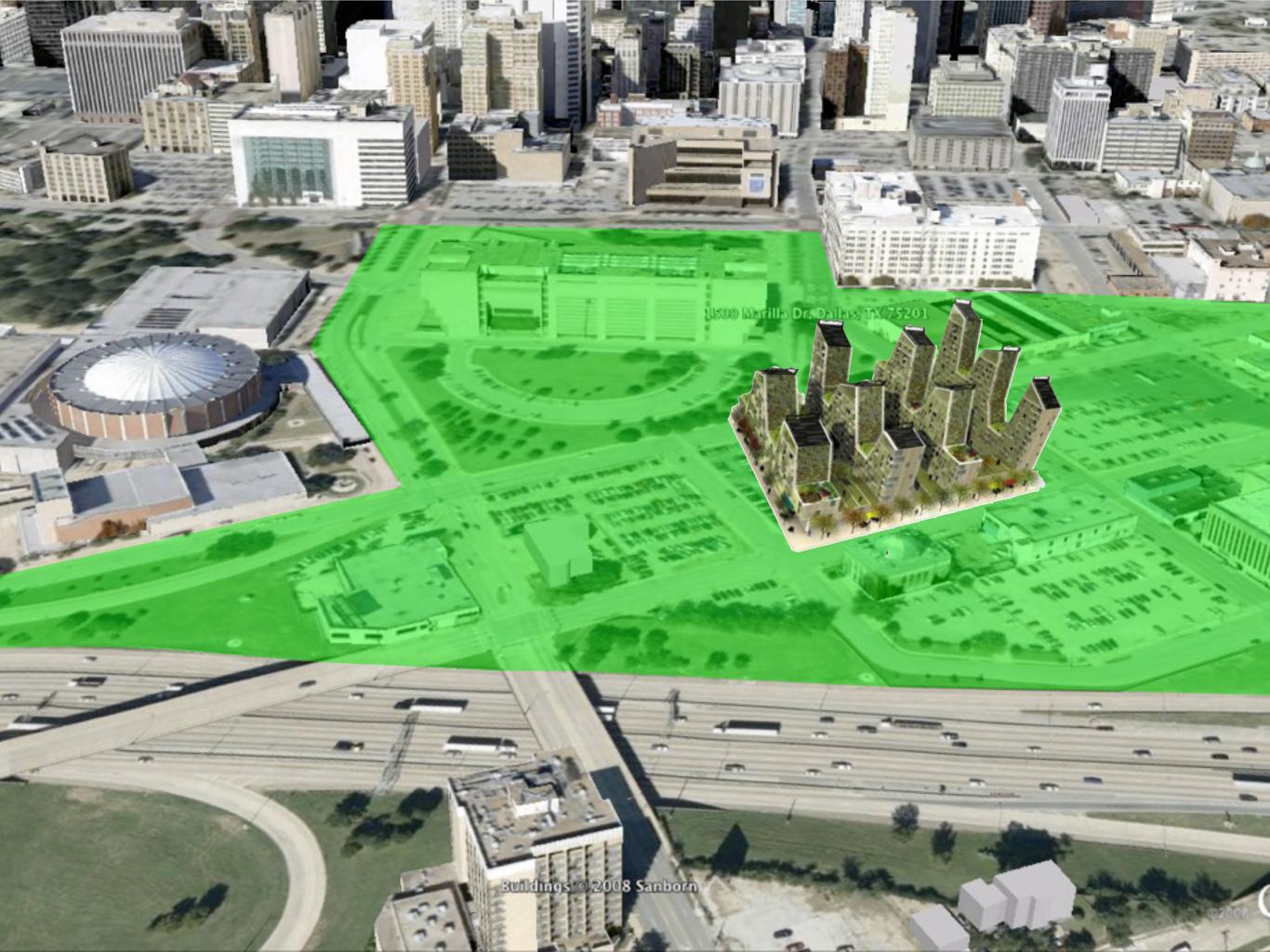
Jury Selection

Winners

Honorable **Mentions**

Final Selection

Urban Re: Vision Dallas Groundbreaking & Construction







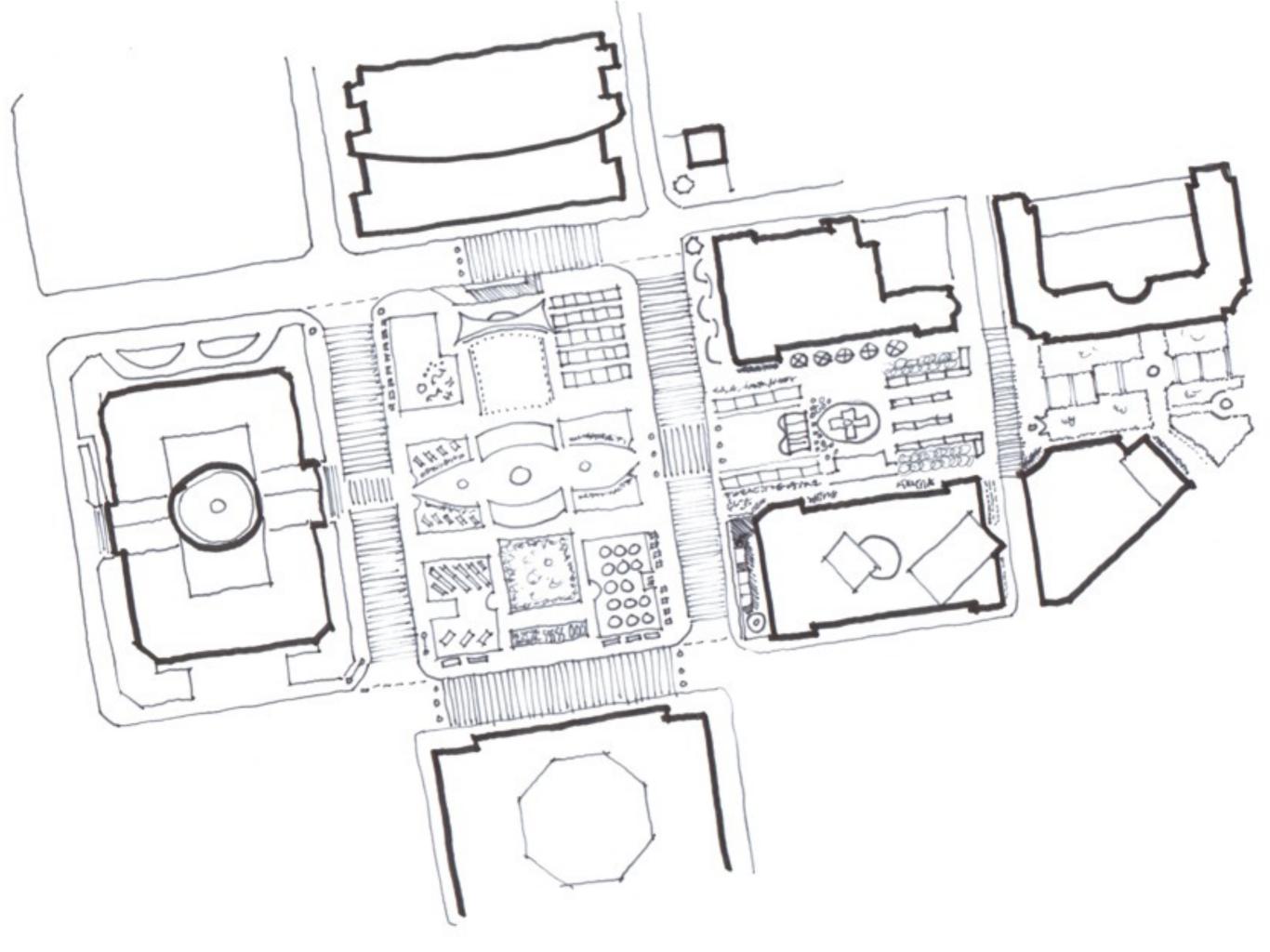


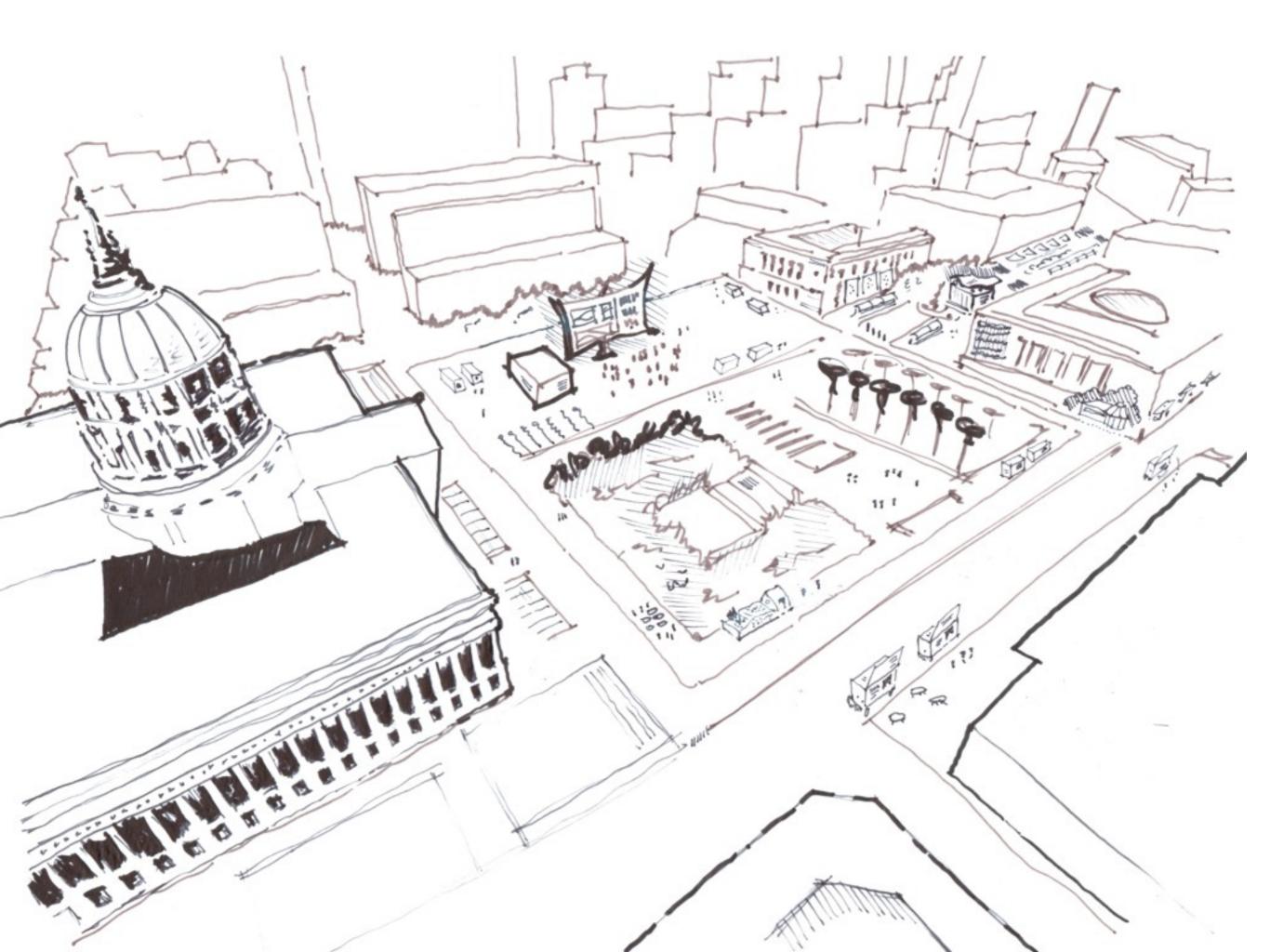




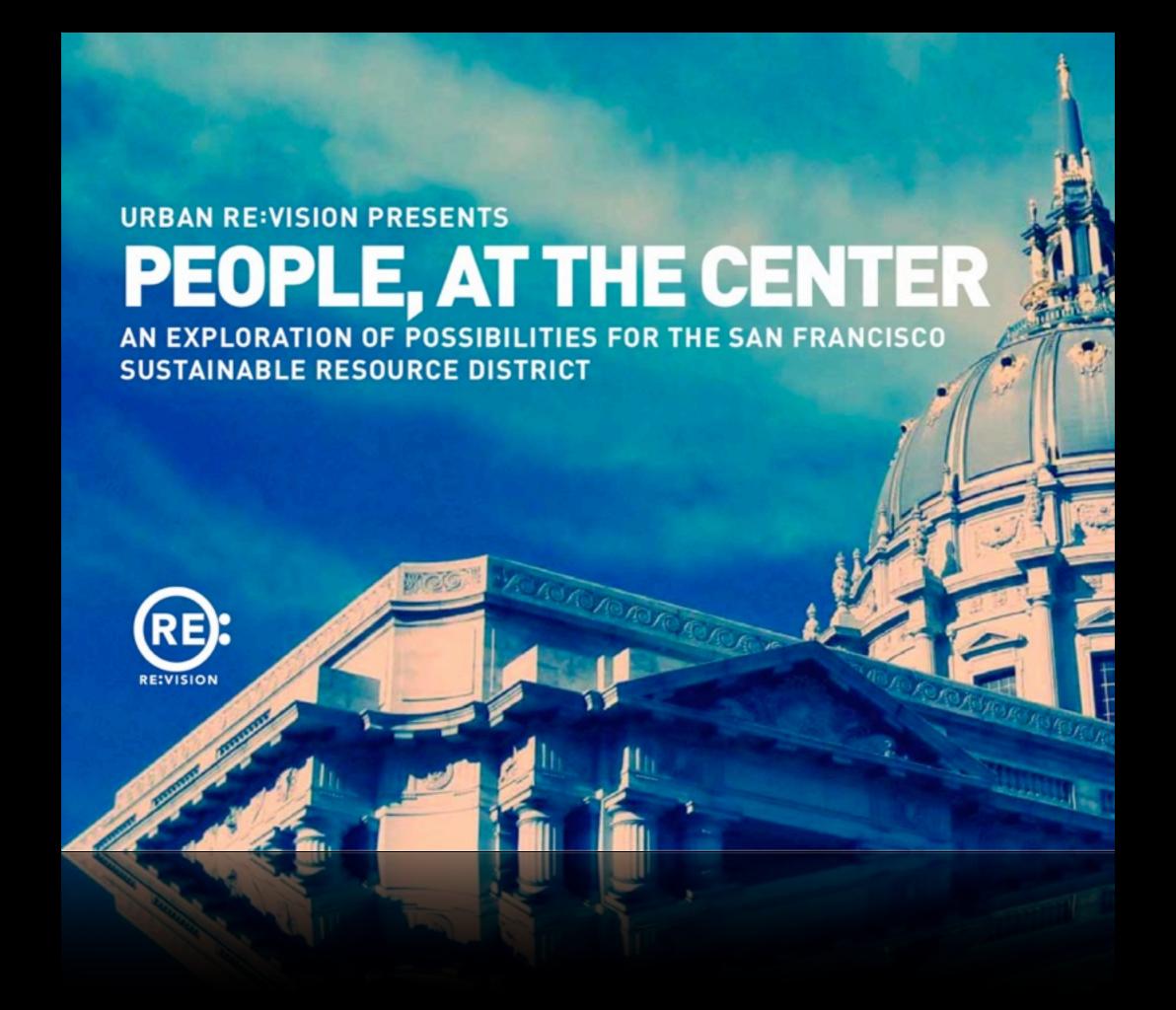












SYSTEM DIAGRAM

Food First is predicated on the use of nature to teach, inspire and provide in both the most lofty and most. pragmatic senses. Natural systems, through the greenhouse program. produce food, stimulate jobs and set a tone for community engagement that is fundamentally fied to sustainability. Food is a powerful economic driver. This project aftempts to capitalize on that for a broader mission.

METRICS FOR SUCCESS

Number of members of the program.

Year-round, successful food production.

Reduced number of hungry people in San Francisco as a direct result of the production on site.

Greater awareness of the full food cycle amongst participants.

Increase in jobs pertaining to food







ugh the Civic Center:

were diverse

are shared needs and

c types of individuals. These

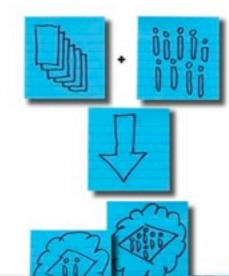
tence. They were a repre-

ider the simple question,

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VS.



DESIGNING FOR PEOPLE

thetics and other fundamentals.

Traditional tools of architecture, planning and civil engineering produce impactful designs. But historically they have been overwhelmed by inputs and processes that inadvertently deprioritize the individuals for whom the designs are created. Product design and organizational design are leaders in this field. What they practice is a mode of design that starts with an analysis of needs and wants of specific individuals. That analysis yields guiding principles that are held as importantly through the design process as budget, aes-

The city of San Francisco, by attempting to humanize design, is innately attempting to reprioritize the needs of the individuals of the SRD. In an ideal world, they will continue with this pursuit to fully research and identify the needs and desires of the population that now uses and might use in the future the resources of the SRD. But for this half-day workshop, it was important that the amounteel and understand this process before

Hopes

Inspiration, Participation. Big plans. Big achievements. The first day of the workshop brought out bold optimism and unabashed enthusiasm. The power of potential was definitely in full force for some participants.

Fresh ideas relevant

4 REAL 3 VISION We will TONYDOUS CHIC COME TO DE find \$ THE AGNIEL CONTROL to make the SF the change Z. IT WILL 4. MULTT-beige COUNCE THICK! make BE A MODE SWLLESS cometions GLAST LEAP FOR THE BAMAD WORLD 2) BRITAK passion CREATE CHIPCHAR THOUGH DEA THE WALL NEW GIOES COHS ITVENCY ON SUSTAINS SOMEWHERE BILITY - NO WINDOWORESSING FOIL ACTION @ greatest hope @ thope 2) DOTT CHARGE to district TENDERALLY ATTROPPINE

3 /ASTORAGED

new model.

To When 811t





Fears Doubt. Insecurity. Trepidation.

Preoccupation. Some participants had issues or concerns that pulled them off track. But facing their fears and putting them in the open helped them to overcome their hesitations.

SUSPERBON PENSON - ALL ROYTS RESERVED

NOT URBAN REMSON - ALL ROWS RESERVED

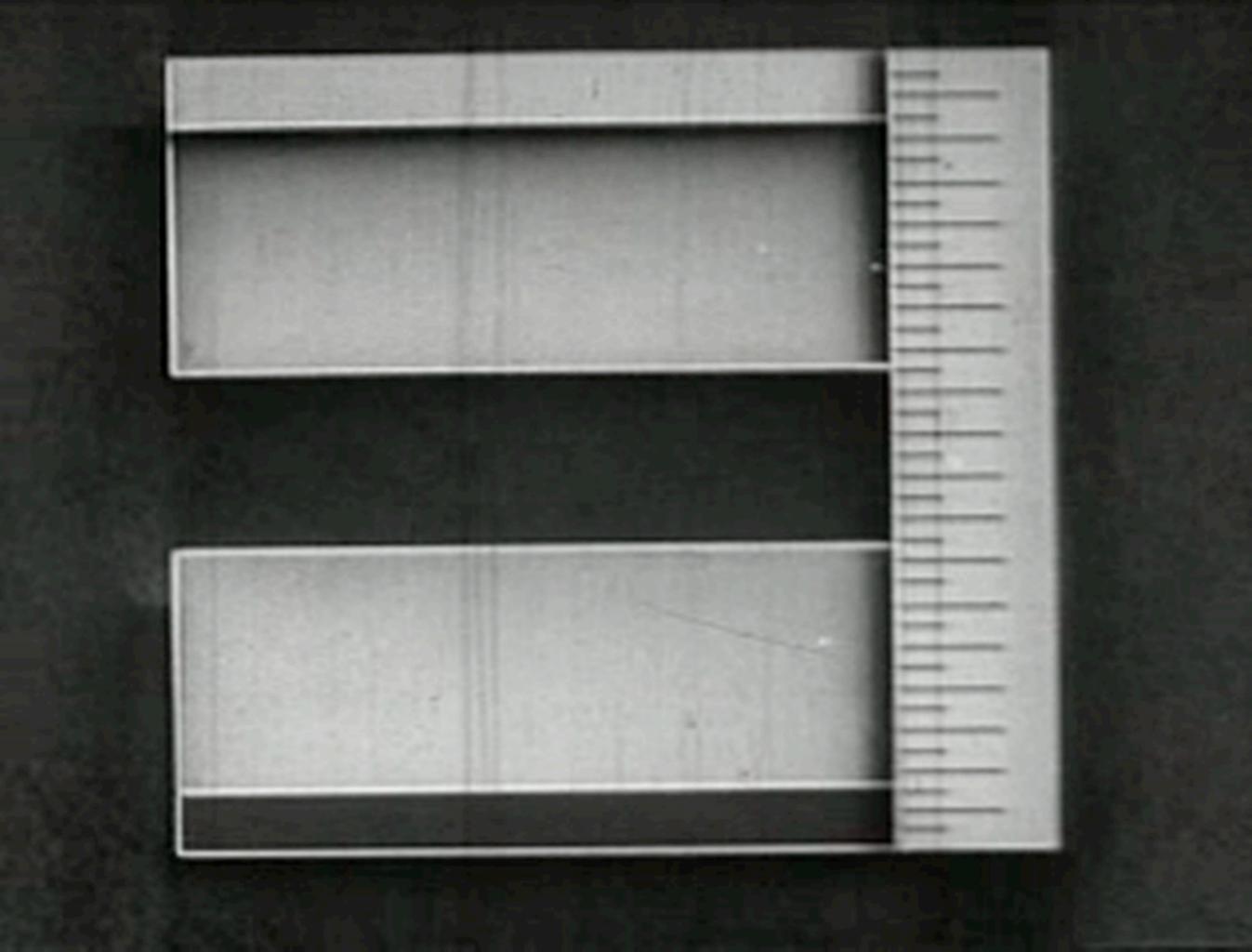
despotism | 'despə_itizəm |

noun

the exercise of absolute power, especially in a cruel and oppressive way.

: the King's arbitrary despotism.

ORIGIN mid 16th cent.: from French *despotisme*, via medieval Latin from Greek *despot s 'master, absolute ruler.'*Originally (after the Turkish conquest of Constantinople) the term denoted a petty Christian ruler under the Turkish empire.





ECONOMIC DISTRIBUTION









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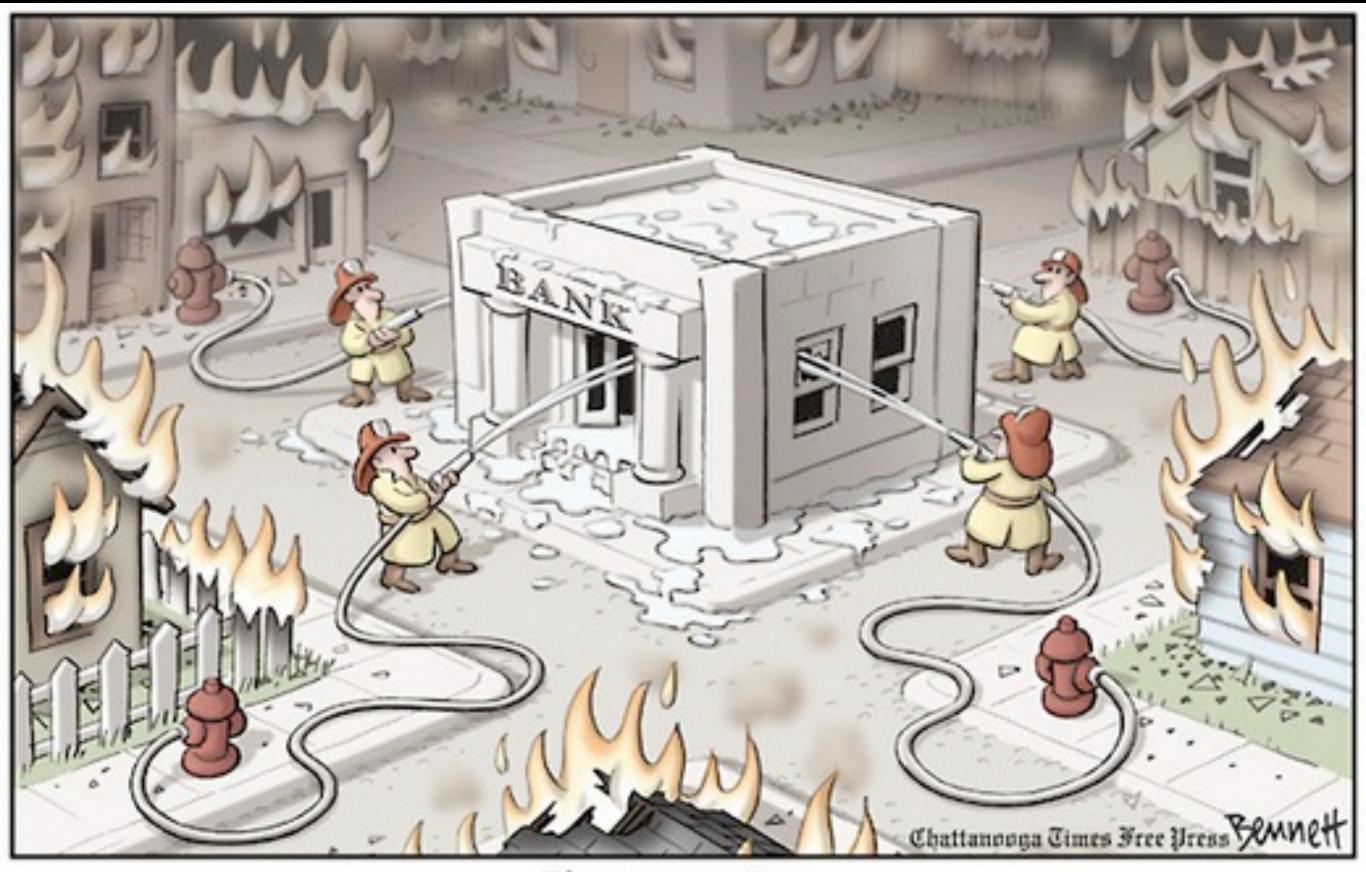


\$45,000,000,000

BankofAmerica®

\$20,000,000,000





The Rescue Plan



MINISTRYOF PROPAGANDA

Lobbyist Spending: **\$ 3,300,000,000** in 2008

SOURCE:



5x increase 2005

23% more

Clean Tech Lobbying 12,100,000

ExxonMobil Lobbying

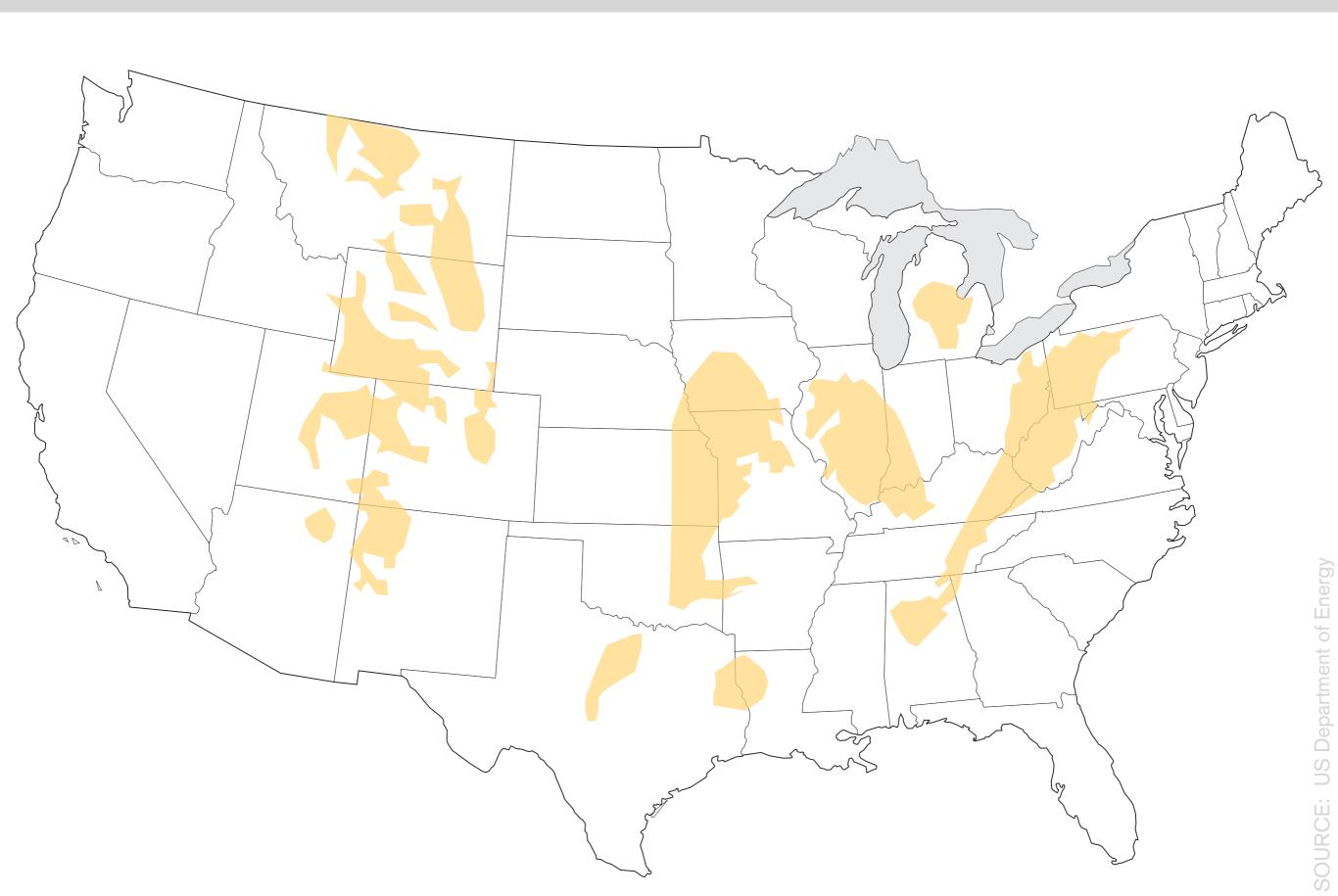
14,900,000

times more

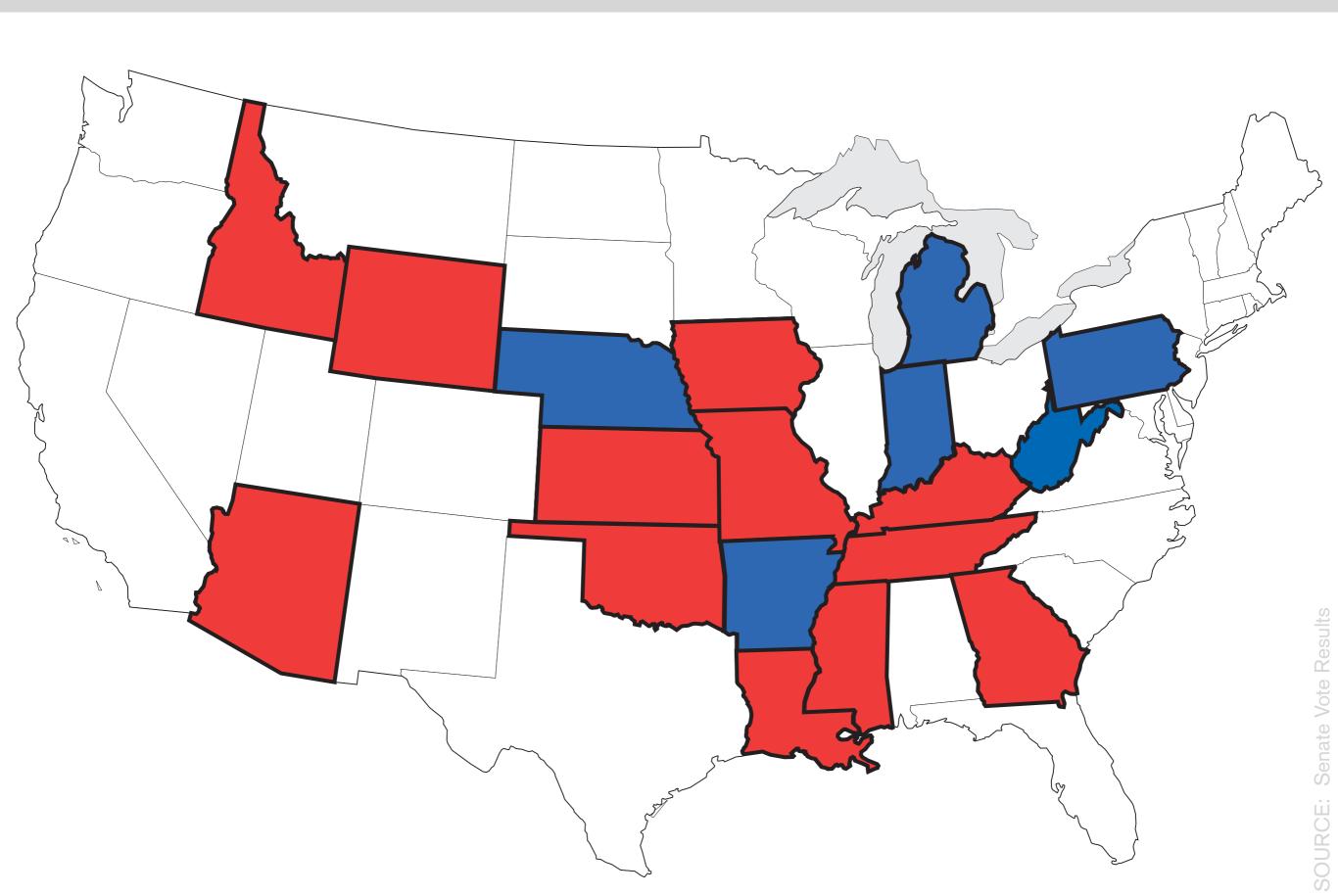
Oil & Coal Lobbying



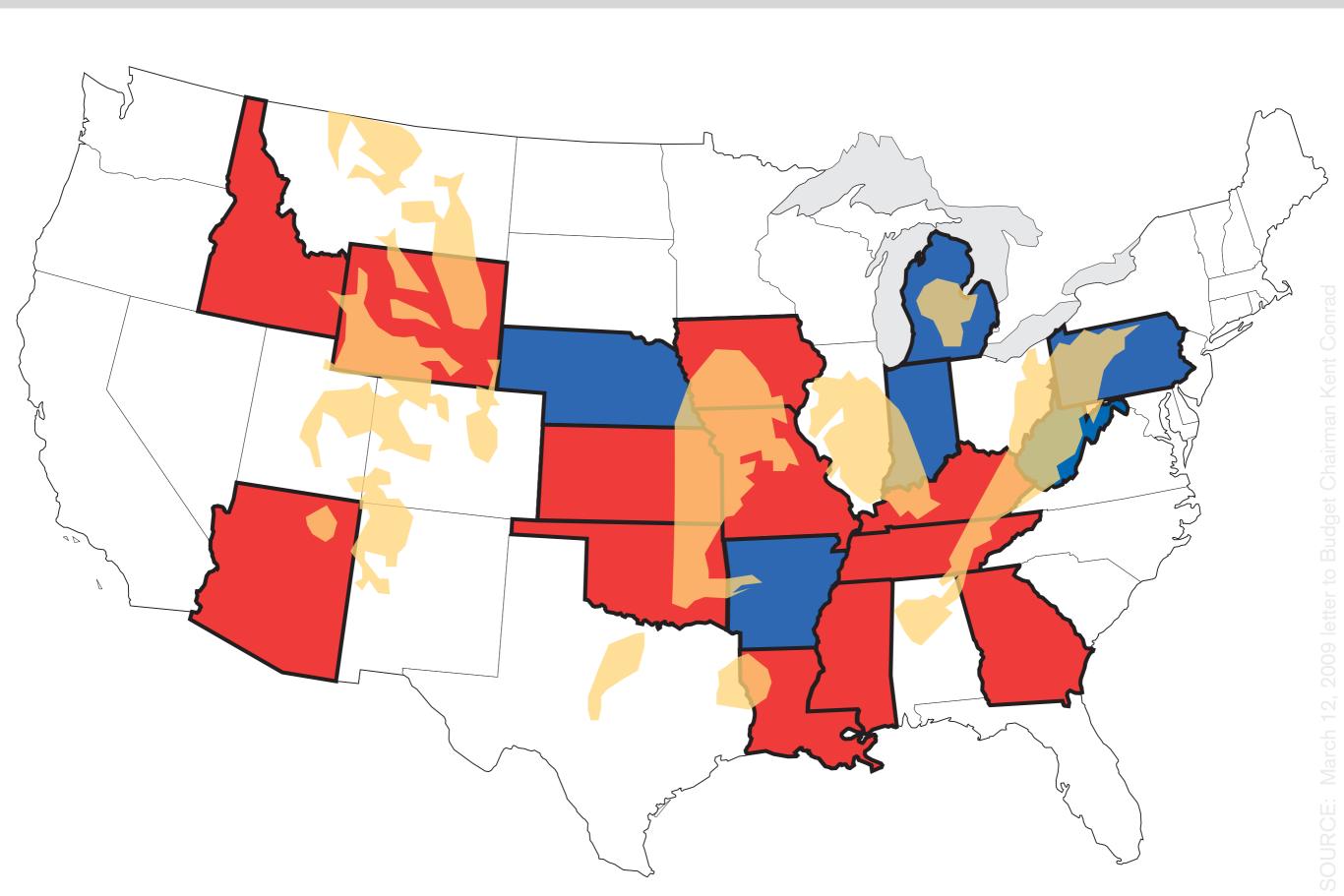
COAL DEPOSITS



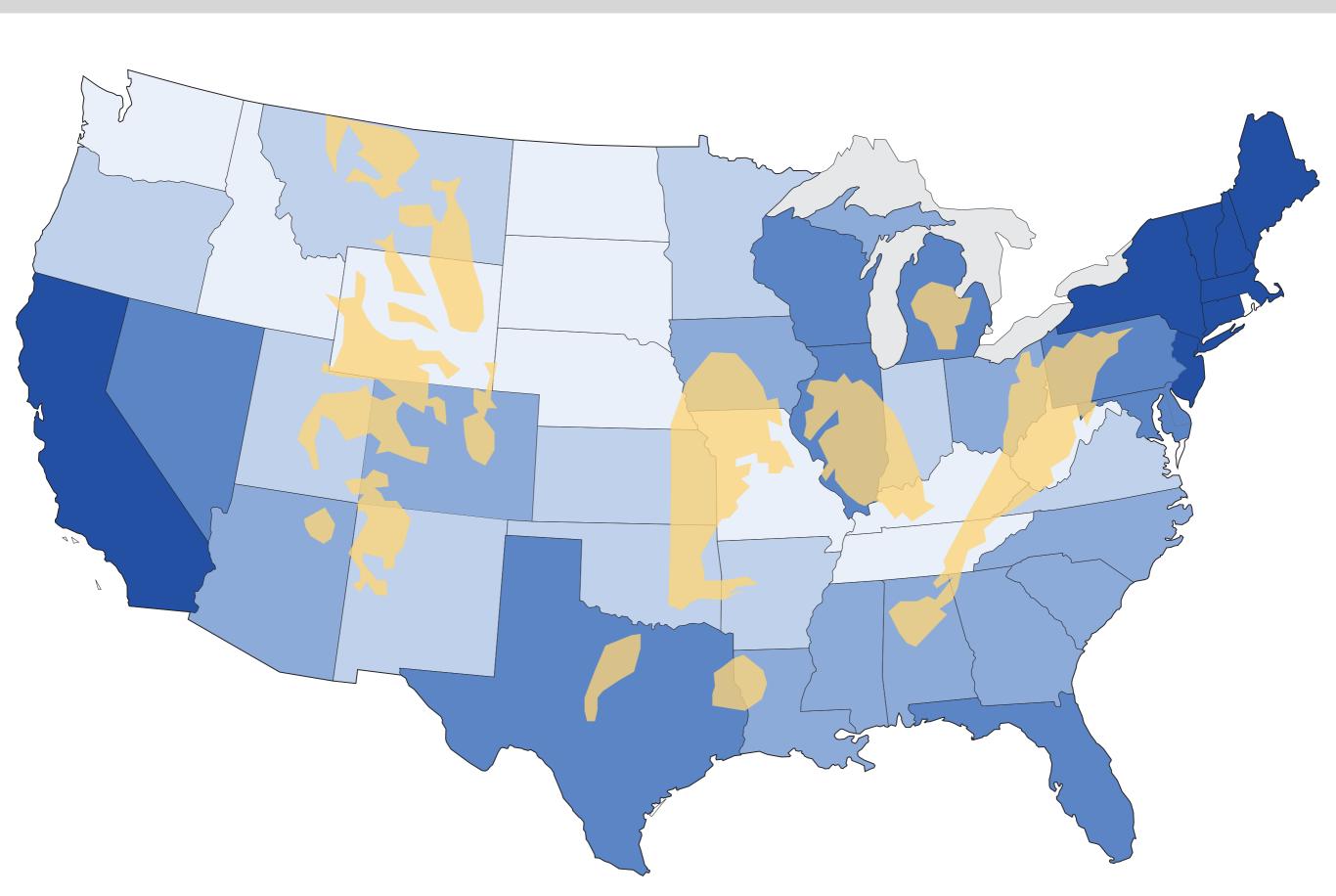
COAL SENATORS



COAL COLLUSION



COST OF ELECTRICITY



CLEAN COAL. COOL.



meen energy society jobs a

storage will allow plants to recycle the CC12 back. underground in thep always or even offshits,

Americans completelingly exposit the assist coas-





in increasing are

ige and regulatory to to its carbon.

CLEAN COME PART II



Clean road. To a literatus package that we can

in clean coal solutions. End out more at CoalCanDo-ThoLeon.

CLEAR COAL AMERICA'S ENERGY PUTURE





Ranking Member: Senate Committee on the Environment

> Received over \$662,508 from oil companies since 2000

"Global warming is the worst hoax ever perpetrated on humanity..."

HUNDREDS OF SCIENTISTS DISPUTE
GLOBAL WARMING
ALARMISM



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An insider's view of climate science, politics, and solutions

CLIMATE PROGRESS

Americans suffer from

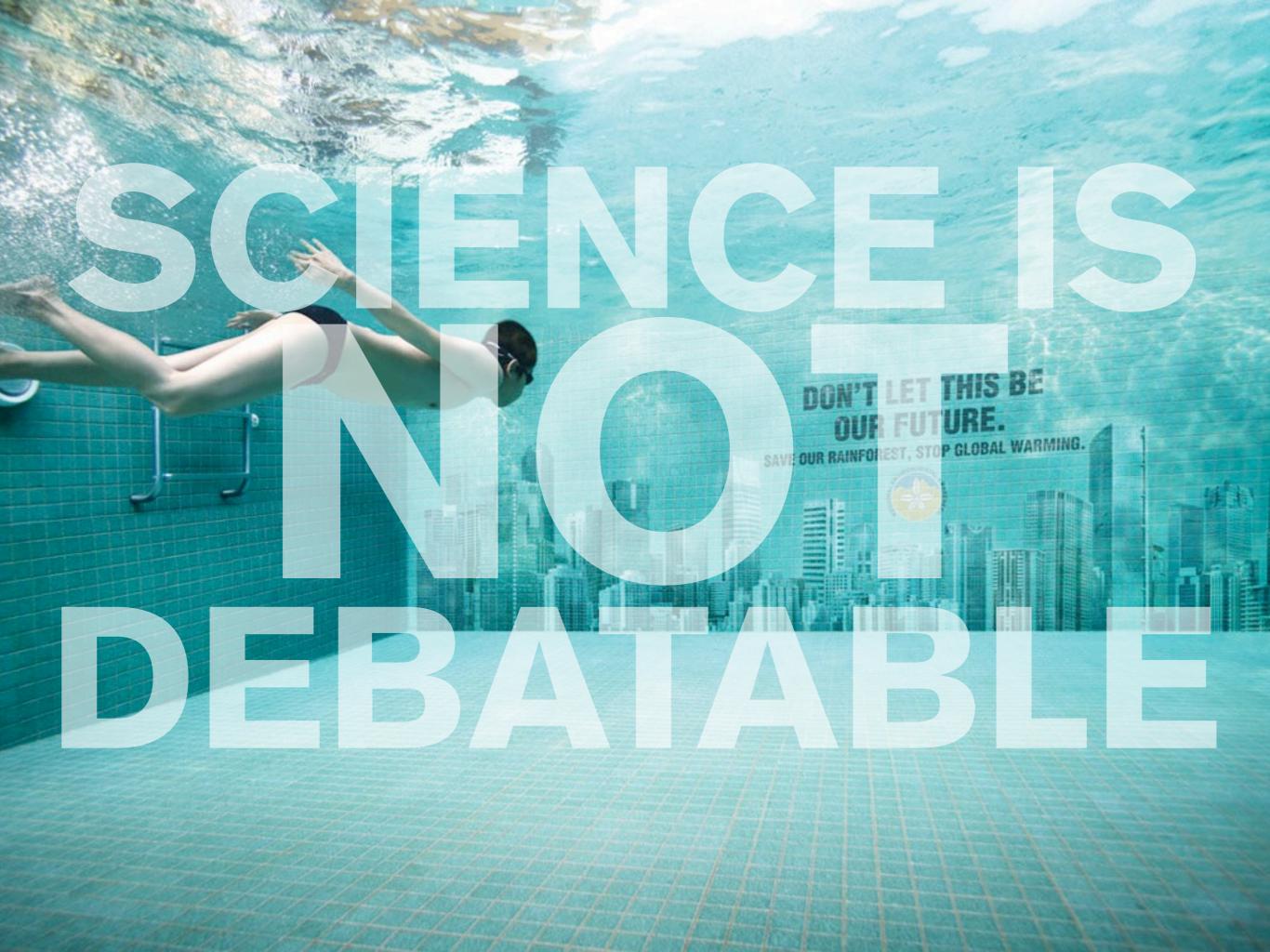
"Anti Science Syndrome"











"Peer reviewed evidence shows the sun has been driving temperature change." May 15, 2007

Mitch McConnell (KY)
Senate Minority Leader, Subcommittee on Energy and Water

"A carbon tax will increase taxes on all Americans who turn on a light switch."

New York Times, February 28, 2009

John Boehner (OH) House Minority Leader "The 'supposed warming' is part of the cooling process. Greenland, which is now covered in ice, was once called Greenland for a reason, right?"

March 6,2009

Michael Steele
Republican National Committee Chairman

"Only God decides when the Earth will end."

March 25, 2009

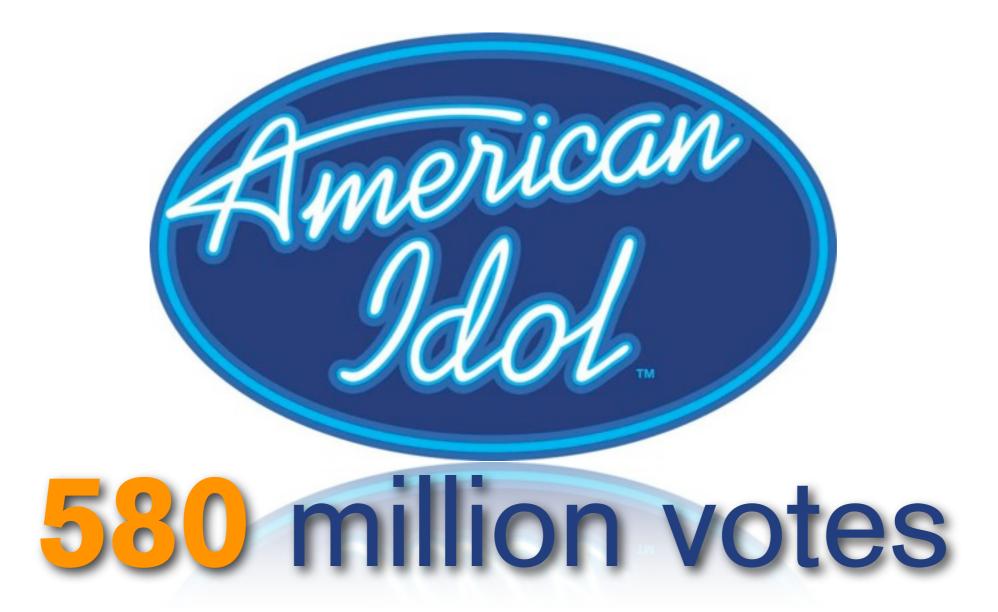
John Shimkus (IL)
House Cmte on Energy and Commerce - Ranking Member



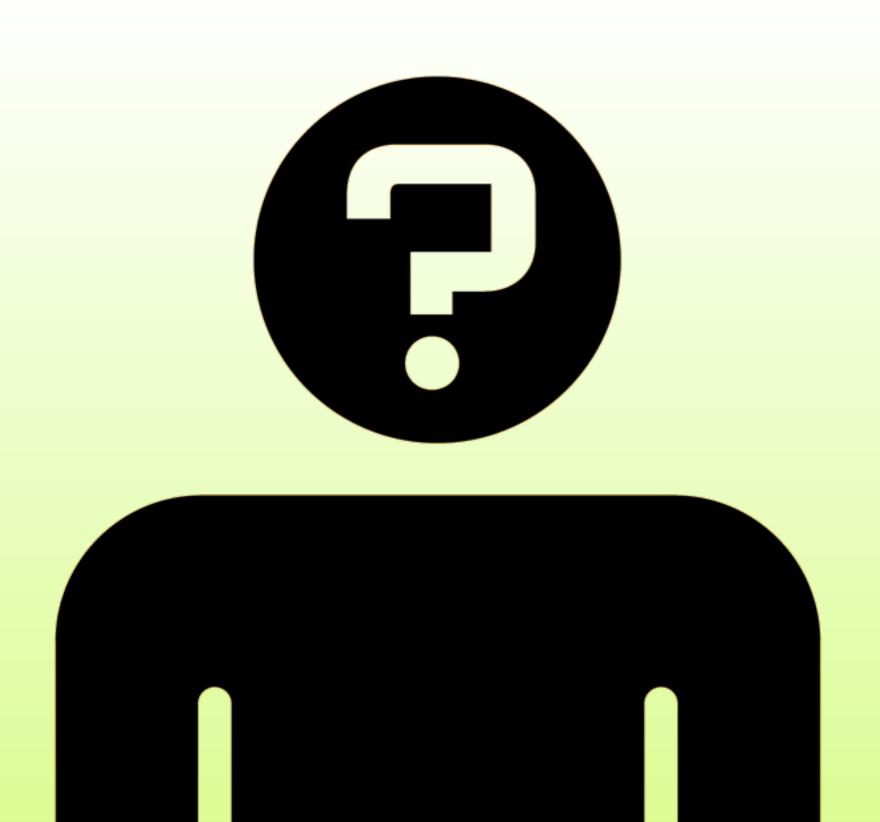




129 million votes















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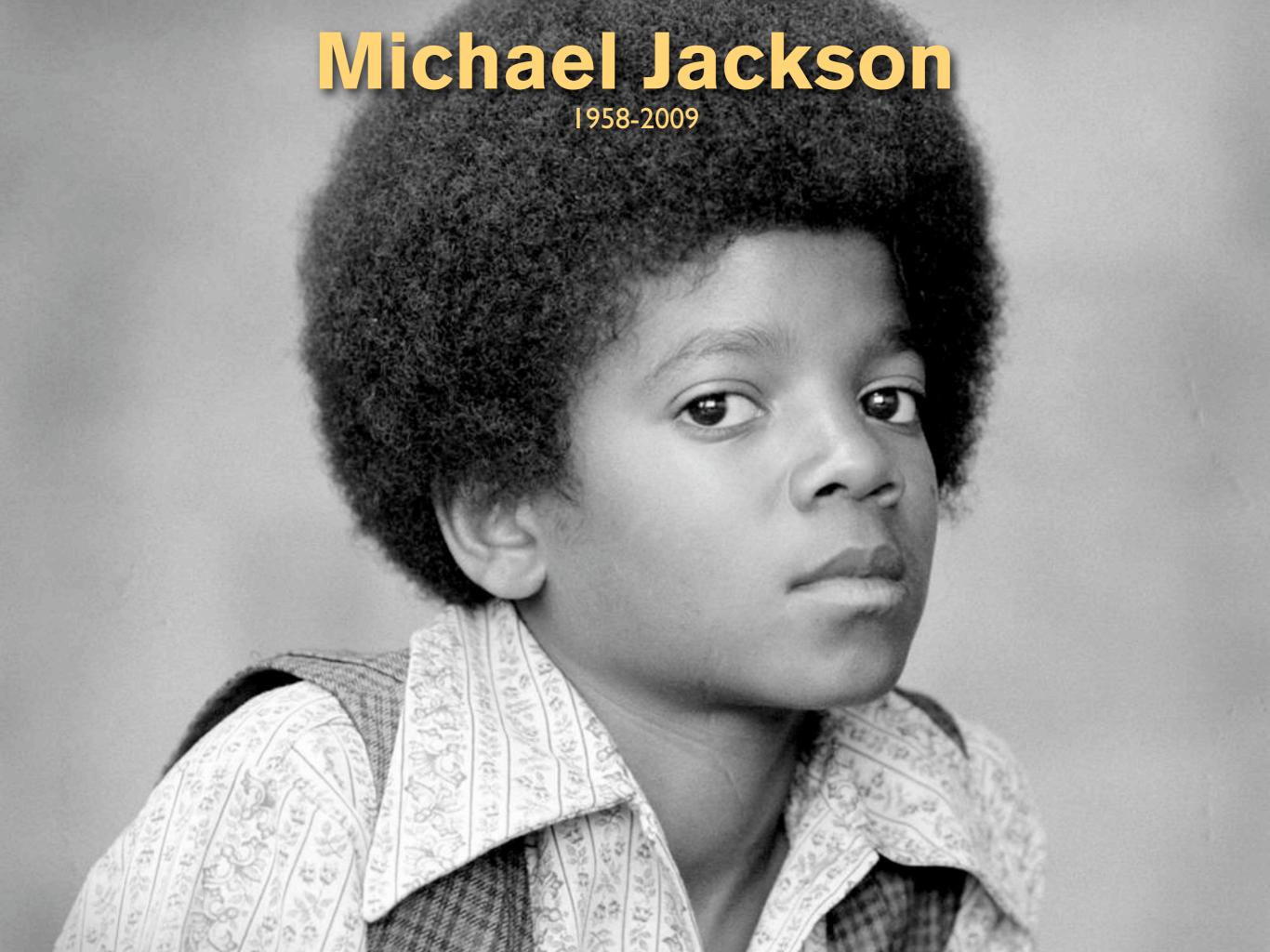




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Creative Solutions > Global Effects











delusional fragile childish in debt on drugs indulgent bad diet obsessed over the hill













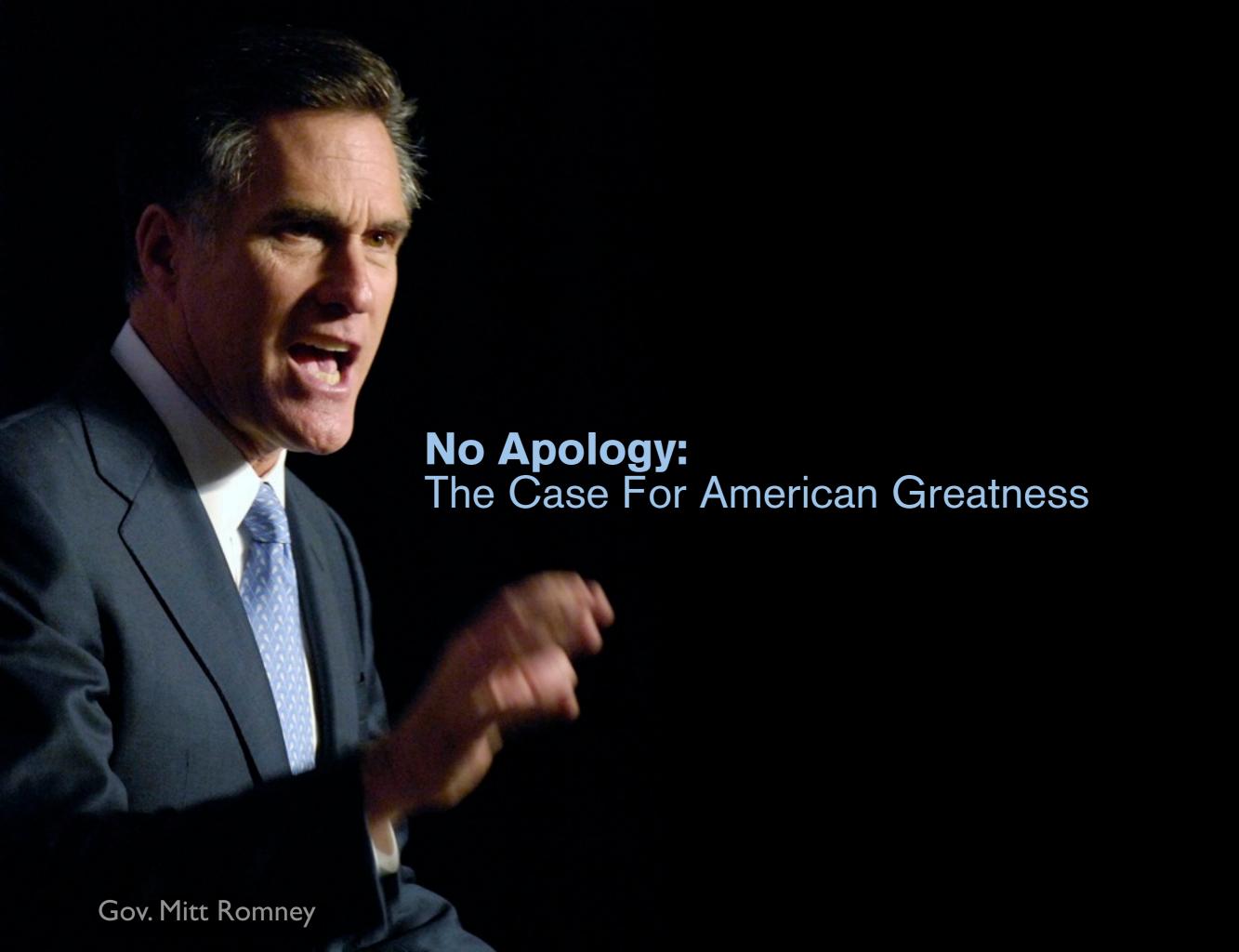












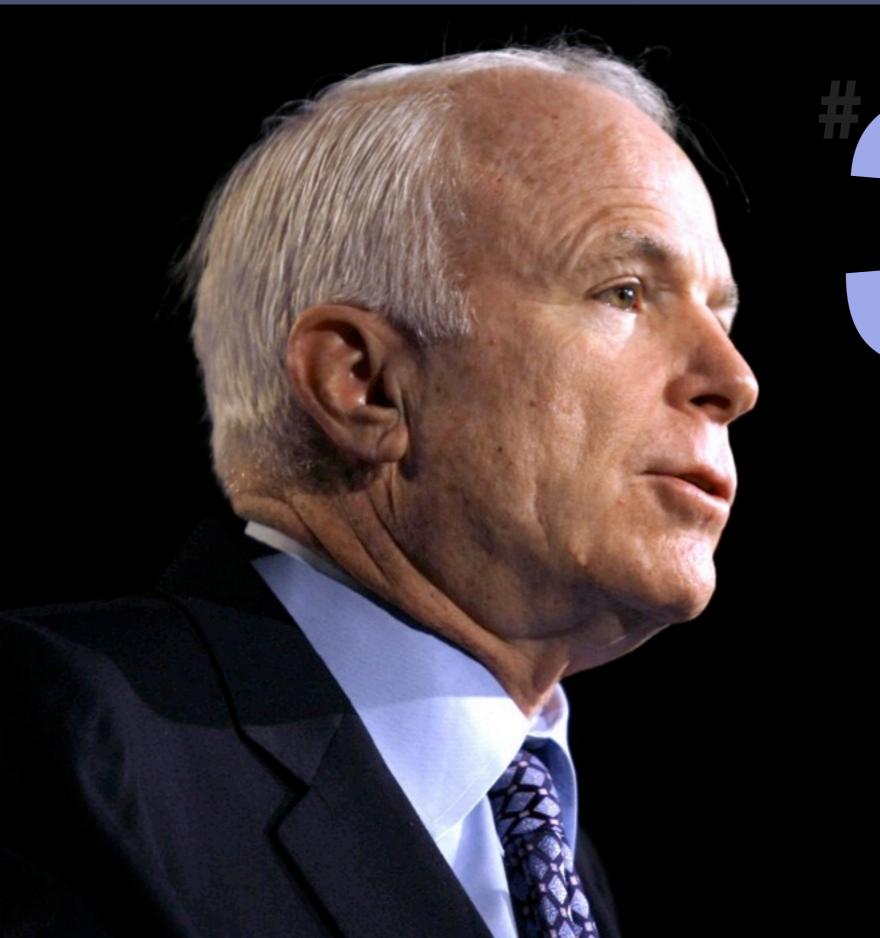








LIFE EXPECTANCY



37. Cuba

39. Portugal

SOURCE: Wikipedia

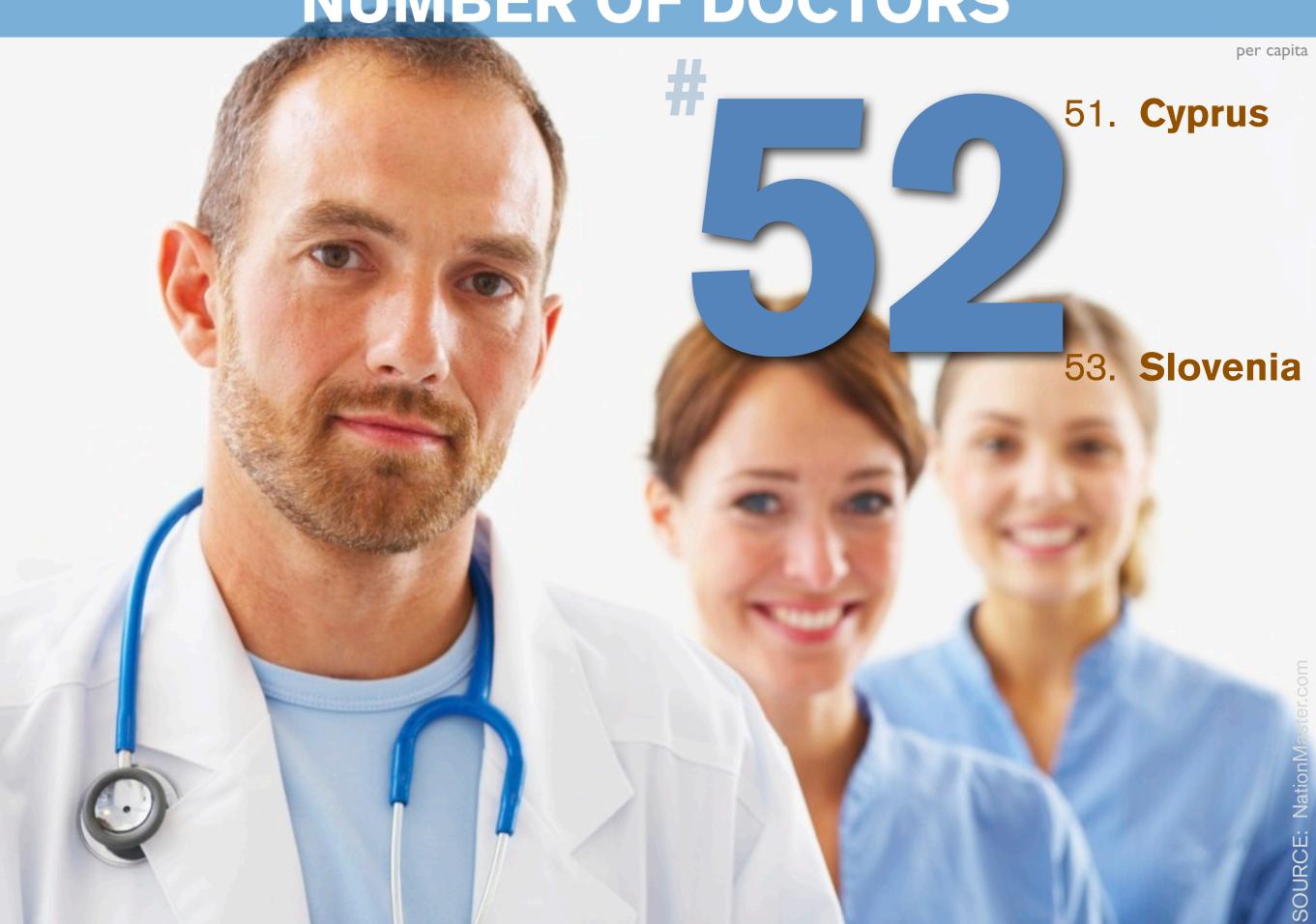
INFANT MORTALITY

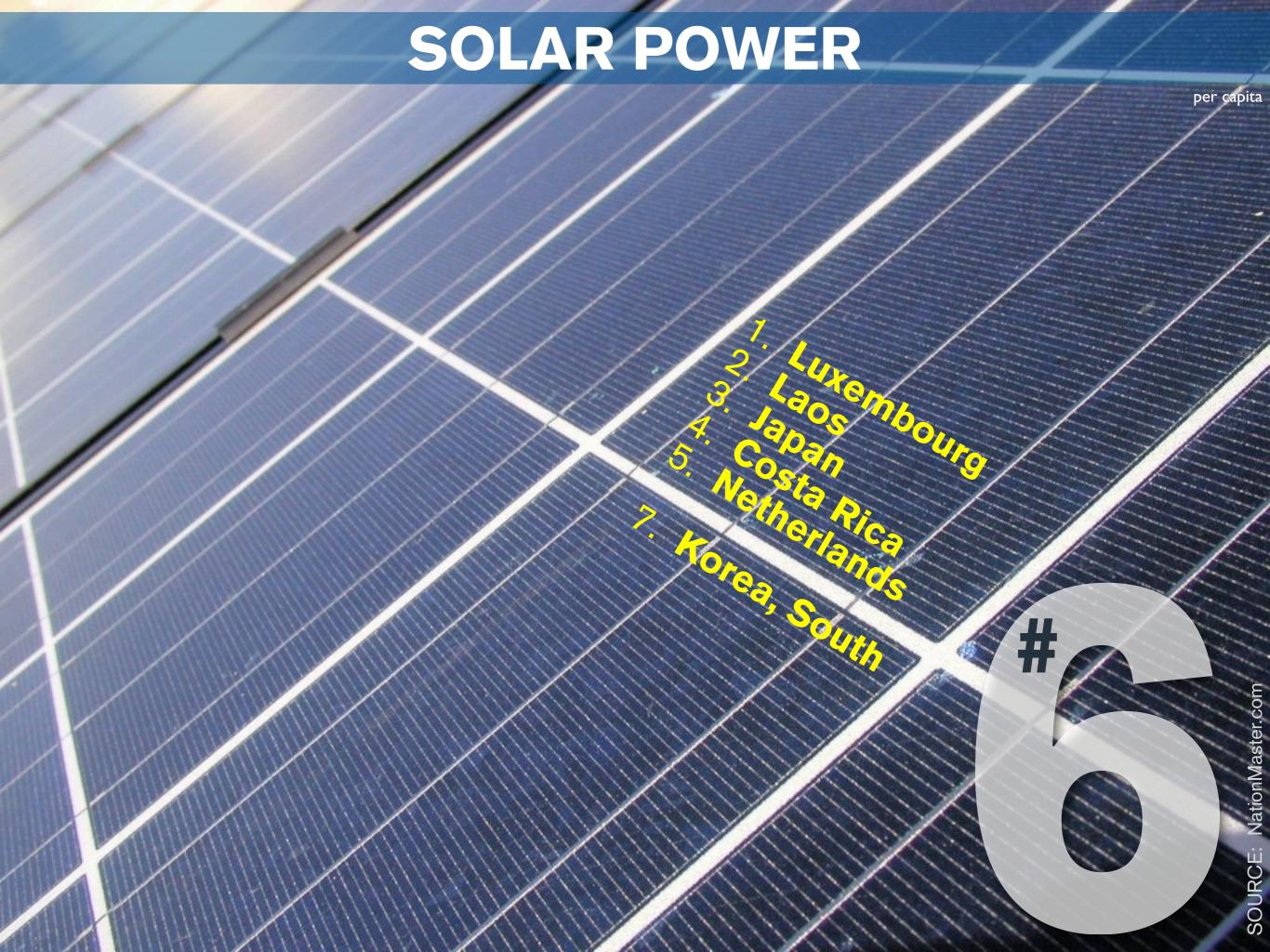


HEALTH CARE



NUMBER OF DOCTORS

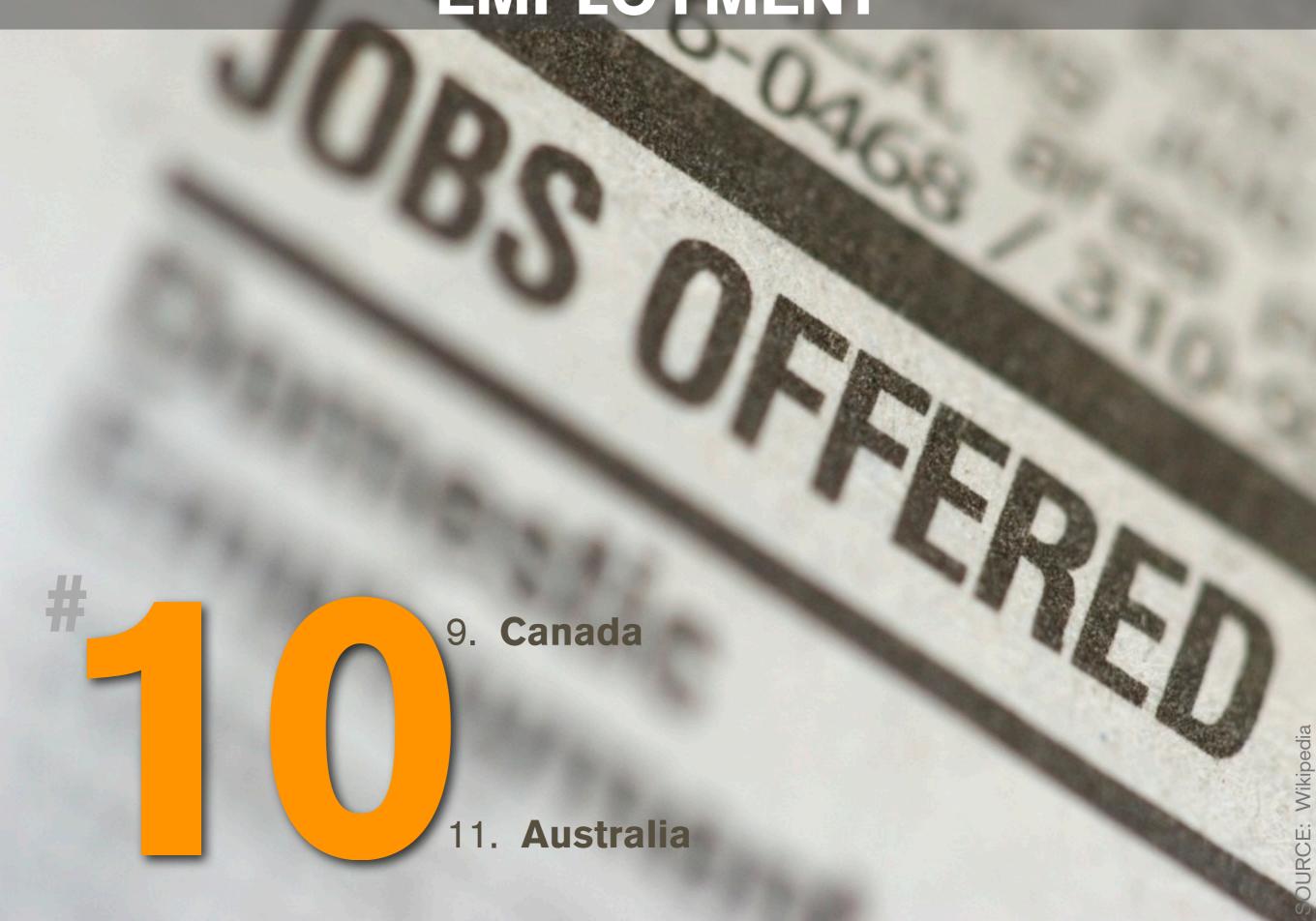




GROSS DOMESTIC PRODUCT

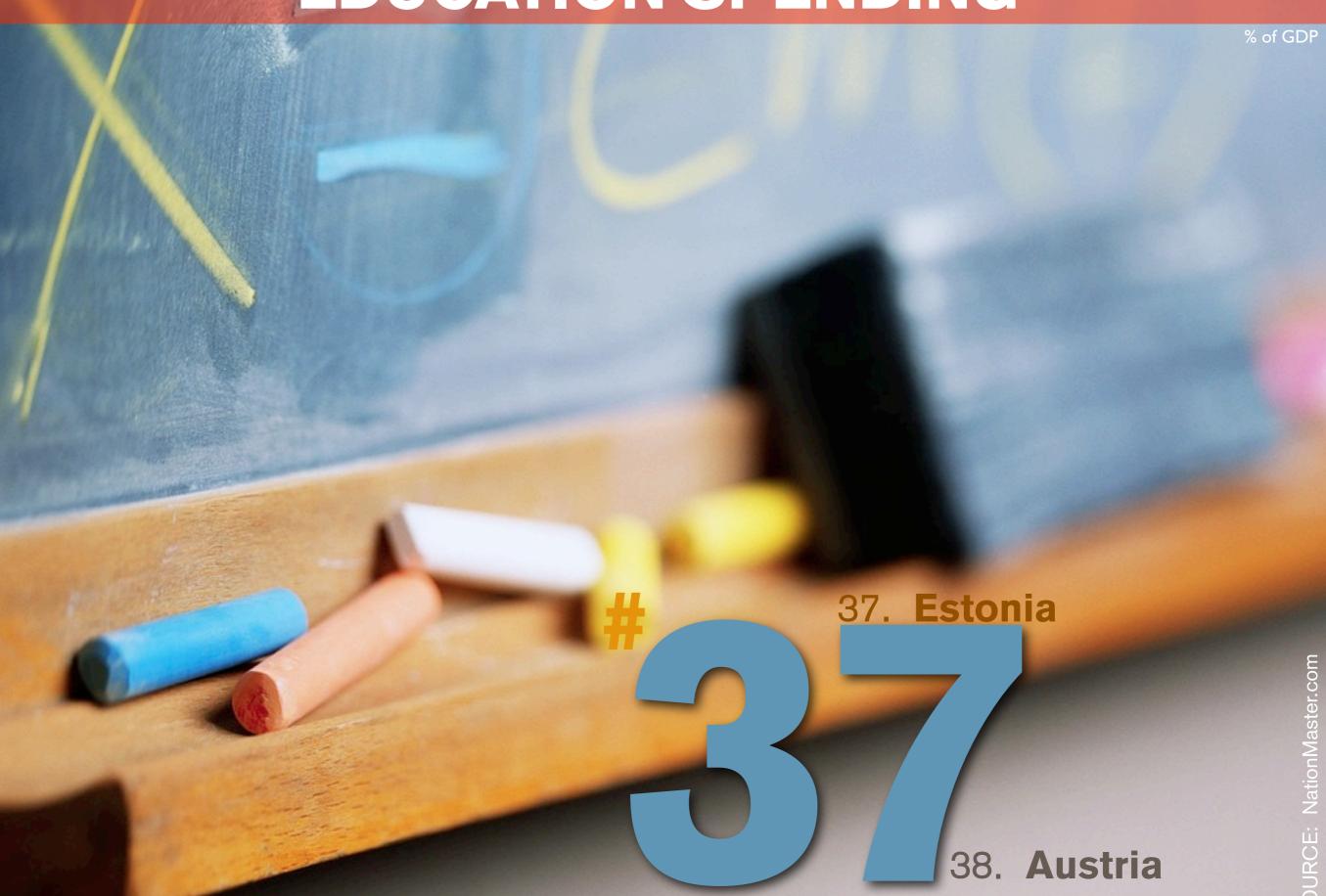


EMPLOYMENT





EDUCATION SPENDING



MATHEMATICAL LITERACY



BEER CONSUMPTION















SOURCE: NationMaster.com















SOURCE: CIA World Factbook; DOE

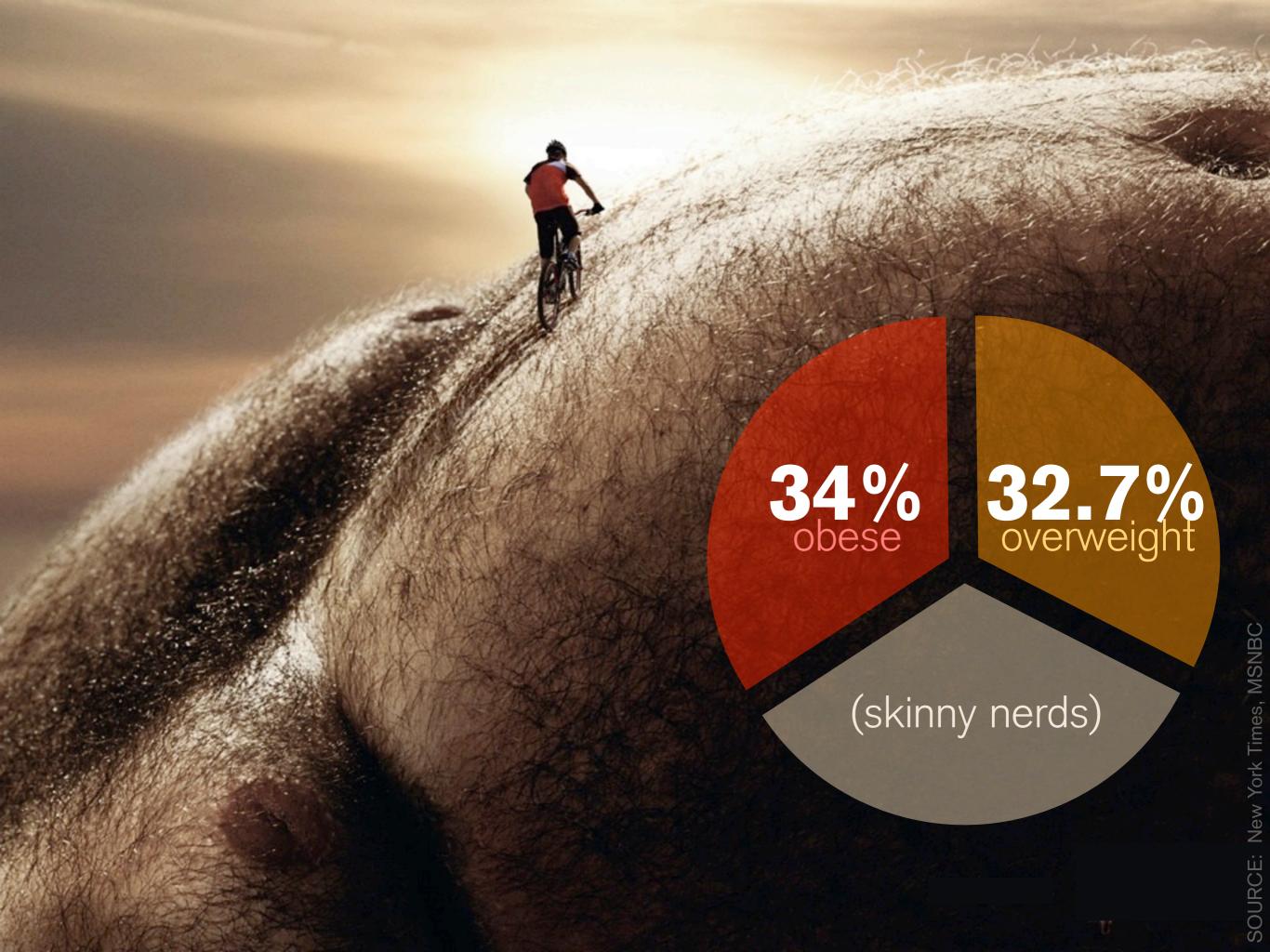












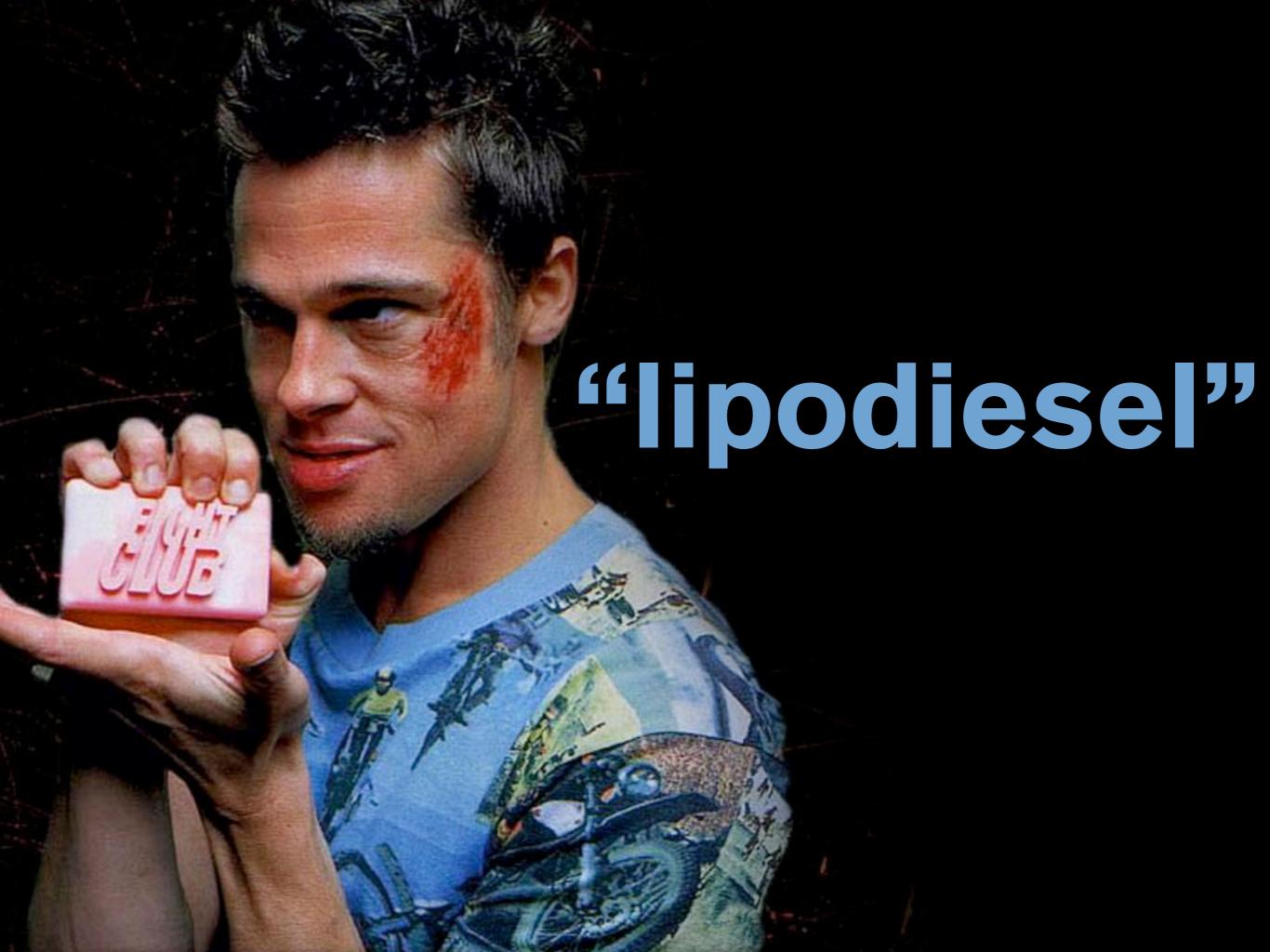


SOURCE: Johns Hopkins Bloomberg School of Public Health

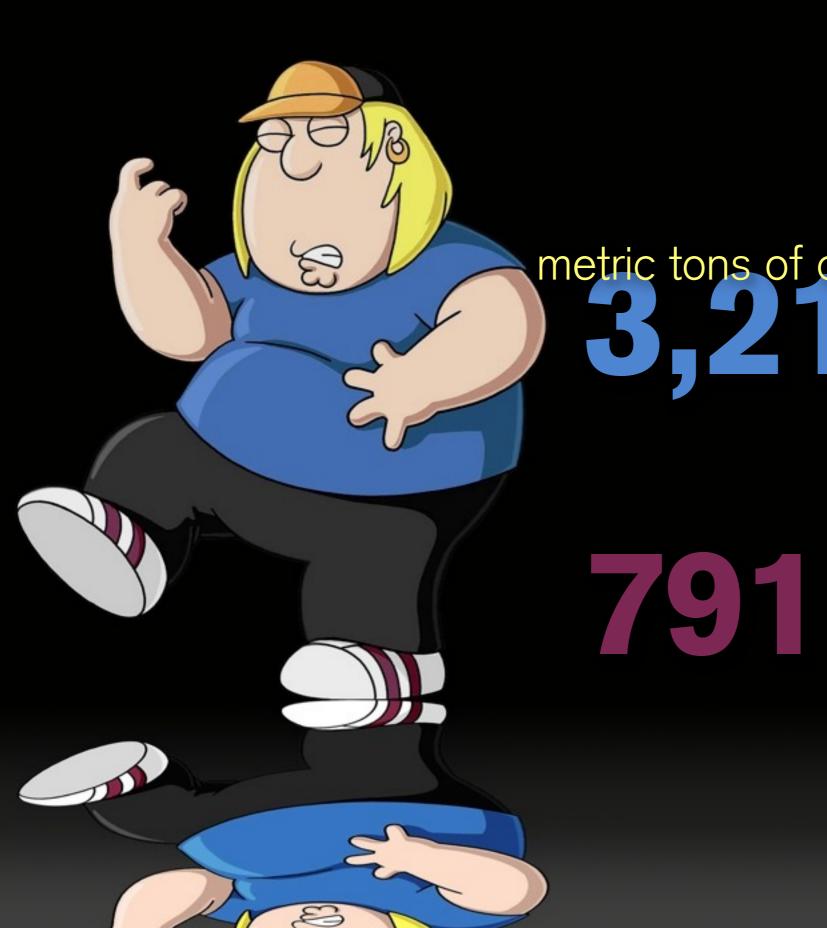








average cost of liposuction 5,000 total cost for surgery **360,000,000** number of obese americans 72,000,000 BTUs per gallon potential gallons of fat fuel 514,000,000 average pounds per person total BTUs produced 64,250,000,000,000 cost per BTU



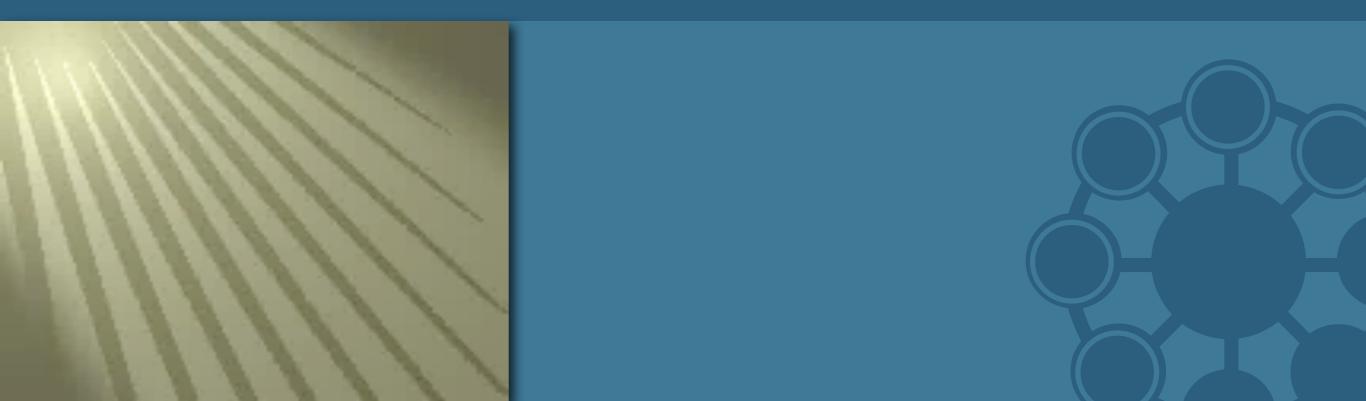
metric tons of co2 saved 550

791,256 homes/year

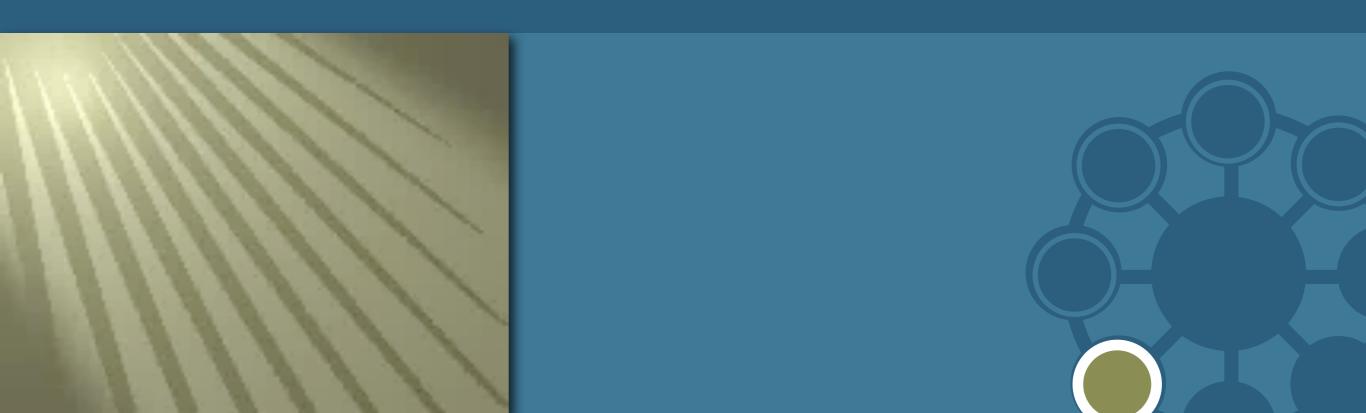




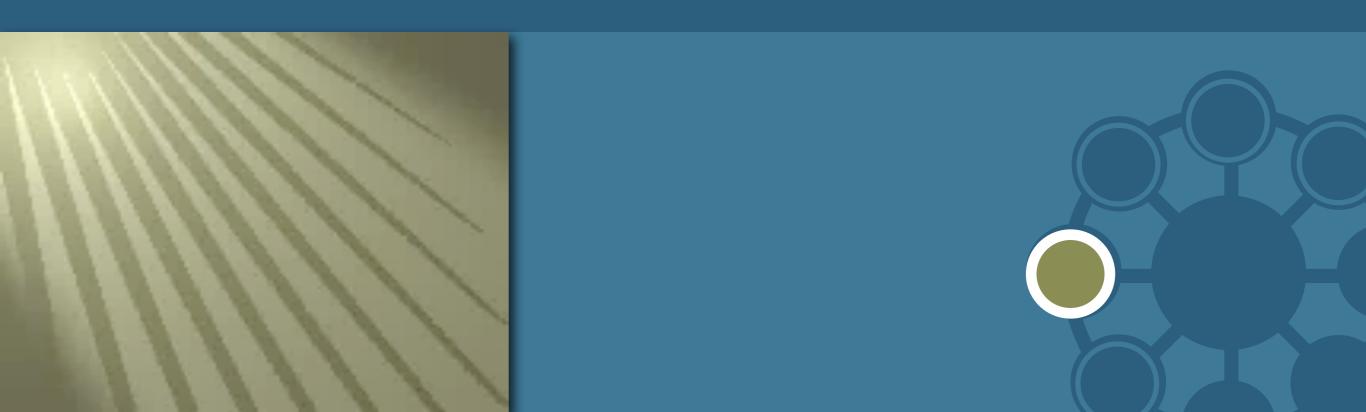
what's next: action steps



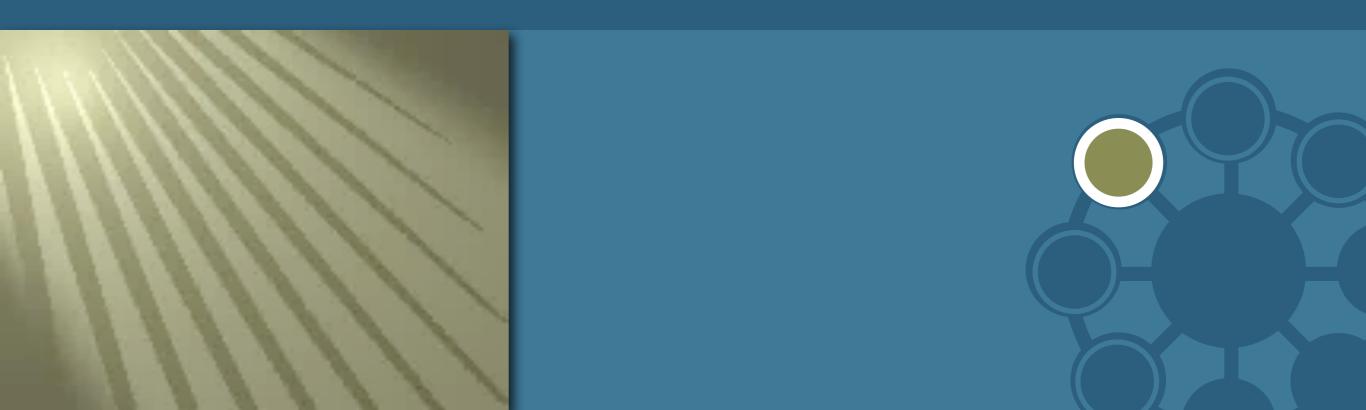
nominate a city block at: urbanrevision.com



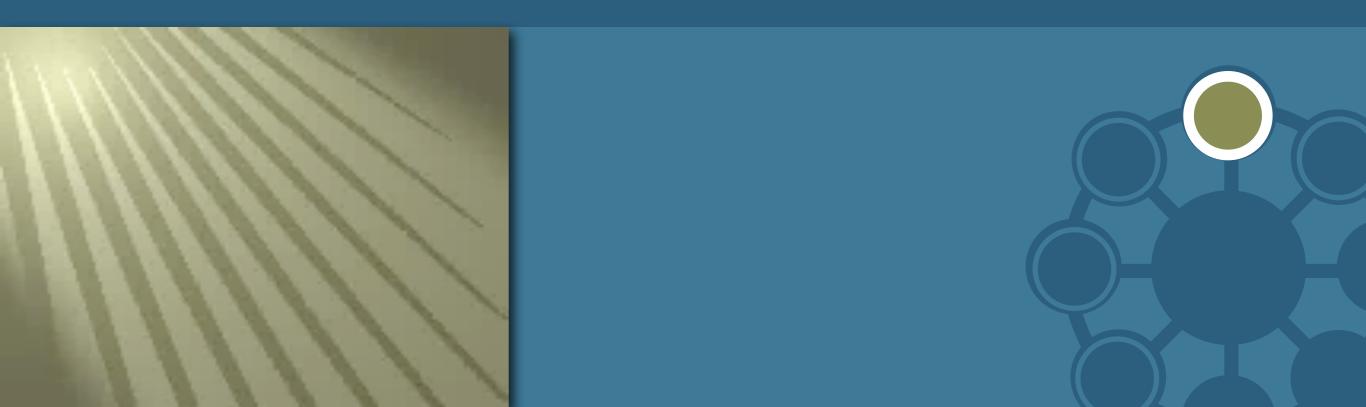
arrange a talk with your school or alma mater.



follow the money to uncover the easiest savings.



view social issues as design failures to be questioned.





urbanrevision.com



-Mahatma Gandhi



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Interview With Eric Corey Freed

1. What are your thoughts about sustainability today? How would you define it? My own definition continues to evolve, it seems. Today I feel sustainability is another word for good design. Bookmark to:

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October 1-3, 2009

Developing Plug-in Hybrids



20 August 2009

I'm Ron Gremban, I'm the technical lead for Cal Cars, California Cars Initiative. We're promoting plug in hybrids and trying to get the auto companies to build plug in hybrids as a major way of reducing our oil usage and reducing our greenhouse gases from personal transportation. Bookmark to:

Read the full story

Posted in TRANSPORTATION Comments (0)

How will the suburbs survive?



25 August 2009

I recently had the pleasure of serving as a juror for the RE:burbia Competition (sponsored by Inhabitat and Dwell). Competitions provide an opportunity to explore ideas, needs and questions that often do not arise in the developer driven world of design. They serve a genuine need in the world of design, and have historically been [...]

Read the full story

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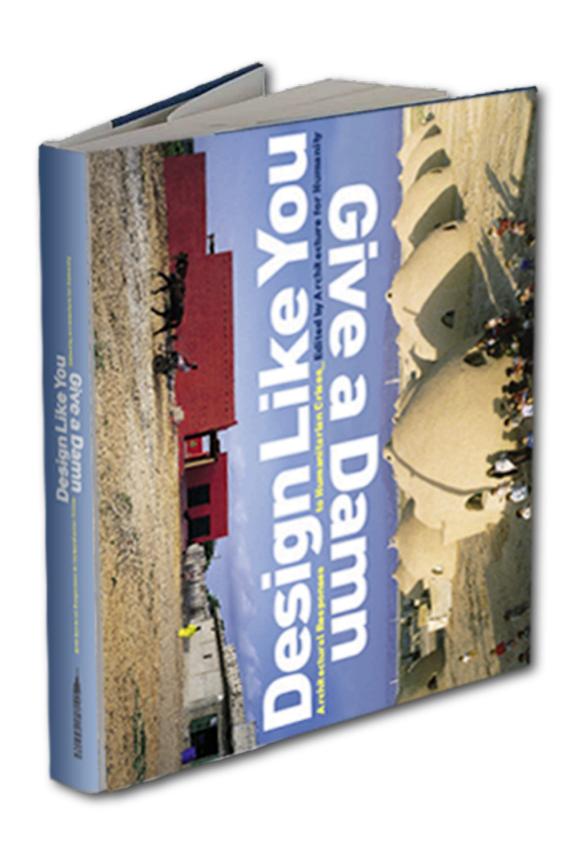
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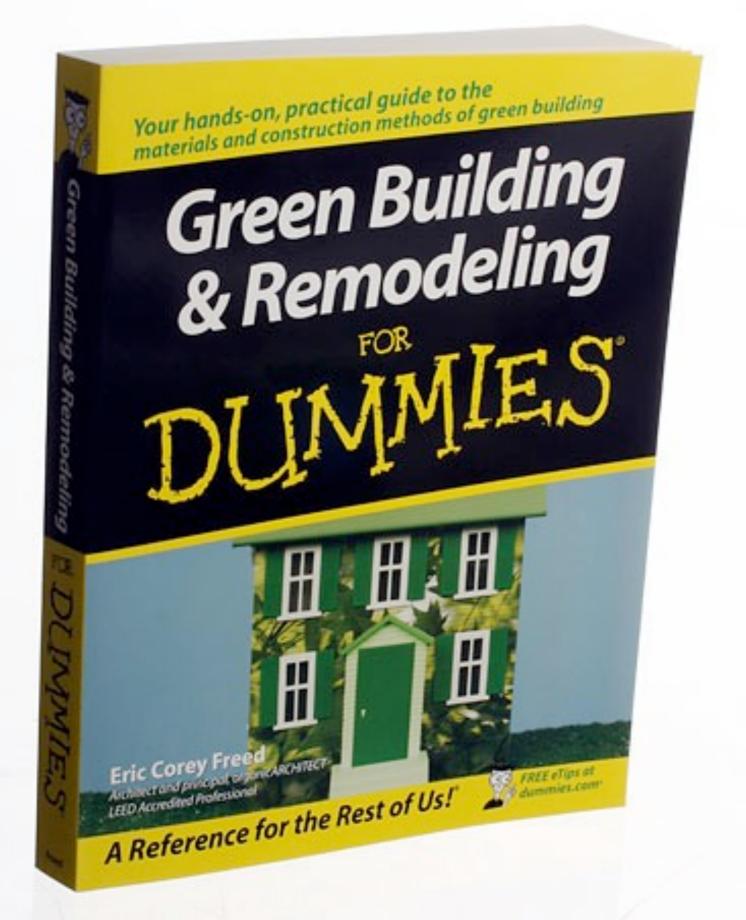
green directory

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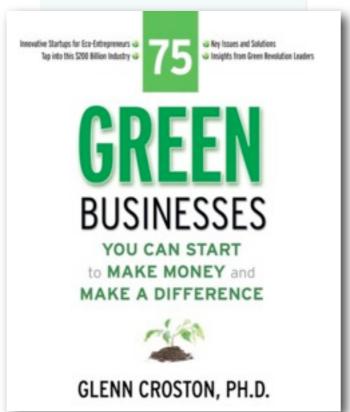




2010 • San Francisco







GLENN CROSTON, PH.D.



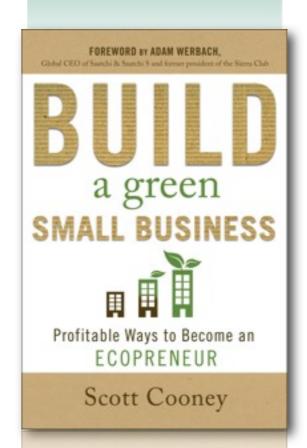


GREEN BUSINESS

"You don't have to choose between making money and making sense..."

Gil Friend

CIL FILETIO headert and CEO of Natural Logic, in



Scott Cooney

rofitable Ways to Become an ECOPRENEUR

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