

Principal, **organic**architect



over 17 years of experience in green building

LEED Accredited Professional, US Green Building Council

Author: “Green Building & Remodeling for Dummies”

Author: “Sustainable Schools”; “Green\$ense for your Home”

Founding Chair of Architecture: The San Francisco Design Museum

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

Advisory Boards: Green Home Guide, Urban Re:Vision, West Coast Green

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

Syndicated Columnist, GreenerBuildings.com, Luxe Magazine

Developer: Sustainable Design Curriculum Academy of Art University
University of California Berkeley

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organicarchitect.com/downloads/fall08.pdf

ERIC COREY FREED

"Green Home Design: A Sustainable Future"
The San Francisco Museum of Modern Art
University of California Berkeley





**YOUR VISION
OF GREEN**



**TIME TO DO
SOMETHING**

“SENTIMENT
without
action
is the ruin of the
SOUL...”

-Edward Abbey

www.time.com AOL Keyword: TIME

SPECIAL REPORT TIME



W SAVE EARTH

The hot and wild weather is a sign of things to come. But fresh ideas and new technology can cool us down and make this a **GREEN CENTURY**

www.time.com AOL Keyword: TIME

AL REPORT GLOBAL WARMING TIME

WARRIED. WARRIED.

isn't some vague
—it's already
planet at an alarming
w it affects you, your
kids as well

TIPPING POINT
ITENS YOUR HEALTH
INDIA CAN HELP
WORLD—OR DESTROY IT
CRUSADERS



APRIL 9, 2001 \$3.50 www.time.com AOL Keyword: TIME

VANITY FAIR

A THREAT GRAVER THAN TERRORISM: GLOBAL WARMING

How much of New York, Washington, and other American cities will be underwater?

[SPECIAL GREEN ISSUE]



GEORGE CLOONEY,
JULIA ROBERTS,
ROBERT F. KENNEDY JR., AND AL GORE
and the call for
**A NEW AMERICAN
REVOLUTION**

PLUS
EXCLUSIVE BOOK EXCERPT!
THE BOSTON STRANGLER
MY MOTHER'S BRUSH WITH DEATH BY SEBASTIAN JUNGER

Dr. Bush's Rx for Health Care

TIME

VANISHING OZONE

THE DANGER MOVES CLOSER TO



AUGUST 1, 1999 \$2.00

TIME

Our Filthy Seas



[EXCLUSIVE INVESTIGATION] THE CASE FOR IRAQ WAR CRIMES By PHILIPPE BAYEN

VANITY FAIR



A LETTER TO THE NEXT PRESIDENT
By Robert F. Kennedy Jr. 24

SELLING OUT POLAR BEARS
By Michael L. Ruppert 30

OUR THIRD ANNUAL GREEN ISSUE

MONTANITO'S ASSAULT ON FARMERS
By Dennis L. Ruppert and Janet R. Scott 40

CHINA'S PLAN TO CONTROL THE WEATHER
By William Landsburg 48

"This is just what we need to know."
—AL GORE, PRESIDENT

MADONNA

UNBOWED. UNCOWED. STILL TAKING ON THE WORLD.

By Tina Turner & Photographs by Steven Meisel



Plus:
DOMINICK DUNNE
AT THE PRINCESS DIANA INQUEST...
And: **DORIS DAY**
AMERICA'S LONELY SWEETHEART
EXCLUSIVE BOOK EXCERPT

WATER

ENERGY

MATERIALS

I A Q

SITING

COMMUNITY



PROBLEMS
SOLUTIONS

97%
OCEAN

2%
FROZEN

only **1%** usable

HOUSEHOLD WATER USE



293 gallons
per day
AMERICAN



5 gallons
per day
AFRICAN



495,000

gal/person/yr



193,000

gal/person/yr



153,000

gal/person/yr



GALLO

a leaky faucet losing
one drop
a second

loses



of water
a month



BOTTLED WATER

6,900,000,000 gal/yr



=



4x water

1,500,000 barrels

100,000 cars

30,000,000,000 bottles

65000 cubic meters

WATER used by

60,000

THAI VILLAGERS per day

WATER used by

1

THAI GOLF COURSE per day

LAWN CARE

54,000,000


americans

20,000,000

acres

5% ^{CO2}

100
miles
driving



30-60%

LAWNS: SPILT MILK

17,000,000

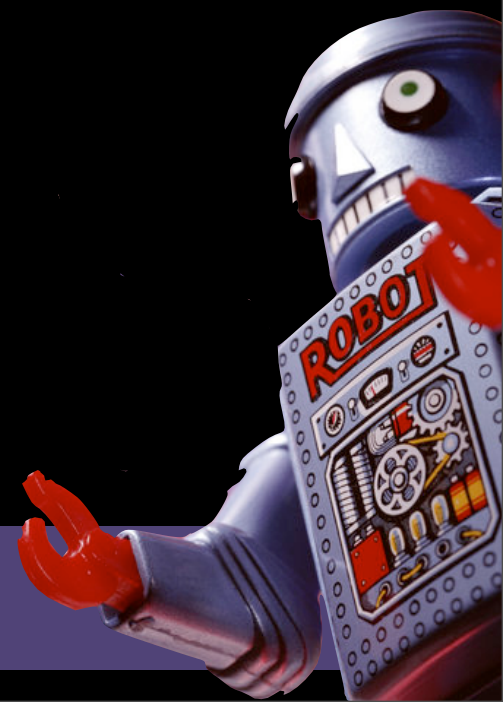
gallons/gas



24 March 1989



bleak future: WATER







WATER

ENERGY

MATERIALS

IAQ

SITING

COMMUNITY









- **Union Issues**
- **3 year ROI**
- **Same price**

falconwaterfree.com

WATERLESS URINALS:

$$\begin{aligned} & 1.0 \text{ gal/flush} \times \underline{32} \text{ flushes/day} \\ & \quad \times 365 \text{ days/year} \\ & = \underline{11,680} \text{ gallons saved} \\ & \times \$ \underline{.0021} \text{ /gallon} = \$ \underline{24.52} \end{aligned}$$





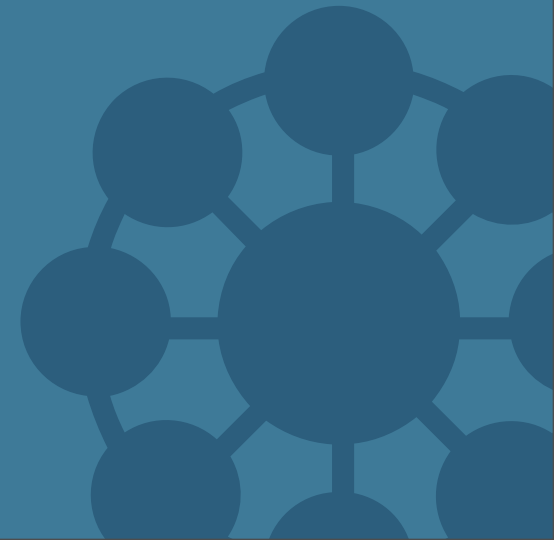


WATER CATCHMENT:

$$1000_{\text{sf}} = 632 \text{ gal/in}$$

$$= \underline{21} \text{ inches per year}$$

$$\times \underline{632} \text{ gallons} = \underline{13,000} \text{ gallons/year}$$



Waterless Urinals

saves the cost of **pipes, drains,
vents & valves**

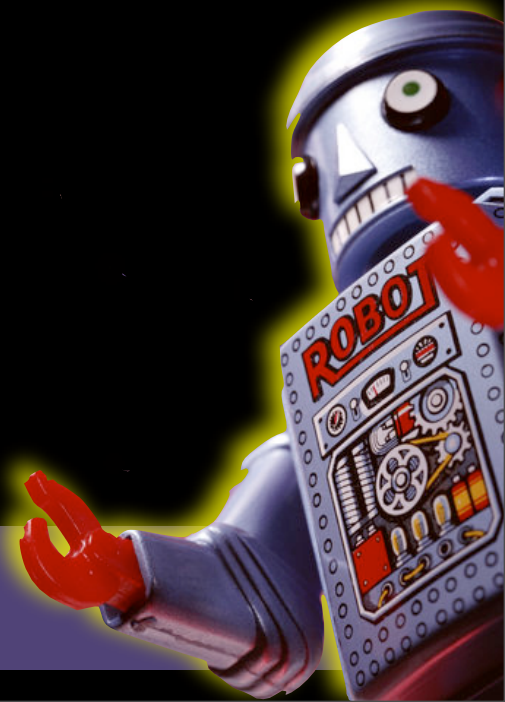
Green Roof

saves the cost of **insulation &
wastewater treatment**

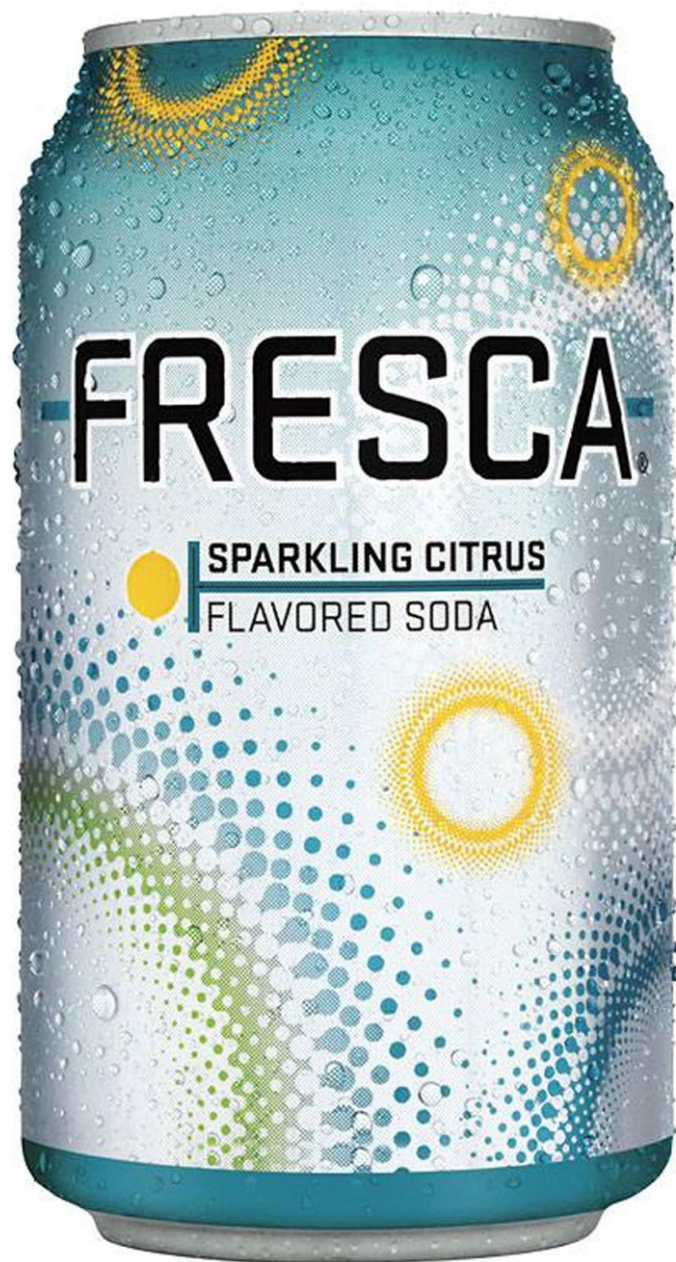
Porous Paving

saves the cost of **retention ponds &
treatment facilities**

SAVINGS



bright future: WATER



=



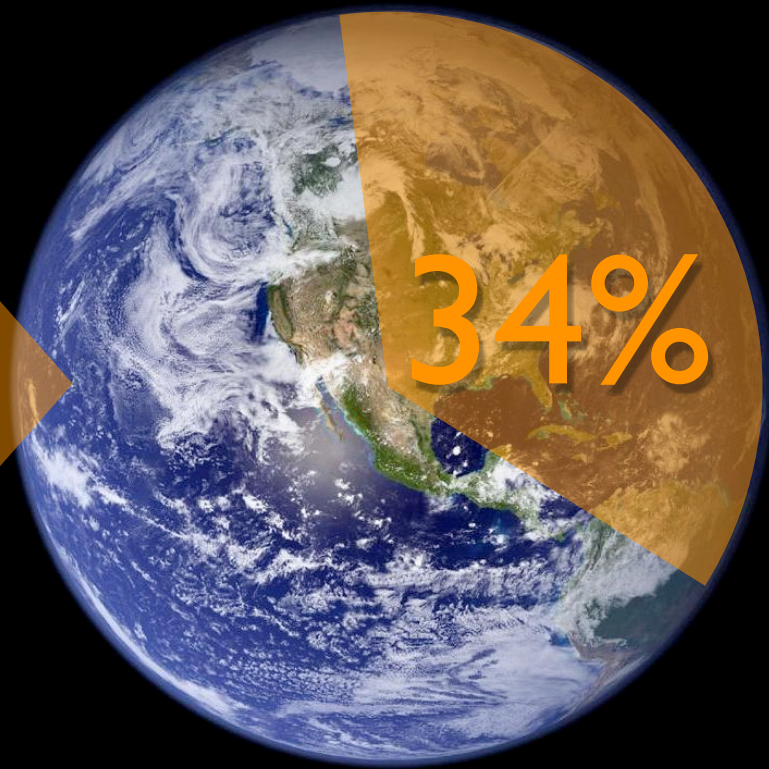
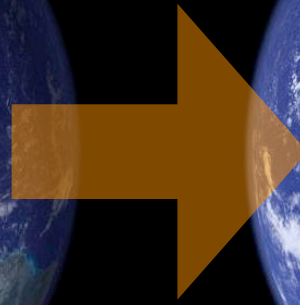
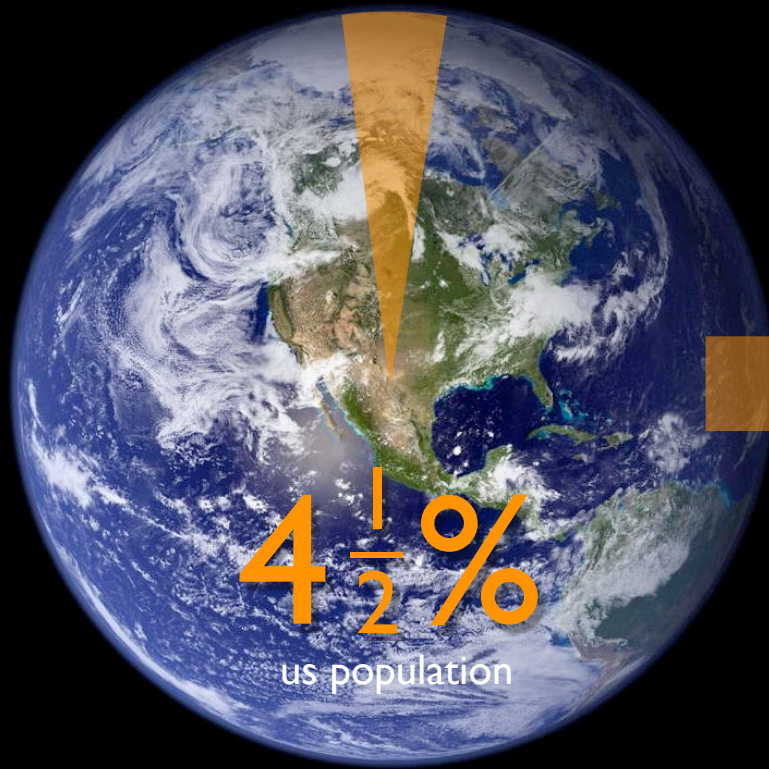


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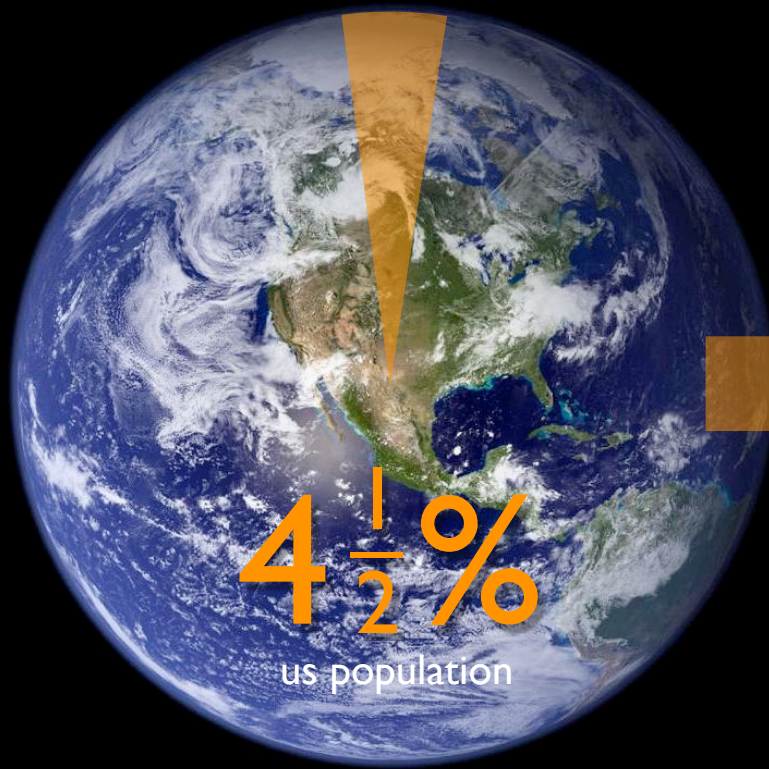




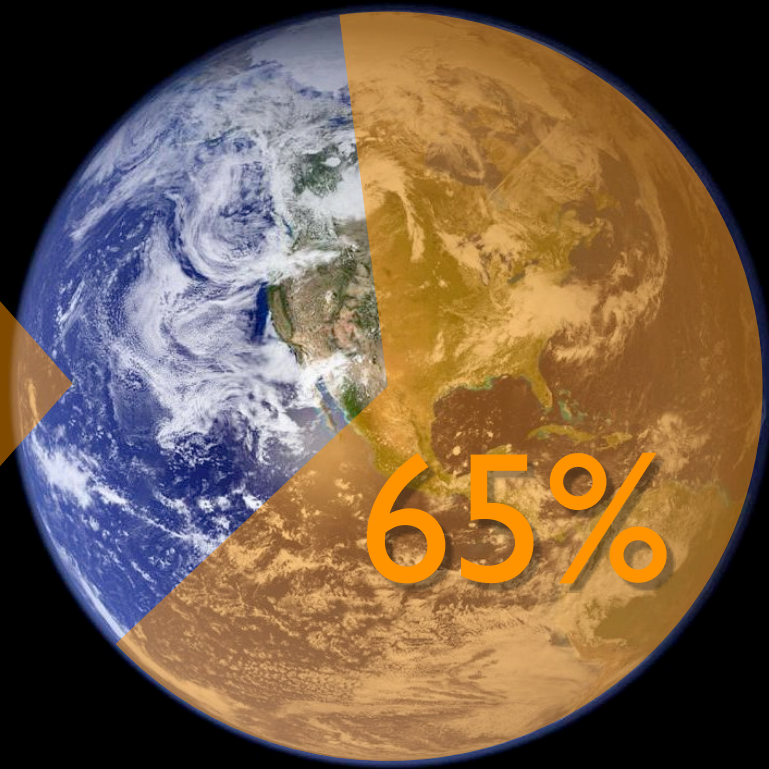
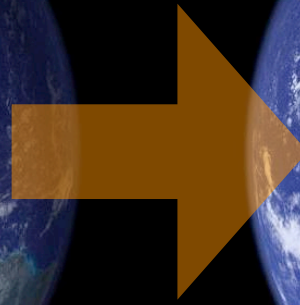




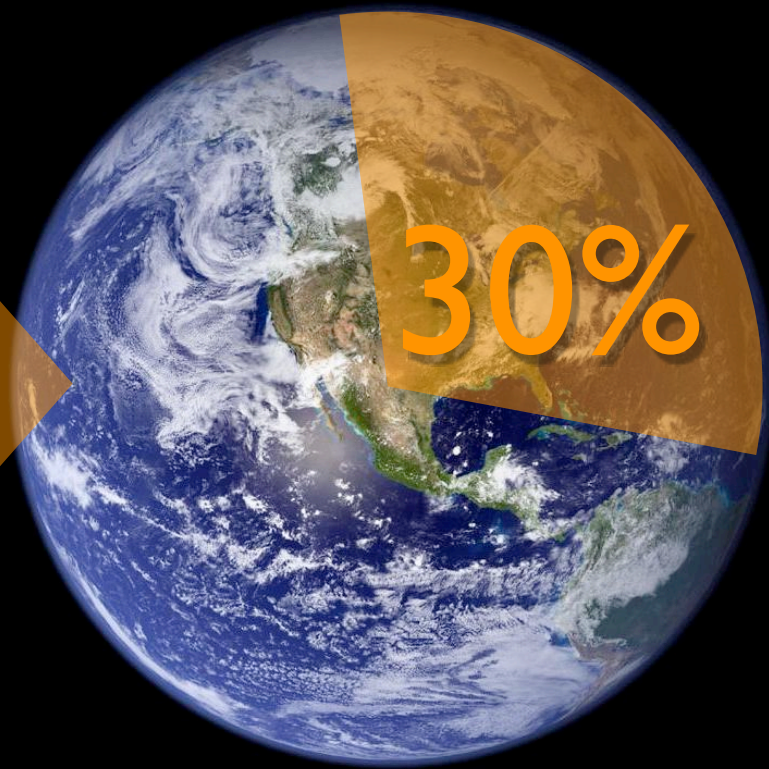
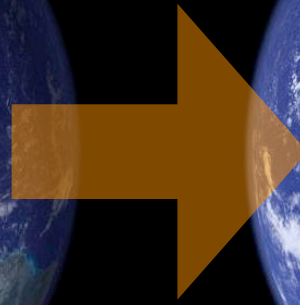
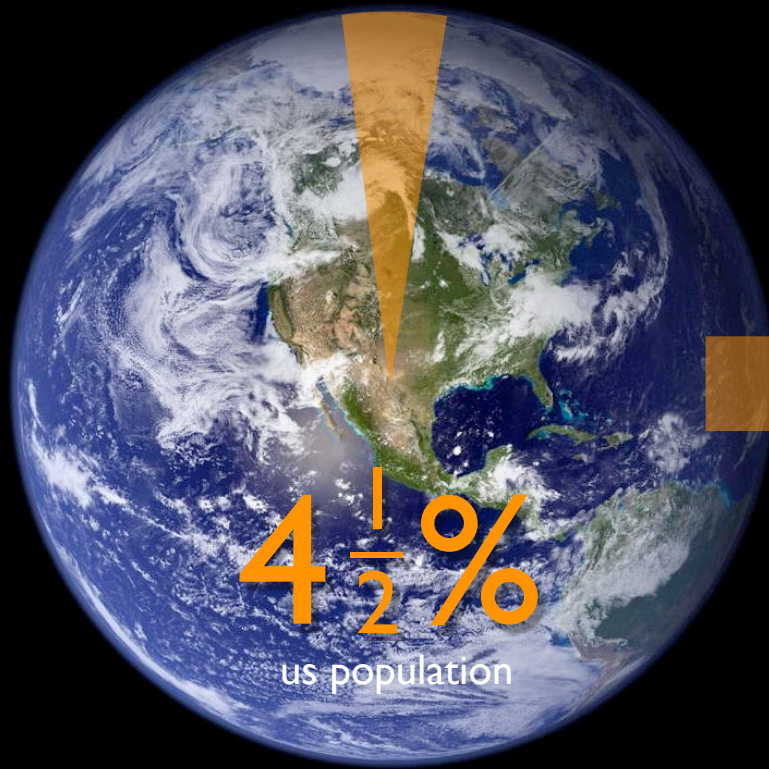
energy use



us population



electricity



greenhouse
gas emissions

The Economist

AUGUST 27TH-SEPTEMBER 2ND 2005

Iraq, the war and the constitution

PAGES 22-24

America's unhappy borders

PAGES 13 AND 31

Brother Roger, Taizé's melodic monk

OBITUARY, PAGE 70

Yum! Brands' finger lickin' growth

PAGES 60-62

The oiloholics





**When you ride ALONE
you ride with Hitler !**



**Join a
Car-Sharing Club
TODAY !**

UN-INSULATED HOMES

2,000,000 barrels per day
wasted



OIL IMPORTS



2,181,000 barrels per day



1,537,000 barrels per day

2,000,000
wasted in un-
insulated homes

COST OF WAR



\$11,000,000 per hour

WATER

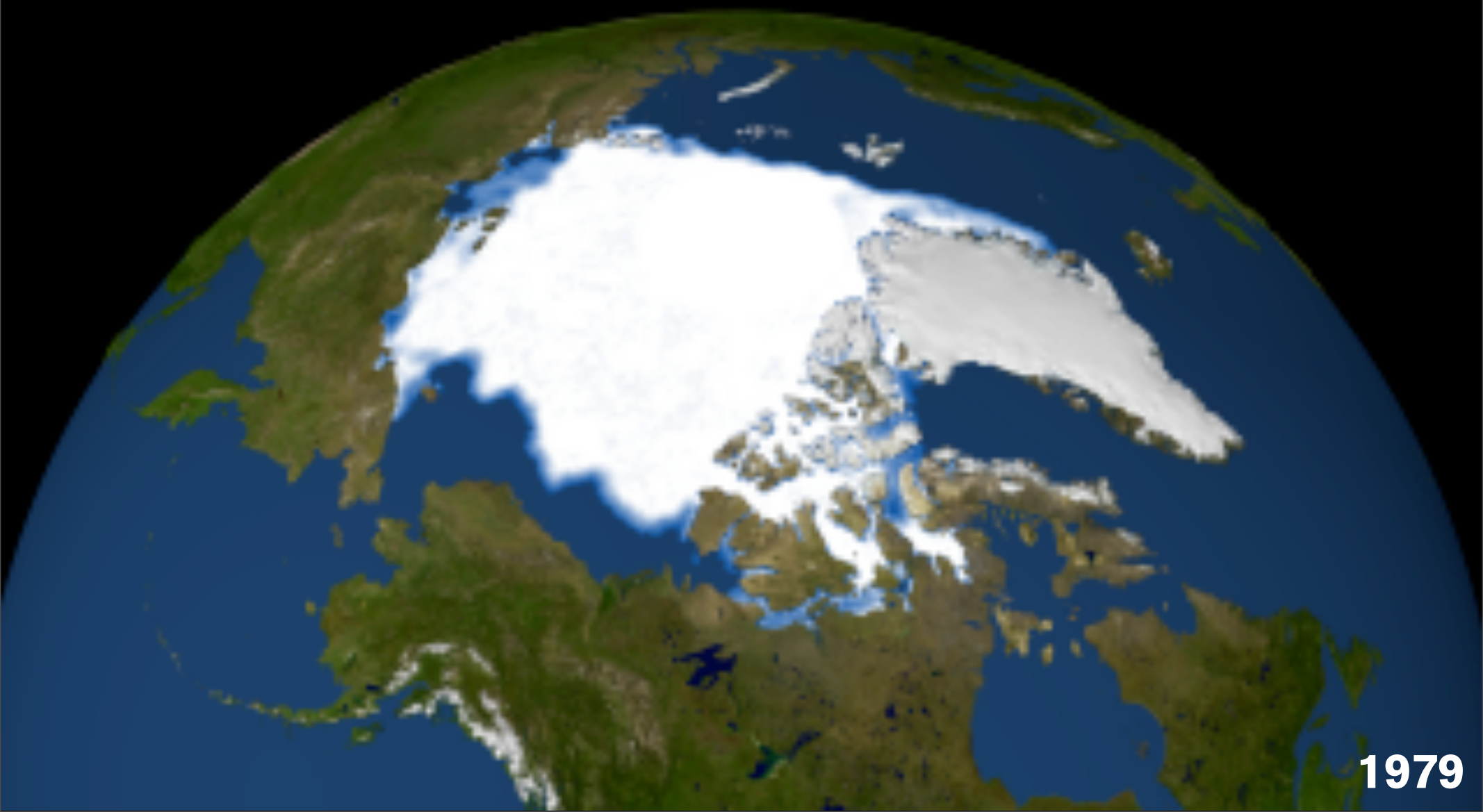
ENERGY

MATERIALS

IAQ

SITING

COMMUNITY



1979

WATER

ENERGY

MATERIALS

I A Q

SITING

COMMUNITY

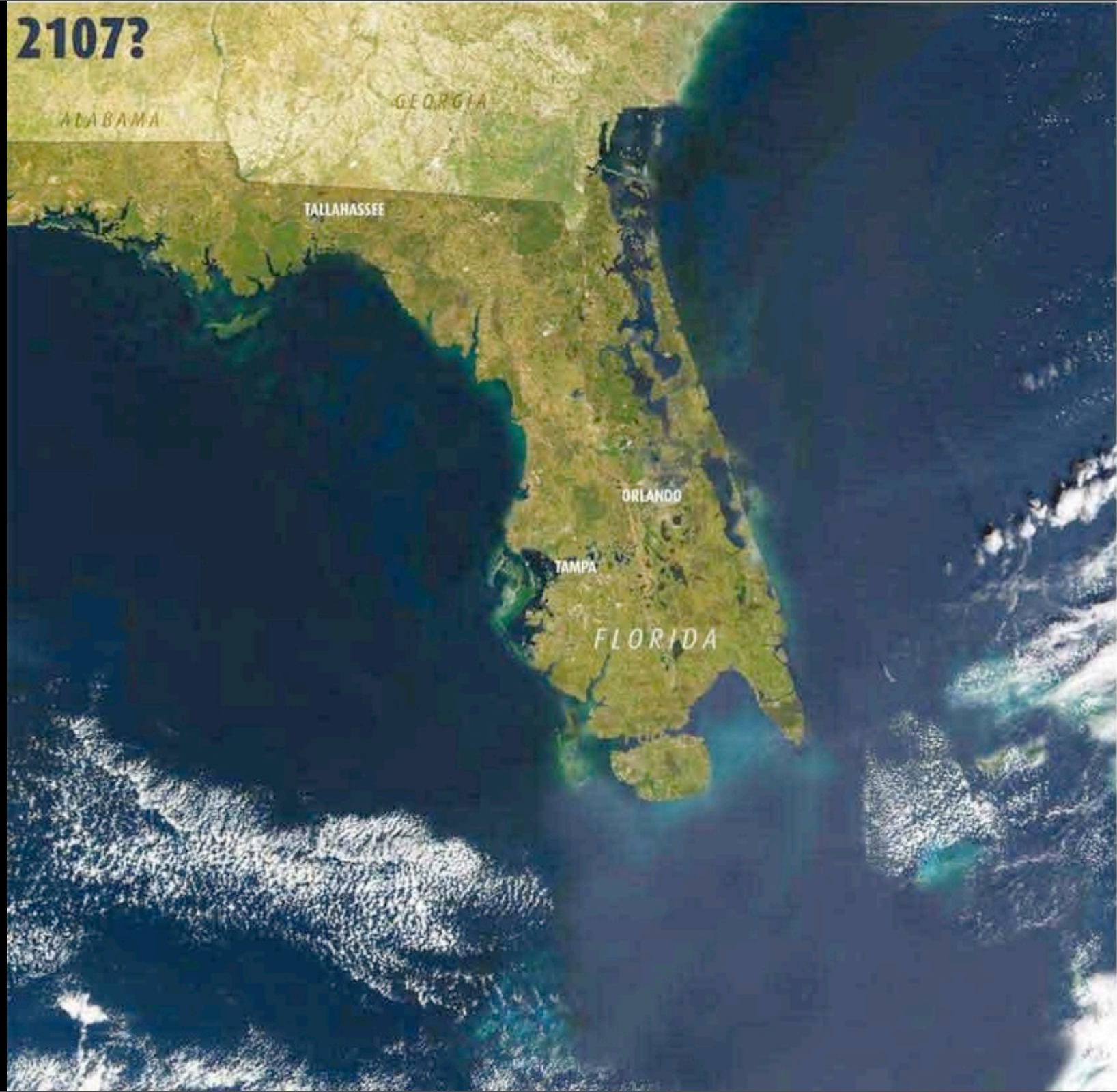


2007

Climate
is changing



2107?



2ND-QTR SIZZLE
PROFITS AT 900
COMPANIES (P.74)

PAYING FOR COLLEGE
BEWARE OF THOSE
HIGH 529 FEES (P.96)

TERRORISM WHAT
COMPANIES STILL
NEED TO DO (P.26)

The McGraw-Hill Companies

BusinessWeek

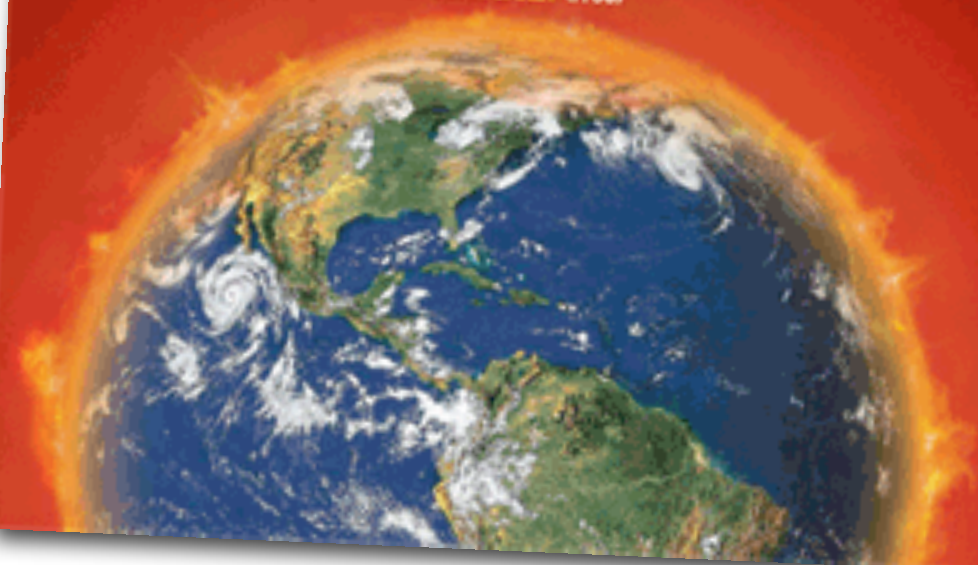
NOVEMBER 24, 2003

www.businessweek.com

GLOBAL WARMING

Why Business Is Taking It So Seriously

BY JOHN CAREY (P. 60)



The Economist

ESTABLISHED 1843

www.economist.com

The Blair leadership crisis

The new boss at Ford

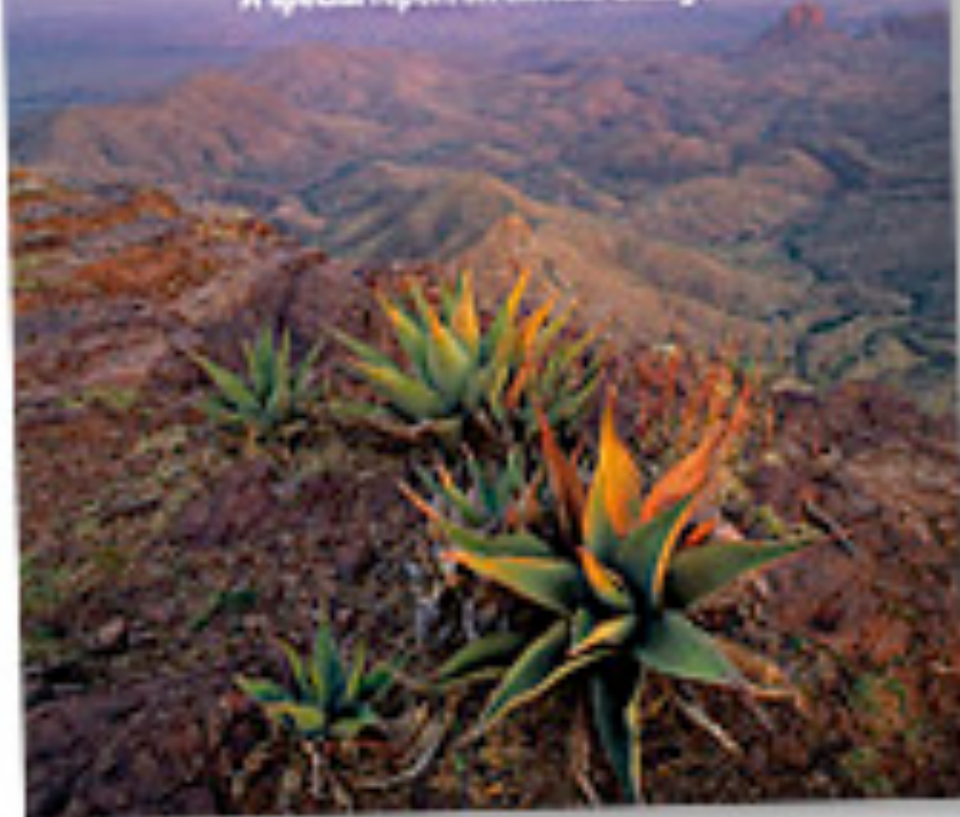
An unusual in-flight announcement

Catastrophe looms in Darfur

Finny a Swedish mode?

The heat is on

A special report on climate change





COLA INDUSTRY: 1940

For a better start in life
start **COLA** earlier!



How soon is too soon?

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

The Soda Pop Board of America
1515 W. Hart Ave. - Chicago, ILL.

- Promotes Active Lifestyle!
- Boosts Personality!
- Gives body essential sugars!

TOBACCO INDUSTRY: 1950

113,597 DOCTORS FROM COAST TO COAST WERE ASKED:



According to this recent Nationwide survey:

**MORE DOCTORS SMOKE CAMELS
THAN ANY OTHER CIGARETTE!**

This is no casual claim. It's an actual fact. Based on the statements of doctors themselves to three nationally known independent research organizations.

THE QUESTION was very simple. One that you... any smoker... might ask a doctor: "What cigarette do you smoke, Doctor?"

After all, doctors are human too. Like you, they smoke for pleasure. Their taste, like yours, enjoys the pleasing flavor of costlier tobaccos. Their throats too appreciate a cool mildness.

And more doctors named Camels than any other cigarette! If you are a Camel smoker, this preference for Camels among physicians and surgeons will not surprise you. But CAMEL—COSTLIER TOBACCOS

THE "T-ZONE" TEST
The "T-Zone" is the throat and mouth area. It is the zone where the cigarette smoke enters the body. It is the zone where the cigarette smoke enters the body. It is the zone where the cigarette smoke enters the body.



According to repeated nationwide surveys,

**More Doctors
Smoke CAMELS
than any other
cigarette!**

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).



Throat Specialists report on 30-Day Test of Camel Smokers—

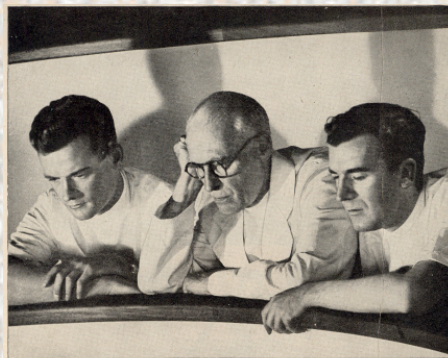
**"Not one single case of throat irritation
due to smoking Camels!"**

• Yes, these were the findings in a total of 2,470 weekly examinations of hundreds of men and women from coast to coast who smoked only Camels for 30 consecutive days! And the smokers in this test averaged one to two packages of Camels a day!

According to a Nationwide survey:

**More Doctors Smoke Camels
than any other cigarette!**

When three leading independent research organizations asked 113,597 doctors what cigarette they smoked, the brand named most was Camel!



Class of '46 or Class of '06

Always studying, always increasing the breadth and depth of his knowledge—like this group watching a demonstration of a new method of using penicillin—the doctor's "school days" are never done. No matter how great, how famous he may become, his search for even greater knowledge never halts.

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

According to a recent independent nationwide survey:
**More Doctors Smoke Camels
than any other Cigarette**



Every doctor in private practice was asked:
—family physicians, surgeons, specialists...
doctors in every branch of medicine—
"What cigarette do you smoke?"

According to a recent Nationwide survey:

**More Doctors
Smoke Camels
than any other cigarette!**



Not a guess, not just a brand...but an actual fact based on the statements of doctors themselves to 3 nationally known independent research organizations.

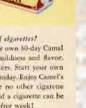
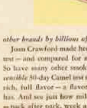
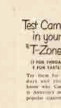
Yes, your doctor was asked... along with thousands and thousands of other doctors from Maine to California. And they've named their choice—the brand that more doctors named as their choice—Camel! Three nationally known independent research organizations found this to be a fact. Nothing unusual about it. Doctors smoke for pleasure just like the rest of us. They appreciate, just as you, a mildness that's cool and easy on the throat. They too enjoy the full, rich flavor of expertly blended superior tobaccos. And they named Camels... more of them named Camels than any other brand. Next time you buy cigarettes, try Camels.

Jean Crawford says—

**"I've made those
mildness tests you've read
about—my choice is
Camels!"**



I wanted a cigarette with rich flavor that agreed with my throat. Camels have a wonderful flavor and the mildness I demand!



Not one single case of throat irritation due to smoking Camels!

That's what makes them specialists reported in a coast-to-coast test of hundreds of people who smoked only Camels for 30 days!

OIL INDUSTRY: 2002



Competitive Enterprise Institute
www.cei.org



Competitive Enterprise Institute
www.cei.org

An Editor in the White House

Handwritten revisions and comments by Philip A. Cooney, chief of staff for the White House Council on Environmental Quality, appear on two draft reports by the Climate Change Science Program and the Subcommittee on Global Change Research. Mr. Cooney's changes were incorporated into later versions of each document, shown below with revisions in bold.

"STRATEGIC PLAN FOR THE U.S. CLIMATE CHANGE SCIENCE PROGRAM," DRAFT TEXT, OCT. 2002

- k 14 wetlands will expand in areas where meltwater resulting from deeper and longer thaw
 15 periods does not have a natural drainage path to the ocean.
 16 ~~would~~
 17 Warming will also cause reductions in mountain glaciers and advance the timing of the melt
 18 of mountain snow packs in polar regions. In turn, runoff rates will change and flood
 19 potential will be altered in ways that are currently not well understood. There will be
 20 significant shifts in the seasonality of runoff that will have serious impacts on native
 21 populations that rely on fishing and hunting for their livelihood. These changes will be
 22 further complicated by shifts in precipitation regimes and a possible intensification and
 23 increased frequency of extreme hydrologic events. Reducing the uncertainties in current
 24 understanding of the relationships between climate change and Arctic hydrology is critical

straying from
research
strategy into
speculative
findings findings
here.

PUBLIC REVIEW DRAFT, NOV. 2002

Warming **could** also lead to changes in the water cycle in polar regions. Reducing the uncertainties ...

FINAL REPORT, JULY 2003

The paragraph does not appear in the final report.

"OUR CHANGING PLANET," DRAFT TEXT, OCT. 2002

- 019 the next, and perhaps even beyond.
 020 The challenge for the USGCRP is to provide the best possible scientific basis for documenting,
 021 ~~diagnosing~~, and projecting changes in the Earth's life-support systems, and the role for CCRI is to
 022 facilitate full use of ~~this~~ scientific information in policy and decisionmaking on response strategies
 023 for adaptation and mitigation at the international, national, and regional scales. ~~possible~~
 024

- 025
 026 ~~might allow~~ From "Discovery" to "Comparative Analysis"
 027 ~~issues of~~ ~~persuaded~~ ~~reduce the significant remaining uncertainties associated with human-induced climate change and~~
 028 Because of the scientific accomplishments of USGCRP and other research programs during the
 029 last decade, a period that could be termed a productive "period of discovery and characterization,"
 030 the CCRI, in coordination with the USGCRP, will move into a new "period of comparative
 031 analysis of response strategies." In this new phase of the climate science programs, information
 032 that compares the potential consequences of different responses to global changes, including
 033 climate change, will be developed in a form useful to national debate and decisionmaking. ~~This~~

FINAL REPORT, 2003

The challenge for the USGCRP is to provide the best possible scientific basis for documenting, **understanding**, and projecting changes in the Earth's life-support systems, and the role for CCRI is to **reduce the significant remaining uncertainties associated with human-induced climate change** and facilitate full use of scientific information in policy and decisionmaking on **possible** response strategies for adaptation and mitigation.

ENEMIES OF THE STATE



"The existence of global warm
scientifically inconclusive

PHILIP COONEY

Advisor, White House / Ex



"alarmist reports..."
"extortion by environmentalists..."

MYRON EBELL

Director, Competitive Enterprise Institute



**WE THE
PEOPLE**



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

JIM INHOFE

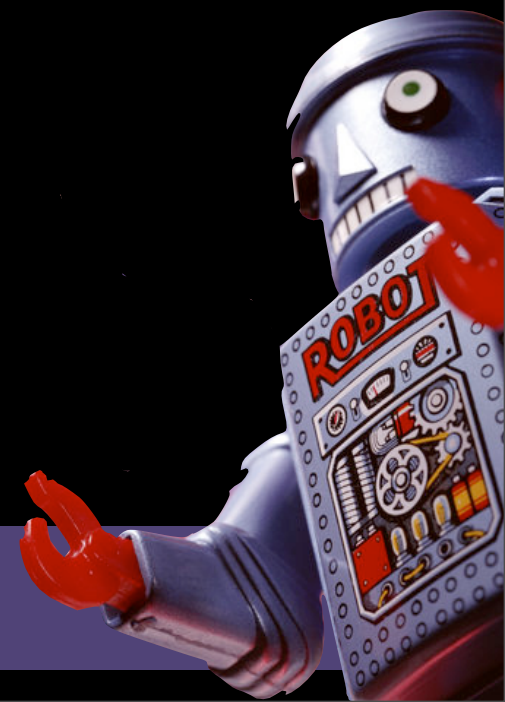
Senator (R), Oklahoma



"anyway, the truth is that no one but
God really knows why the climate is
changing..."

BILL O'REILLY

Talk Show Host, Fox News



bleak future: ENERGY





WATER

ENERGY

MATERIALS

IAQ

SITING

COMMUNITY









\$130
per
SIGN



75 percent savings on
ENERGY

\$ **6500** year

COOL ROOF SAVINGS

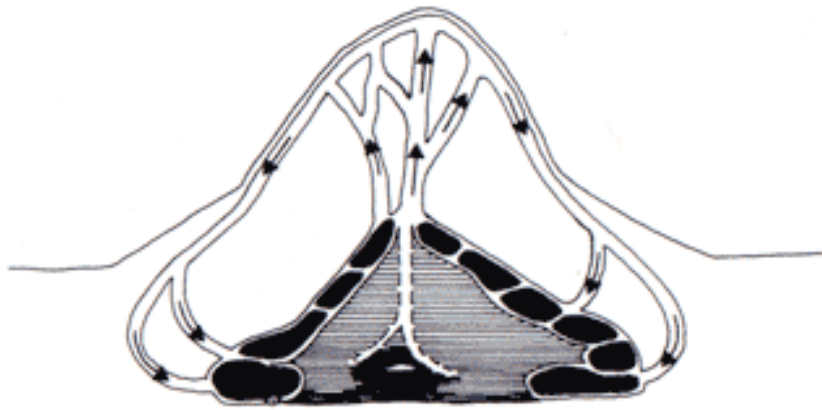
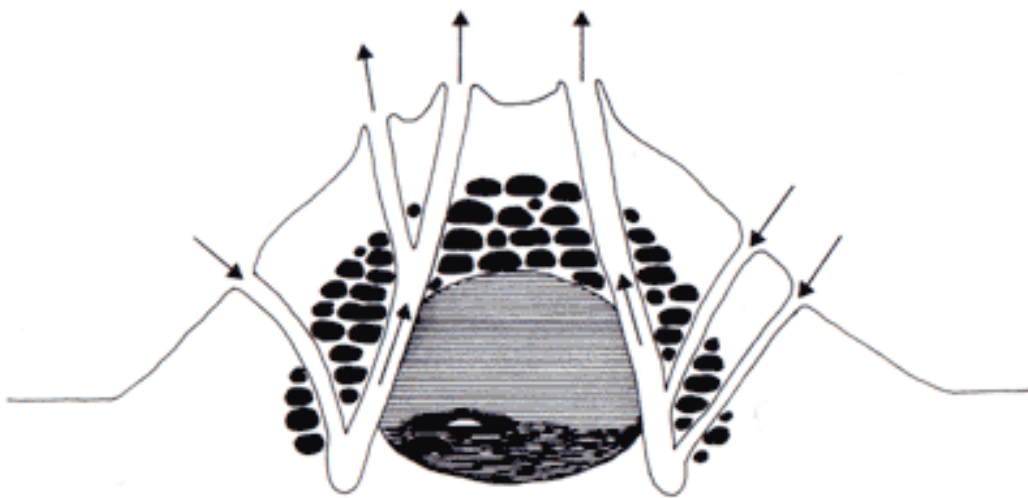


70°
40° C
cooler

A photograph of a green roof covered in low-lying vegetation. In the center, there is a white mechanical vent. In the background, a white tarp is draped over a low wall, and a wheelbarrow is visible. The sky is clear and blue.

40%

energy savings

A. *Macrotermes michaelseni*B. *Macrotermes subhyalinus*

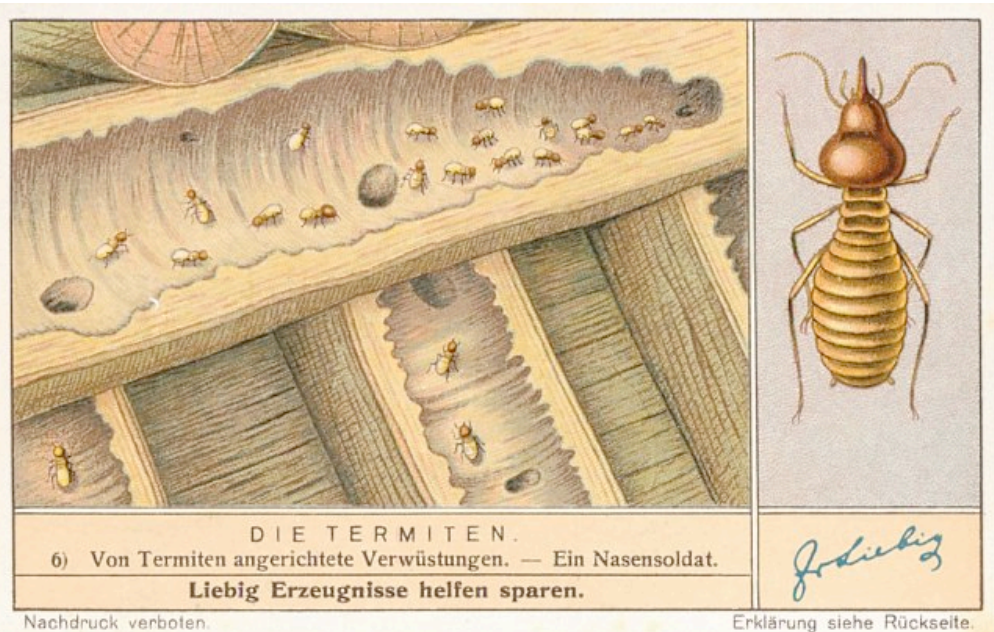
↗ Direction of air movement

● Fungus combs

▨ Nursery galleries

○ Royal cell

1 m



WATER

ENERGY

MATERIALS

IAQ

SITING

COMMUNITY

**Radiant
Heat**

saves the cost of **ducts, chases &
equipment**

**Tankless
Water Heater**

saves the cost of **pipes &
insulation**

**Natural
Daylight**

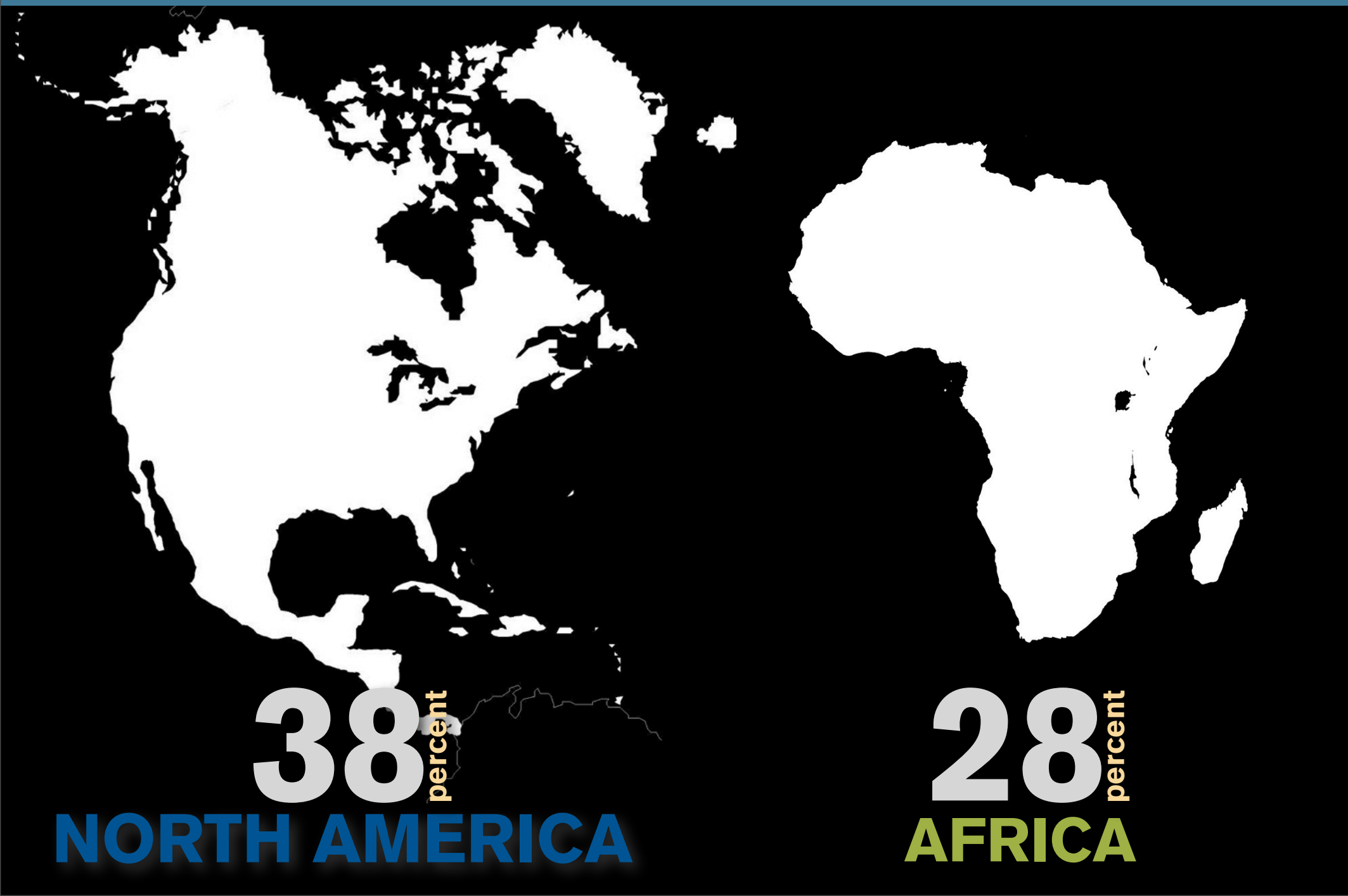
saves the cost of **lighting
fixtures**

SAVINGS

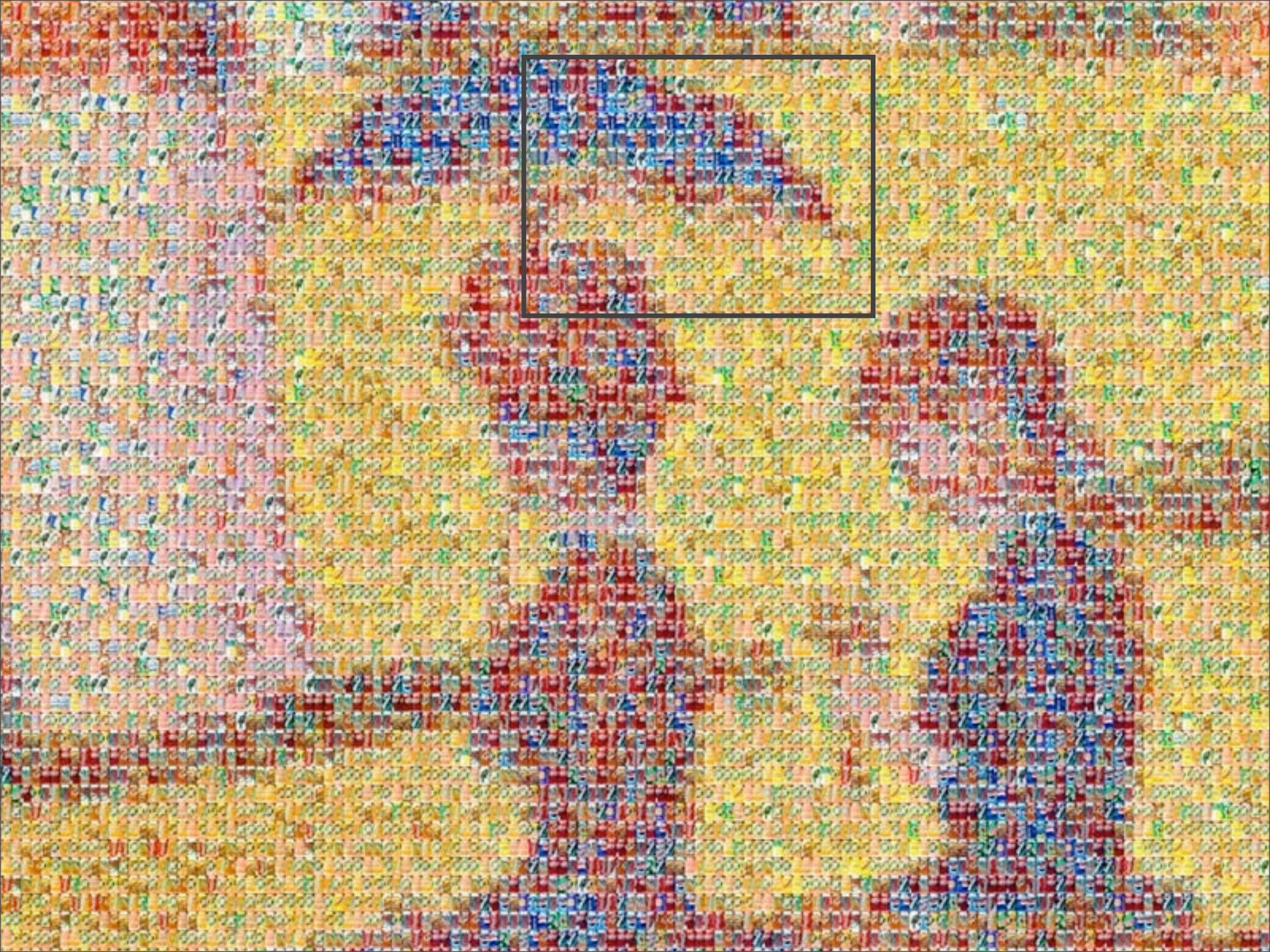


bright future: ENERGY

WILDERNESS



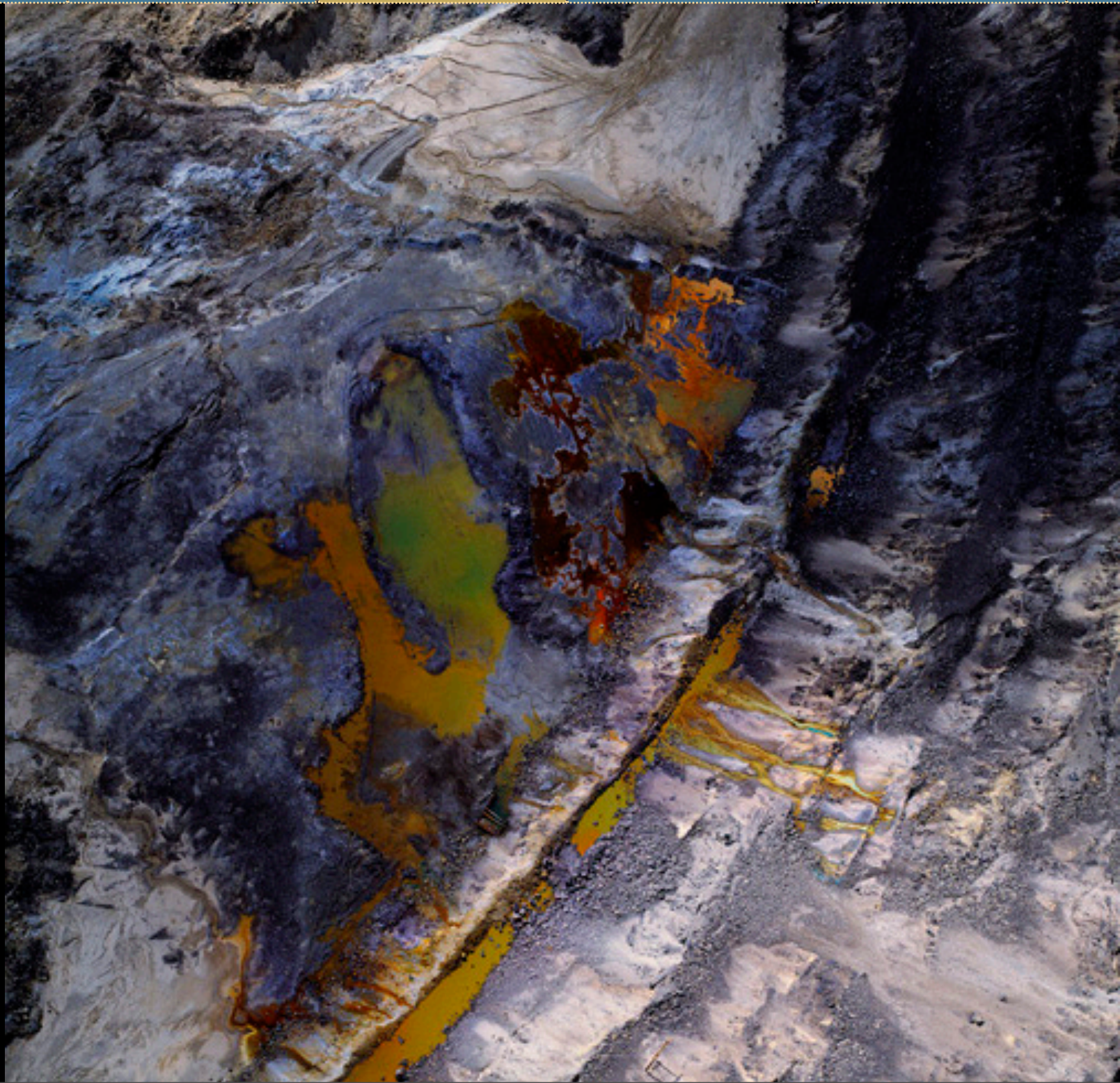






106,000 cans
CONSUMED EVERY
30 seconds

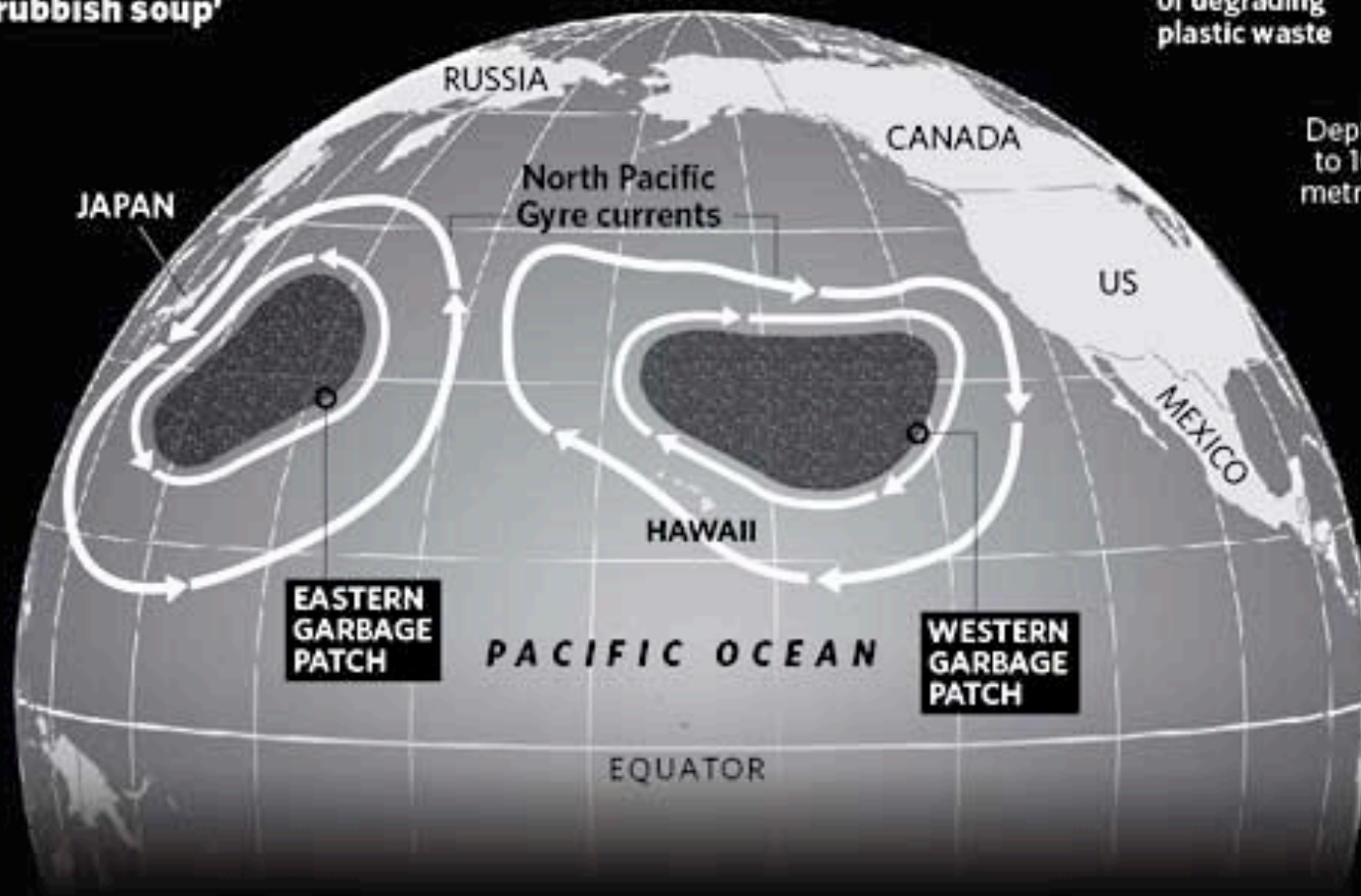




Out of sight, out of mind

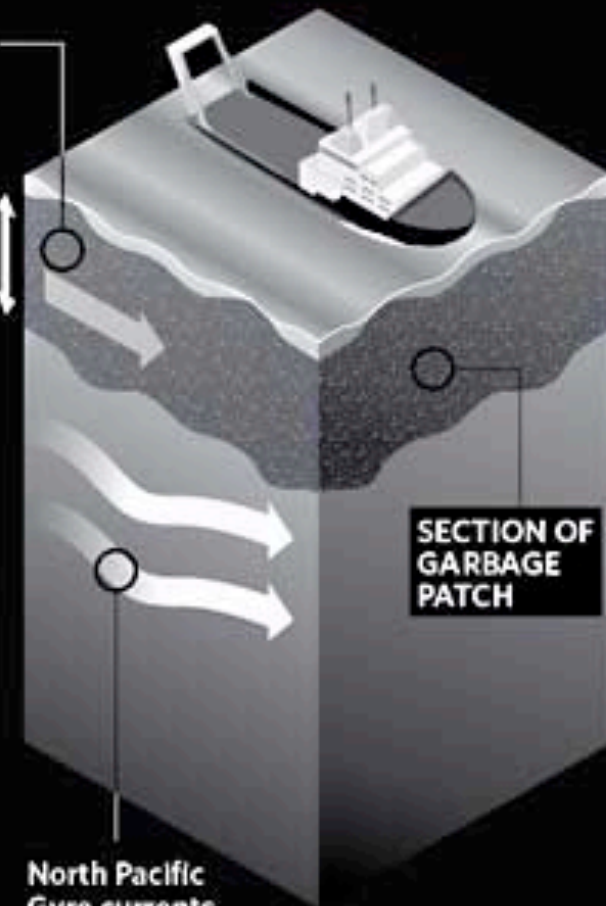
The continent-sized vortex of plastic waste blighting the Pacific

Approximate areas of 'rubbish soup'



Translucent soup of degrading plastic waste

Depth to 10 metres



North Pacific Gyre currents keeps soup in constant movement



2

times

the size of Texas

the **Pacific Gyre**
GARBAGE PATCH





buildings of the world
consume

40%

of the world's energy & materials

17%

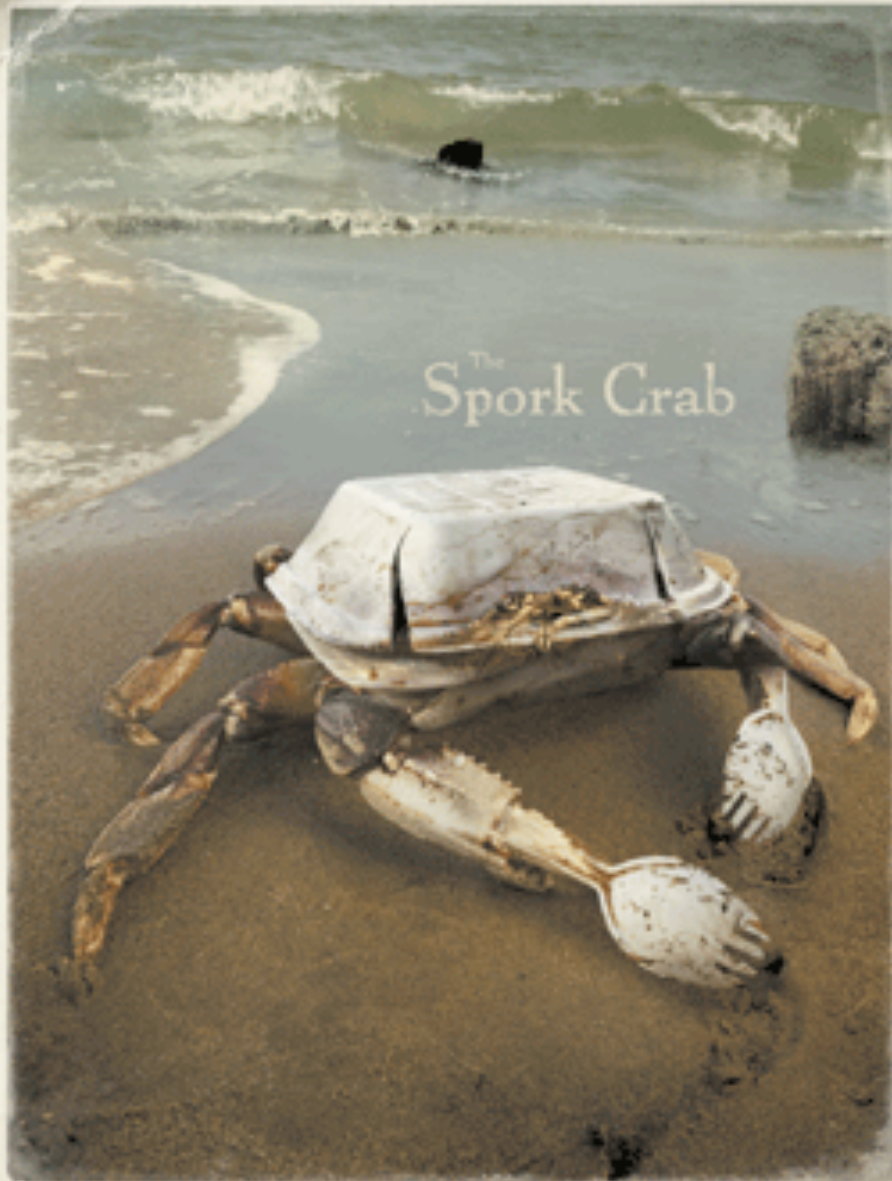
of our water

25%

of the wood harvested



Non-Native Species of the California Coast



The Spork Crab

CALIFORNIA COASTAL CLEANUP DAY
September 17th • 9am-noon

Non-Native Species of the California Coast



The Cola Bass

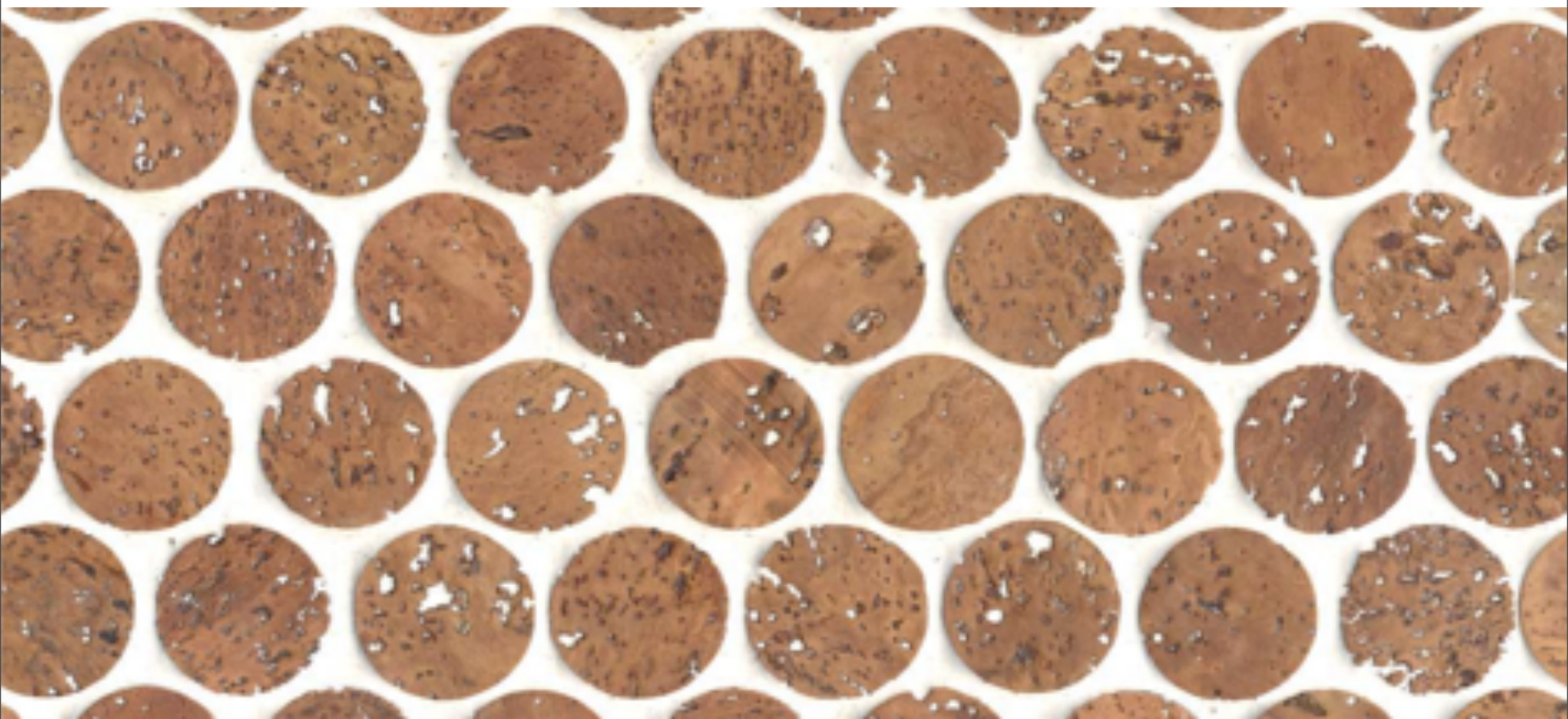
CALIFORNIA COASTAL CLEANUP
September 17th • 9am-noon

bleak future: MATERIALS









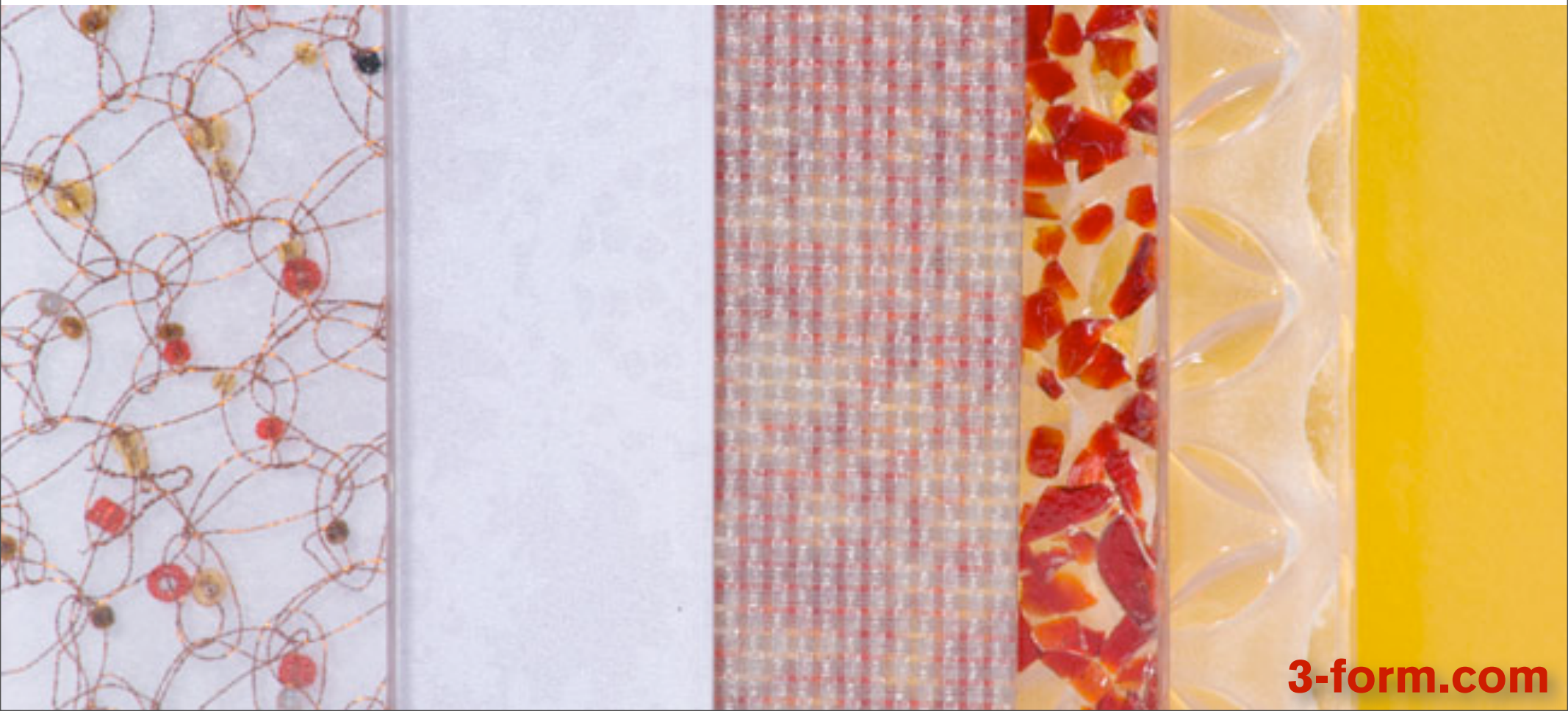
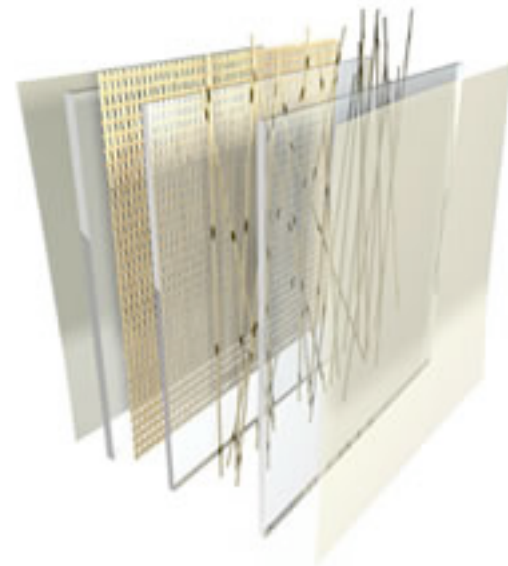






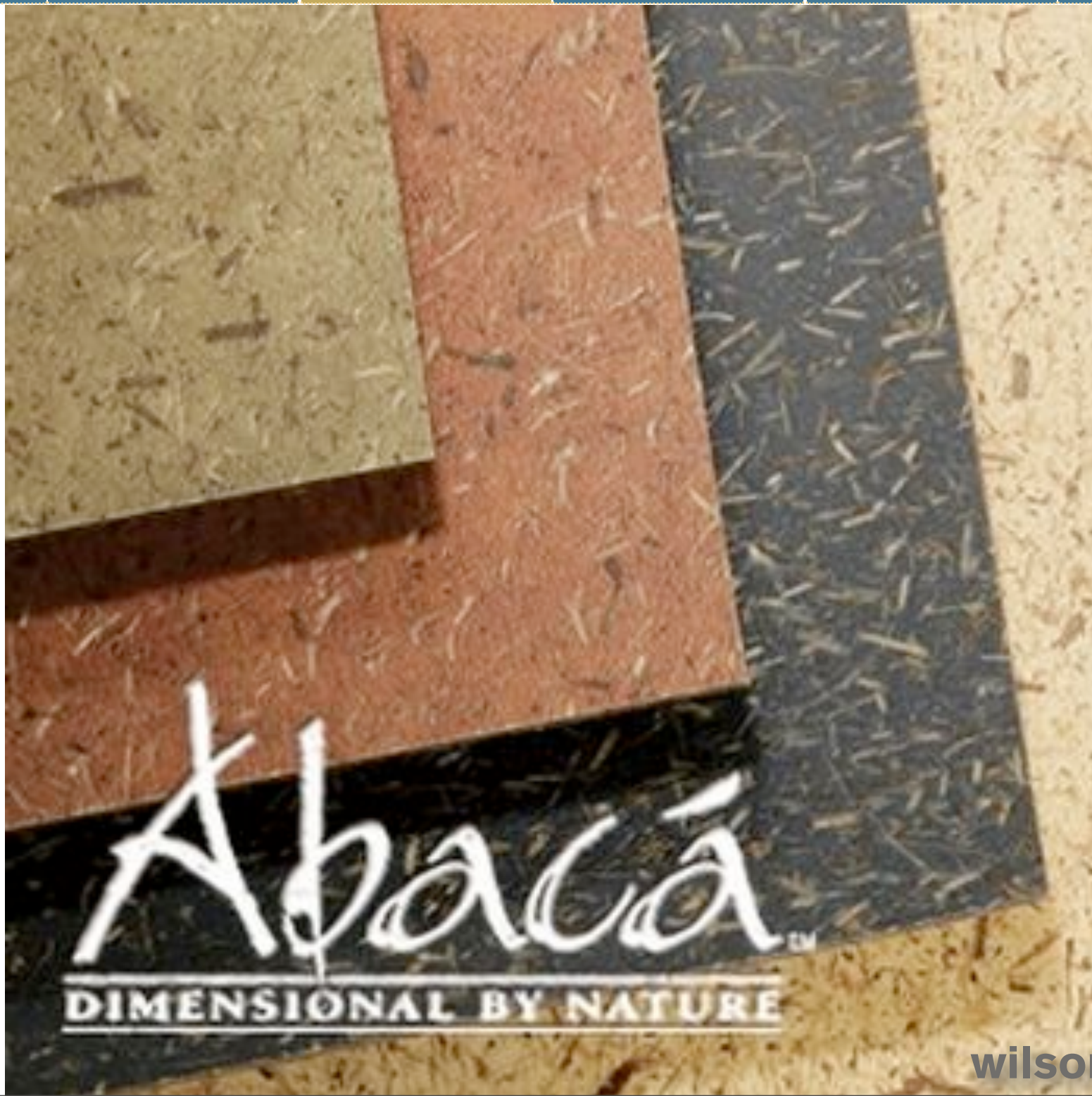










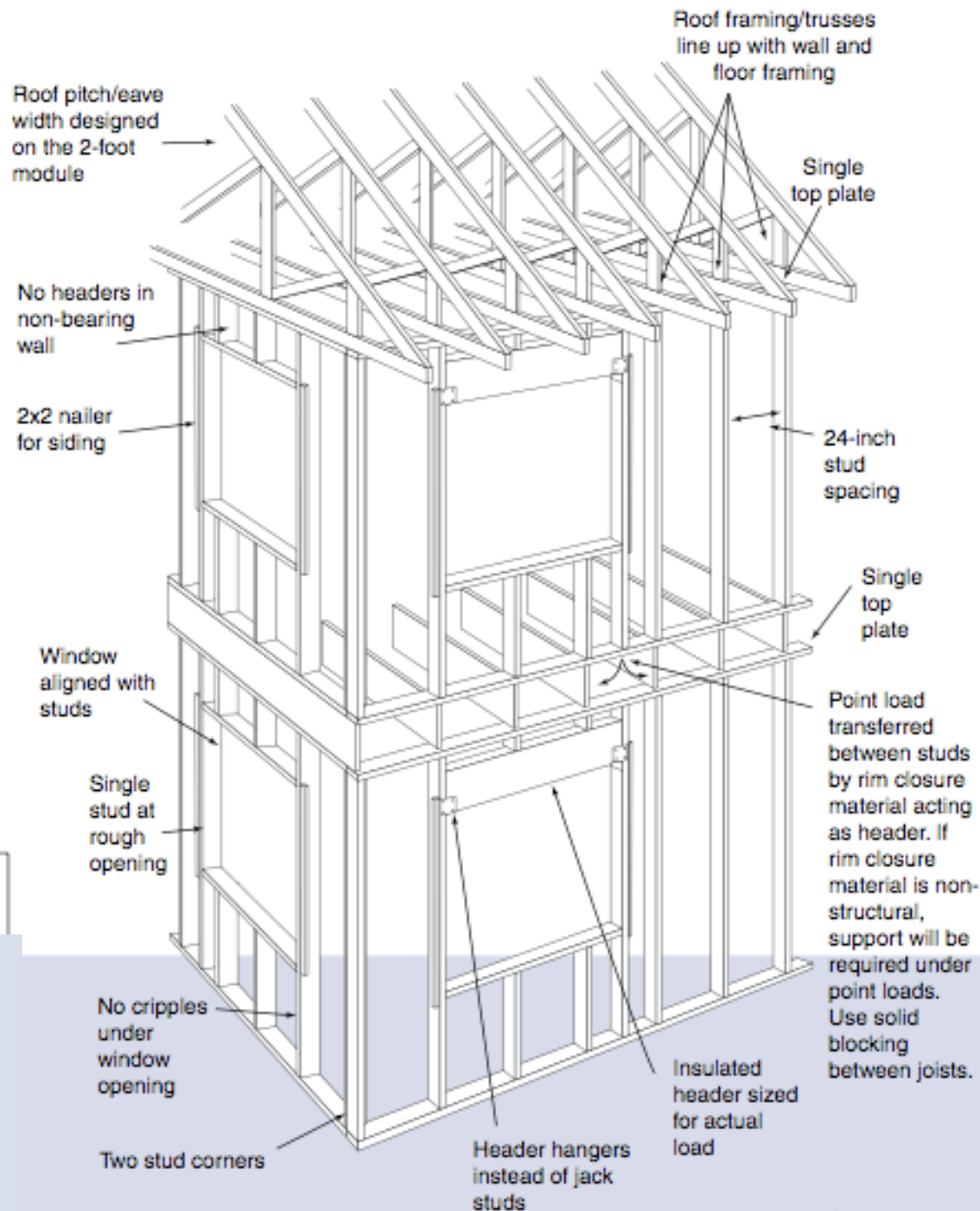


Abacá™
DIMENSIONAL BY NATURE









Adapted from Building Science Corporation

**2x4@
16"** O.C.

**2x6@
24"** O.C.

**LESS WOOD
MORE INSULATION**

Local Materials

saves the cost of **shipping &
storage**

Construction Salvage

saves the cost of **dumping &
hauling**

Integral Colors

saves the cost of **prep &
painting**

SAVINGS



bright future: MATERIALS

WATER

ENERGY

MATERIALS

I A Q

SITING

COMMUNITY

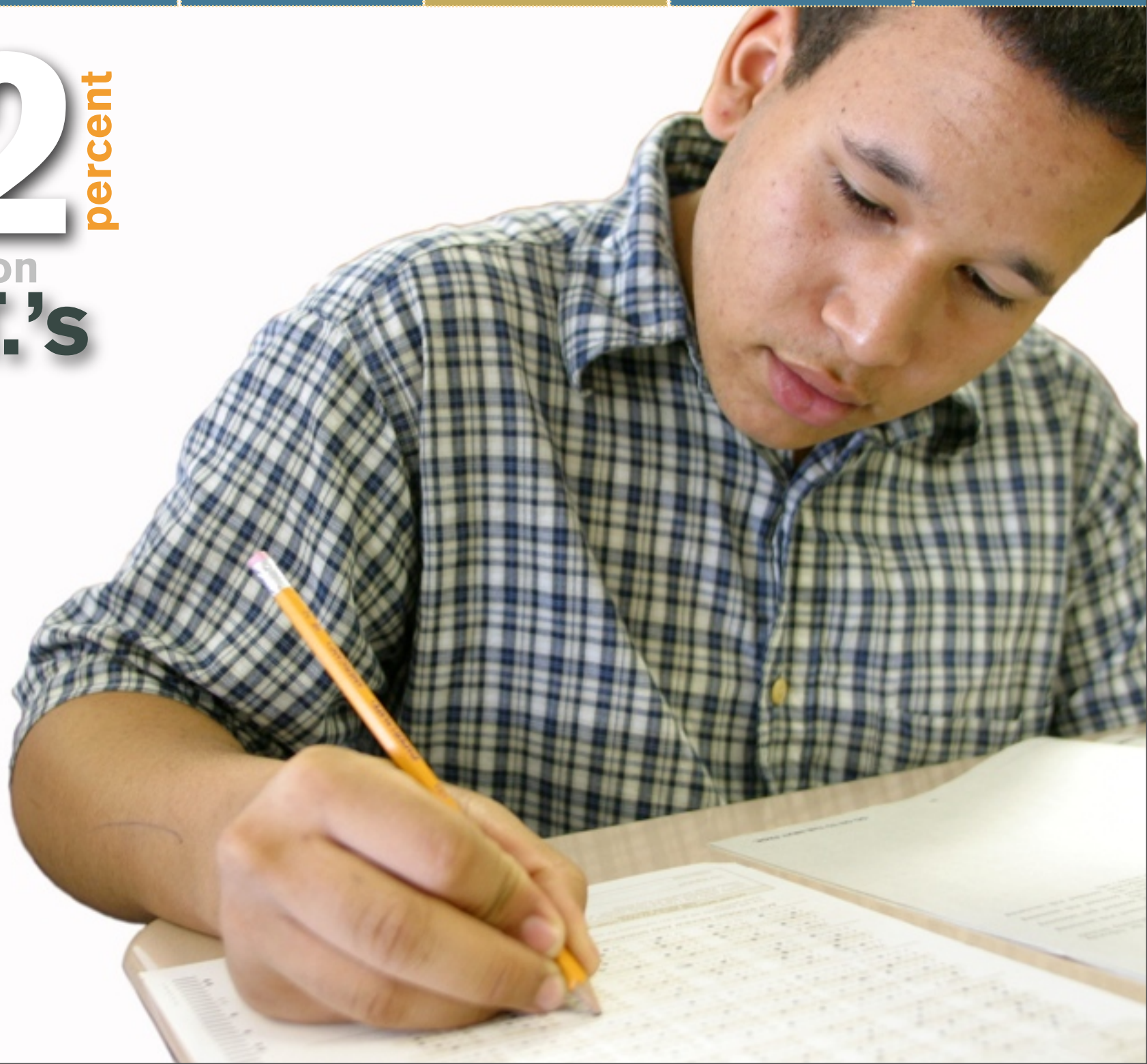


3 percent
IN 1980

9 percent
IN 2003



22 percent
higher on
S.A.T.'s



dwell

"Guilt is no way to approach environmentalism." —Eric Corey Freed



Vol. 6

8

September 2006

dwell

AT HOME IN THE MODERN WORLD

Design Like
You Give a Damn
Flooring With a
Conscience

Green Goes Mainstream

Sustainable Homes of Tomorrow, Today



September 2006
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Tree Houses
Grow Up

"[Pergo] is the cockroach
of wood flooring...
it offgasses you
in your sleep."

It's a familiar scenario. You're standing in the checkout line at the supermarket watching your goods trundle down the belt toward the cash register when suddenly the checkout clerk asks, "Paper or plastic?" and you're stuck: Do you contribute to worldwide deforestation

engineered wood (where thin strips of wood are lain over each other in alternating directions then compressed) to reclaimed wood to wood laminate (plywood with a photo of wood adhered on top)—all of which have diverse levels of green credibility.

Whatever you do, however, once your sustainable solution is installed underfoot, don't forget to apply an earth-friendly product to its surface. "The worst thing is to have a green floor and then put some nasty oil-based toxic lacquer on it," Freed warns. And feel free to toss your chemical cleansers; all you really need are water, white vinegar, and a mop. ▶

Portrait by Noah Webb

A Note on Our Expert: Eric Corey Freed, principal of San Francisco-based firm organicARCHITECT, designs houses that incorporate sustainability as a matter of course. "I'm not saying, 'Oh, Mother Earth is dying, please help the butterflies!'—because no one would respond to that," he says of his approach to design. "For me, sustainability is always a very logical, common-sense thing.

Why fill a home with toxic materials, or use materials that hurt economies or cultures? It just seems silly." Inspired by holistic predecessors such as Bruce Goff and Frank Lloyd Wright, Freed spreads his green gospel through various college classes, numerous publications, and a monthly "ask the expert" column on the Greener Buildings website, www.greenerbuildings.com.



September 2006 Dwell 95





bleak future: AIR QUALITY

WATER

ENERGY

MATERIALS

IAQ

SITING

COMMUNITY



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**Non-toxic
Paints**

saves the cost of **disposal &
clean up**


**Avoiding
formaldehyde**

saves the cost of **future
compliance**

**Non-toxic
cleaners**


saves the cost of **gloves &
aspirin**

SAVINGS

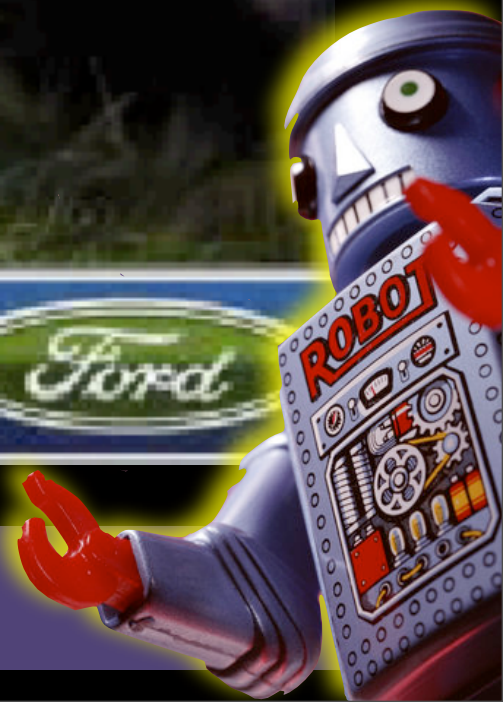


A woman with blonde hair, wearing a black tank top, is crouching in a grassy field. She is holding a clear glass under a stream of water being poured from a side spout on a dark-colored car. The background shows a line of trees.

H₂ Ohhh!

the new hydrogen-powered **H** from 

bright future: AIR QUALITY



WATER

ENERGY

MATERIALS

IAQ

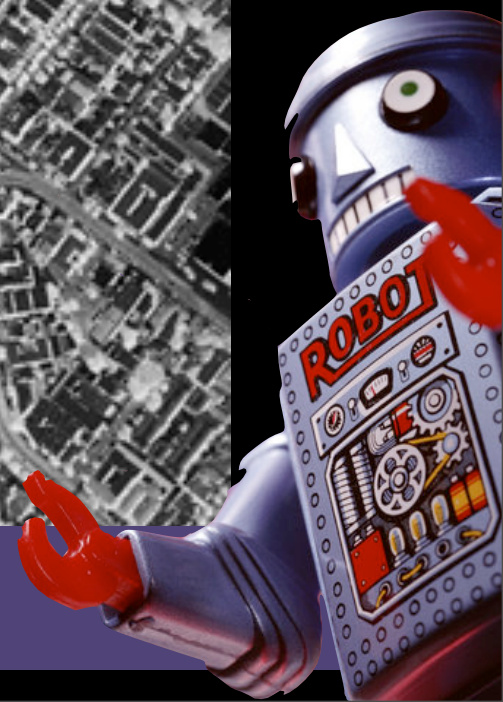
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COMMUNITY





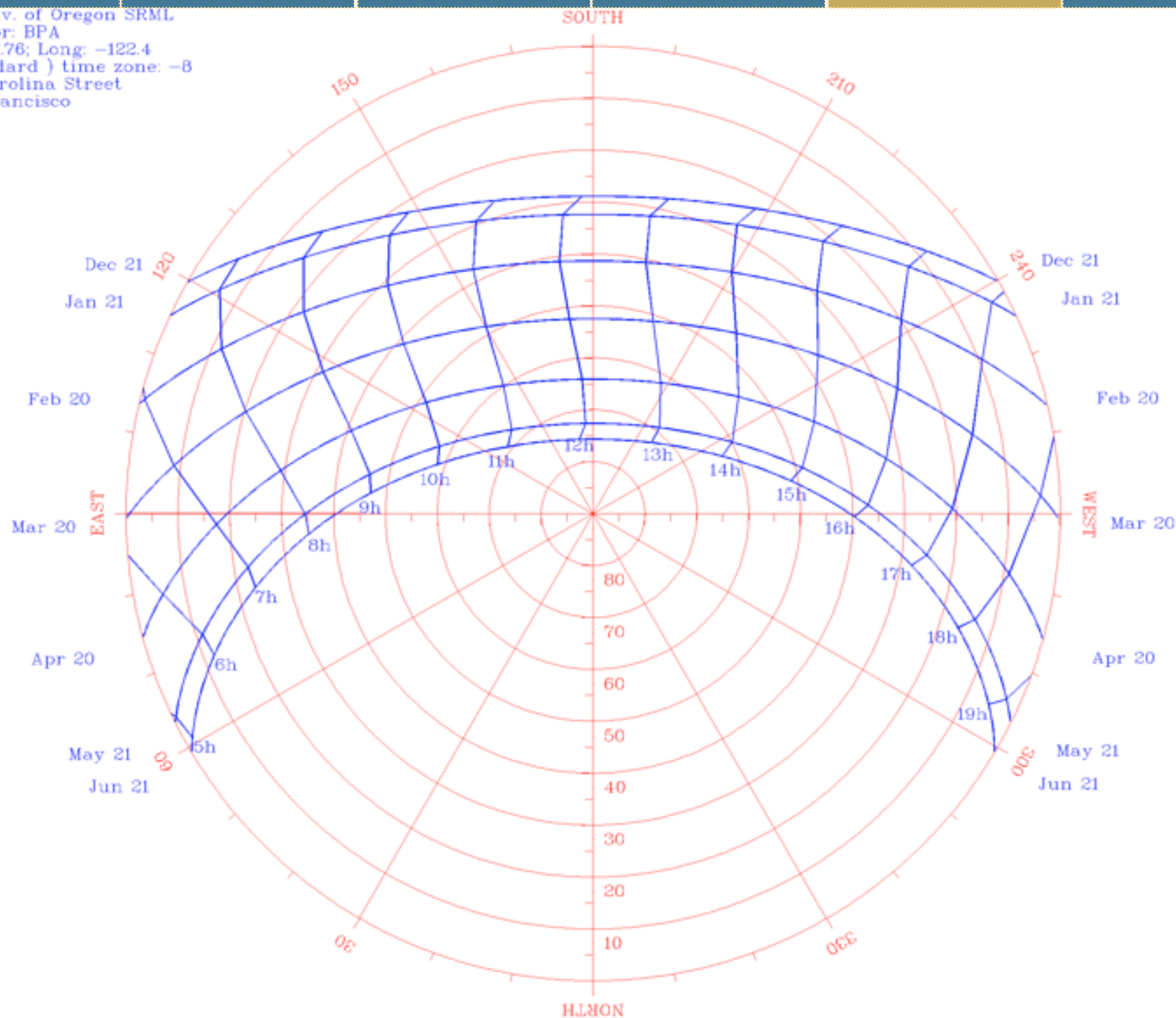


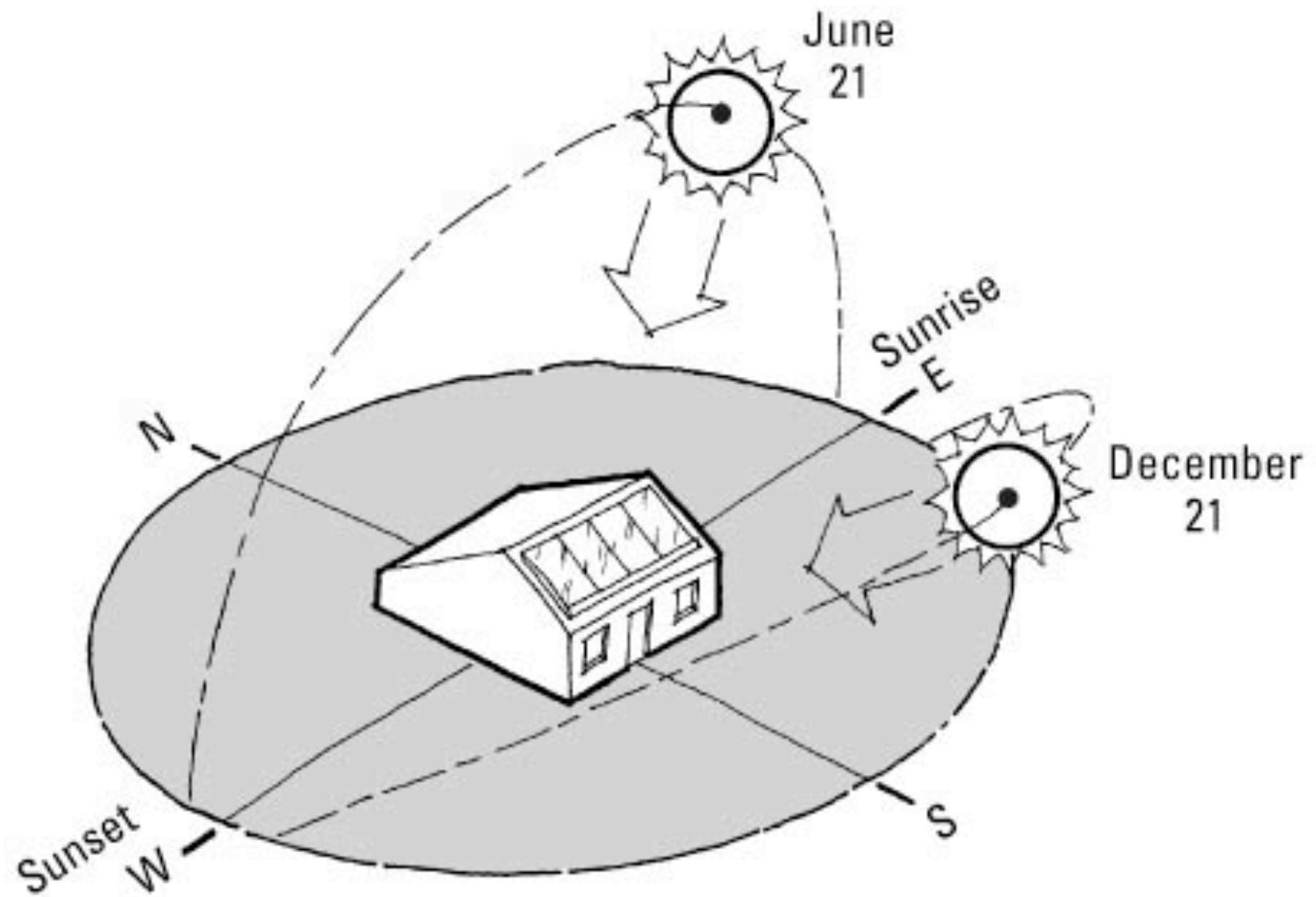


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WATER

ENERGY

MATERIALS

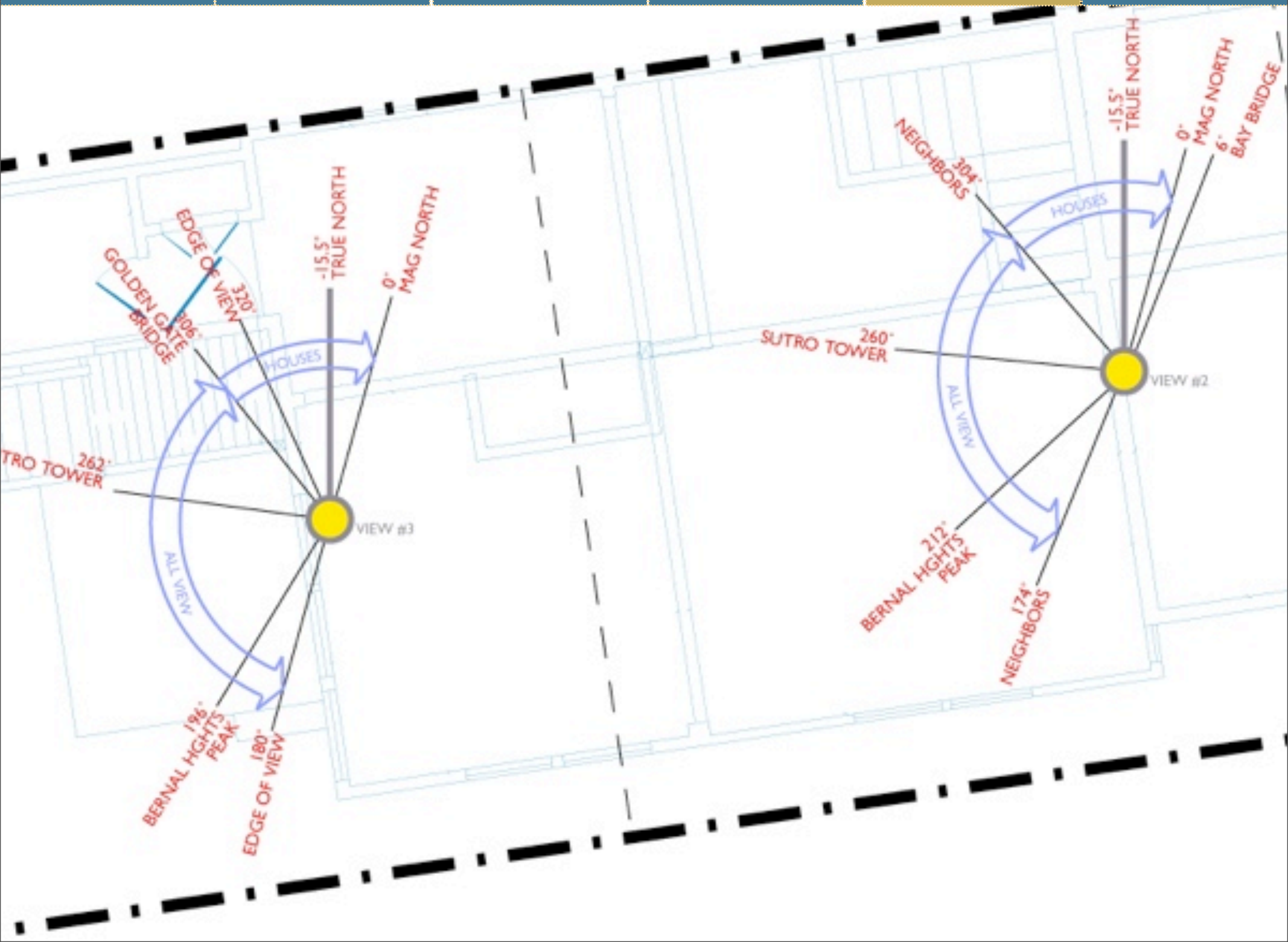
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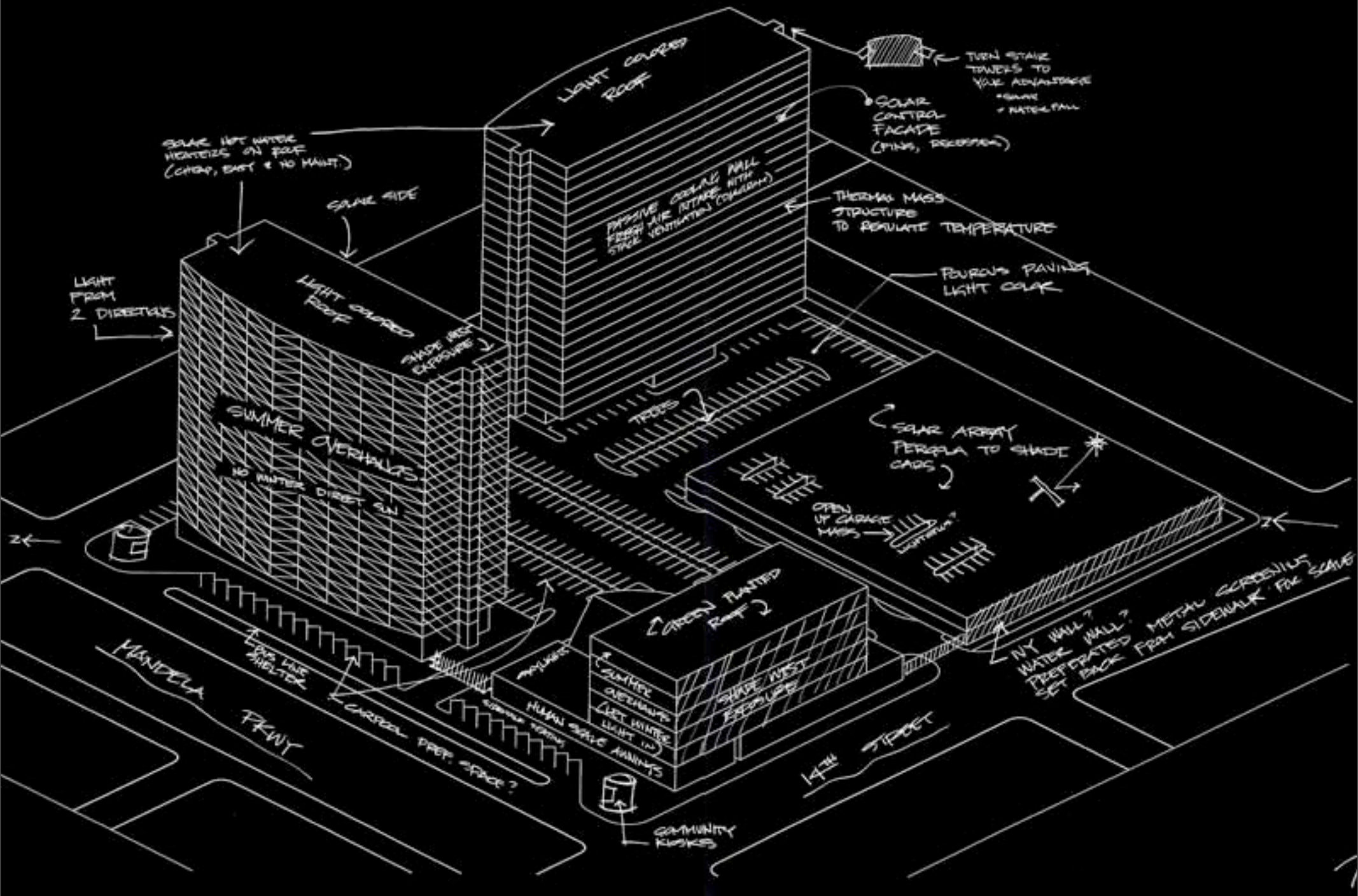
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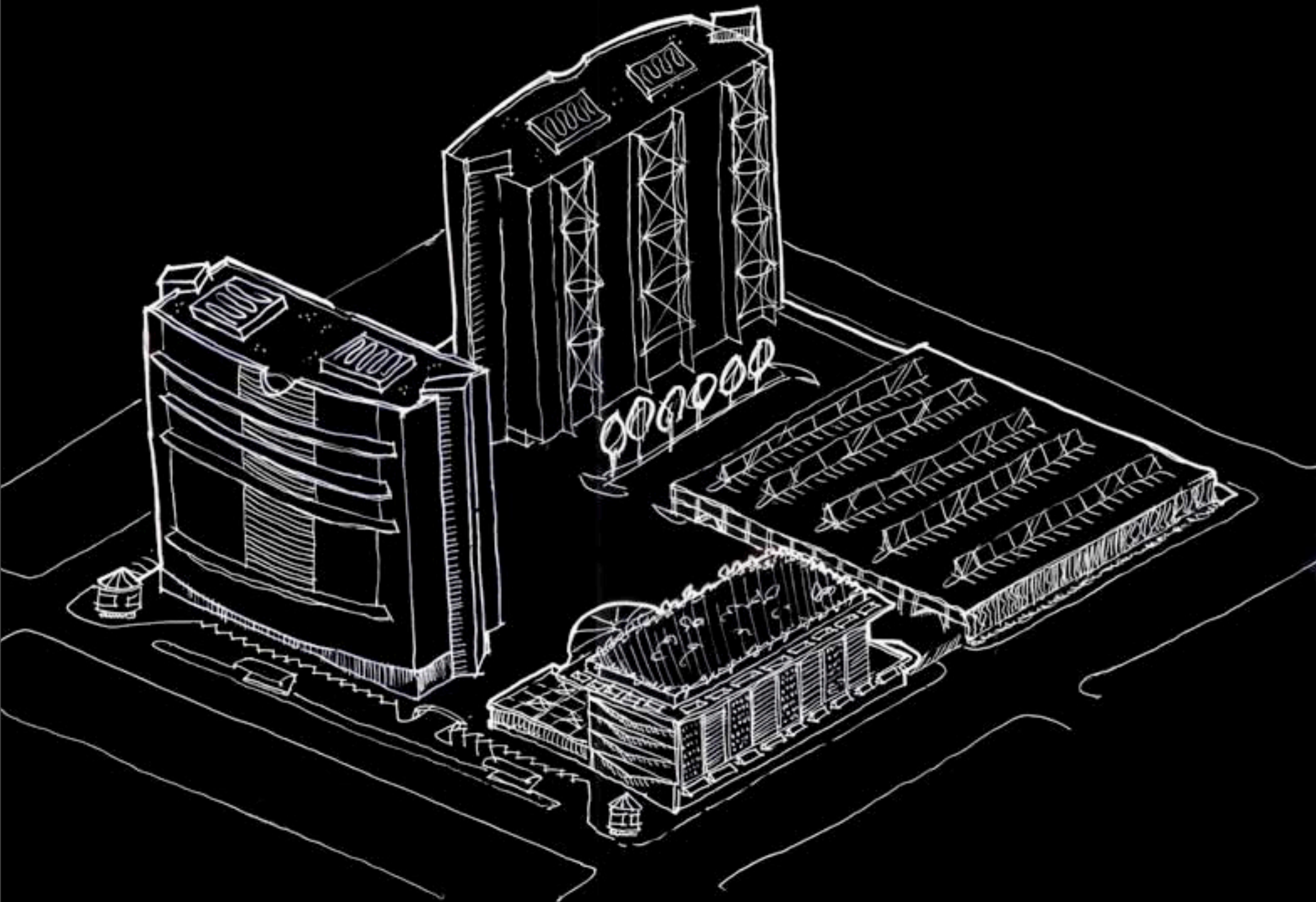
COMMUNITY











Passive Solar

saves the cost of **size of heater &
air conditioner**

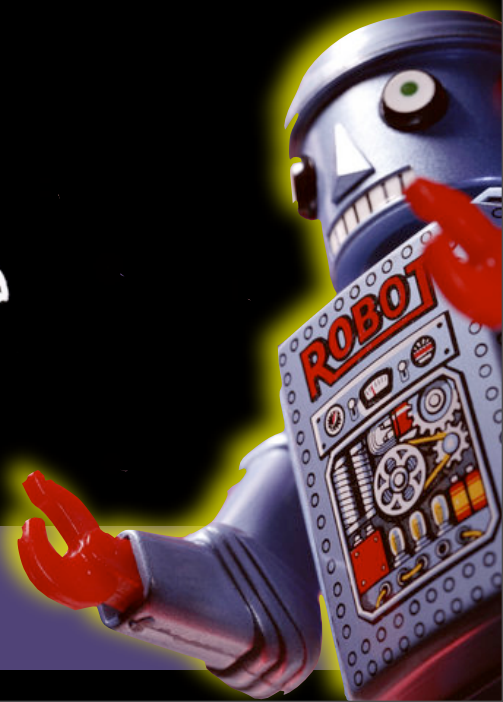
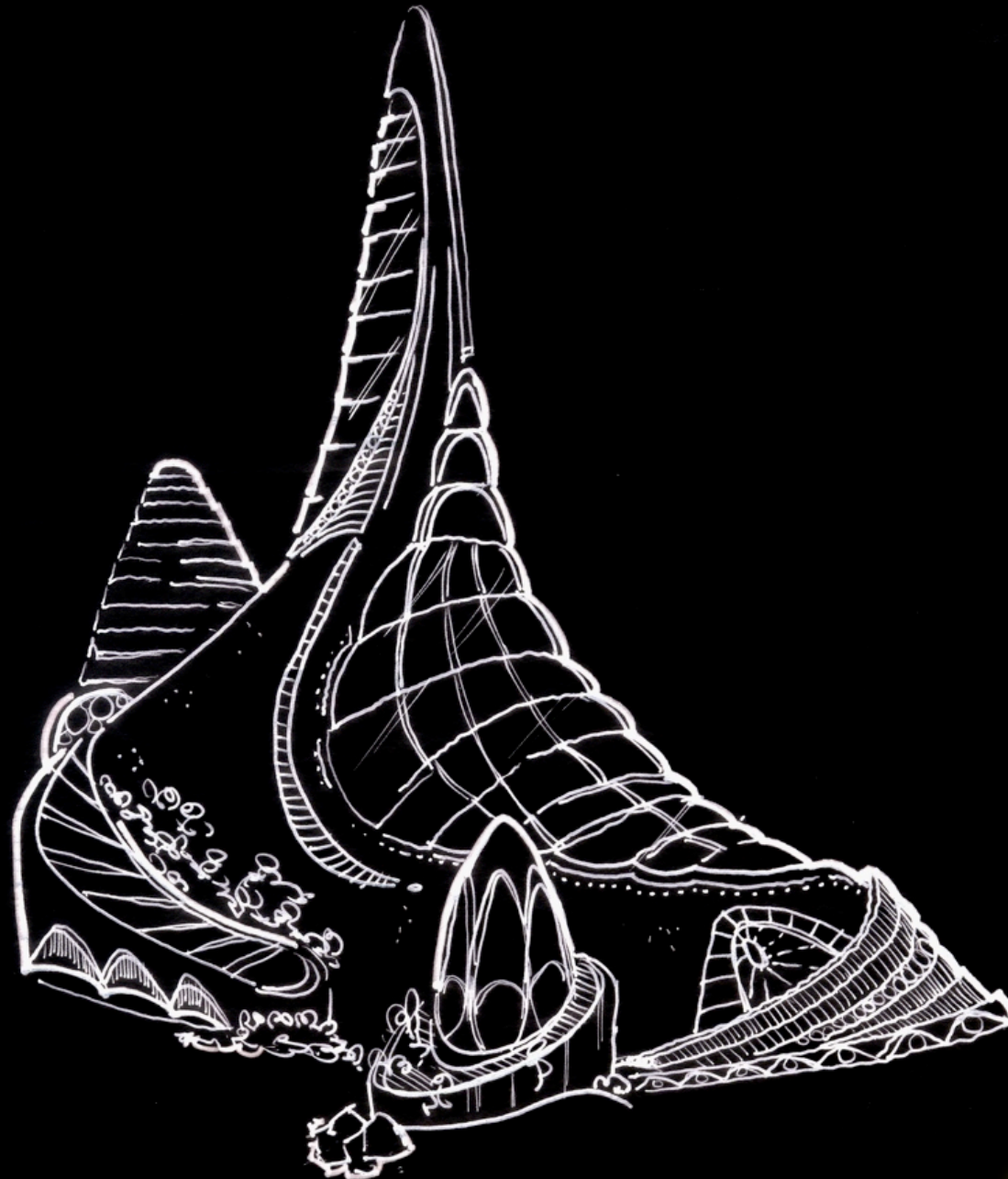
Reducing Excavation

saves the cost of **dumping &
hauling**

Cleaning a Brownfield

saves the cost of **taxes &
land costs**

SAVINGS



bright future: SITING



WATER

ENERGY

MATERIALS

I A Q

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it's the beige one.

WATER

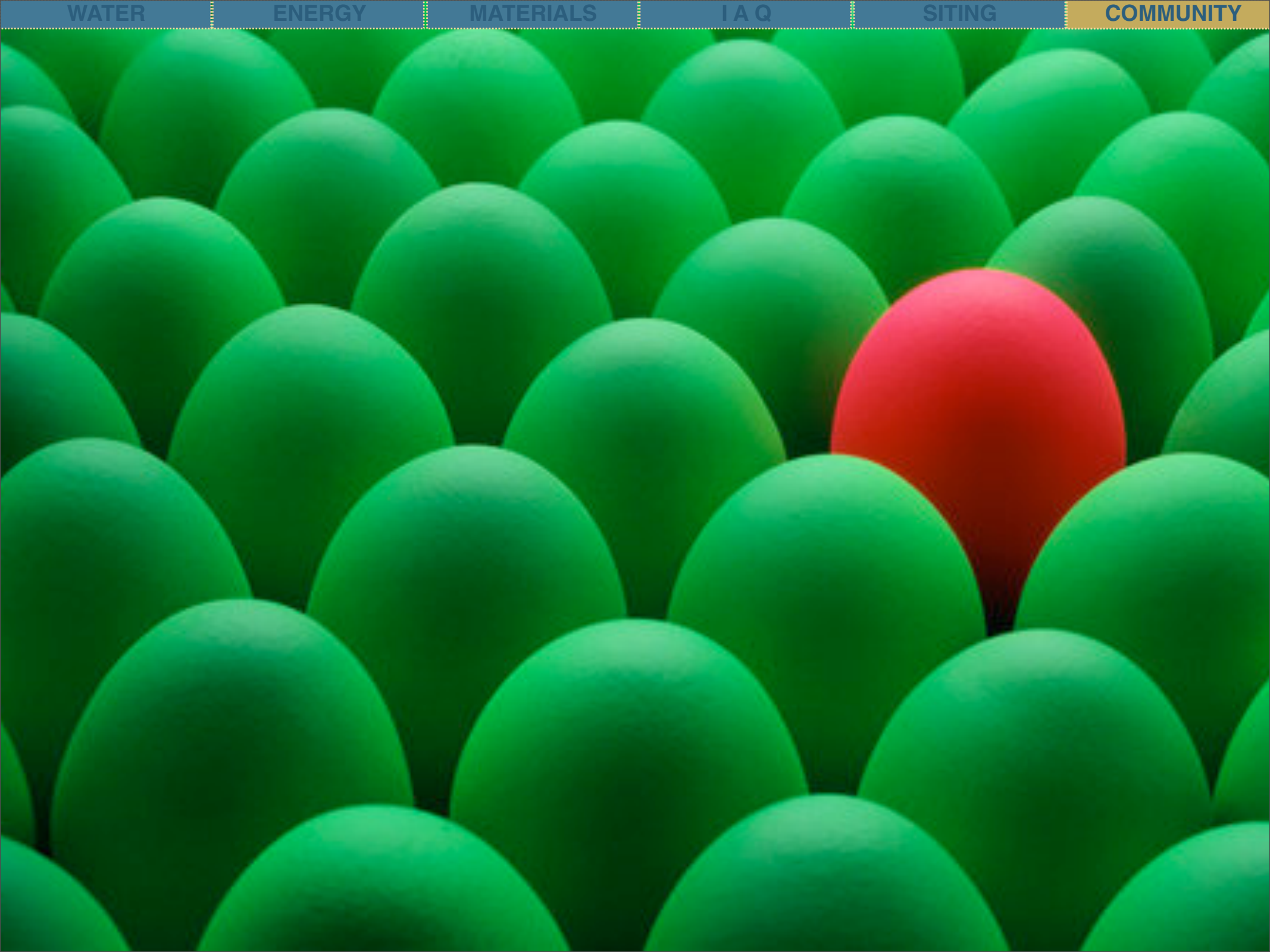
ENERGY

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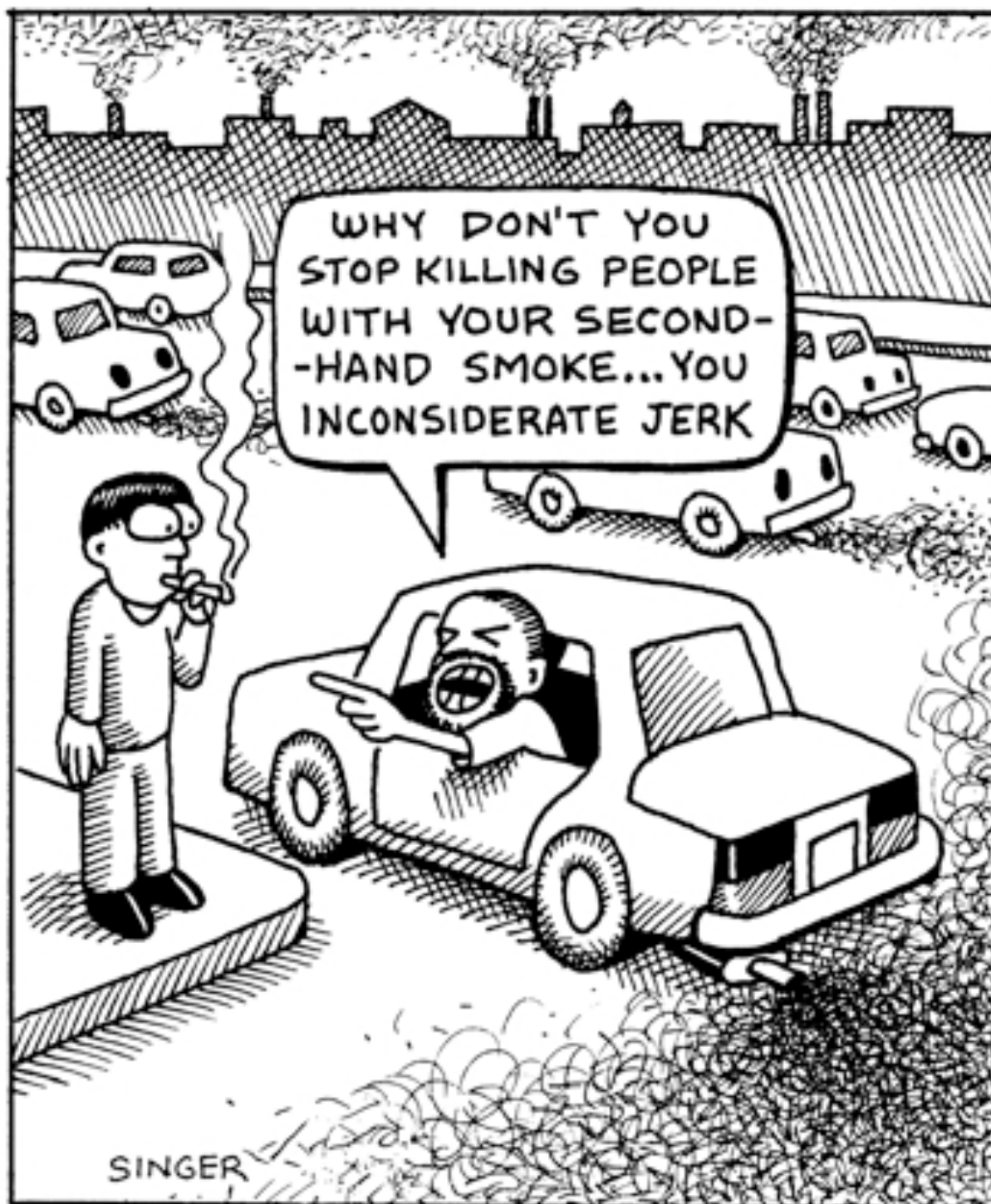
MATERIALS

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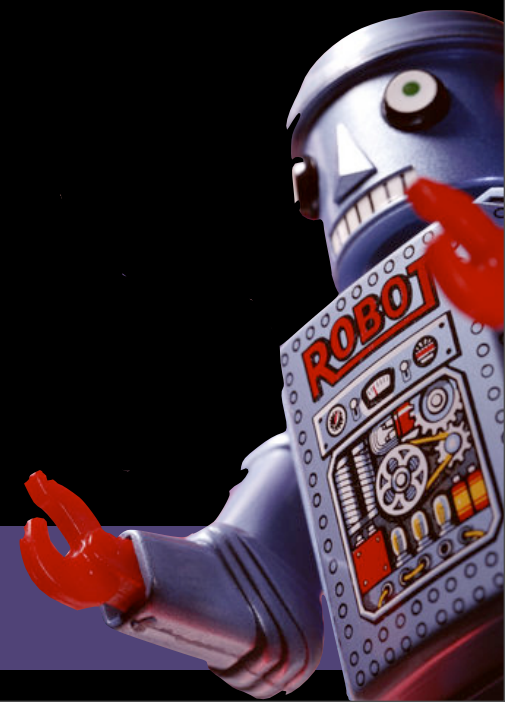
COMMUNITY





WE'VE APPEASED NON-SMOKERS...
NOW, LET'S APPEASE NON-DRIVERS!!
DIVIDE CITIES INTO TWO SECTIONS:
DRIVING AND **NON-DRIVING**





bleak future: COMMUNITY



ORGANIZATIONS

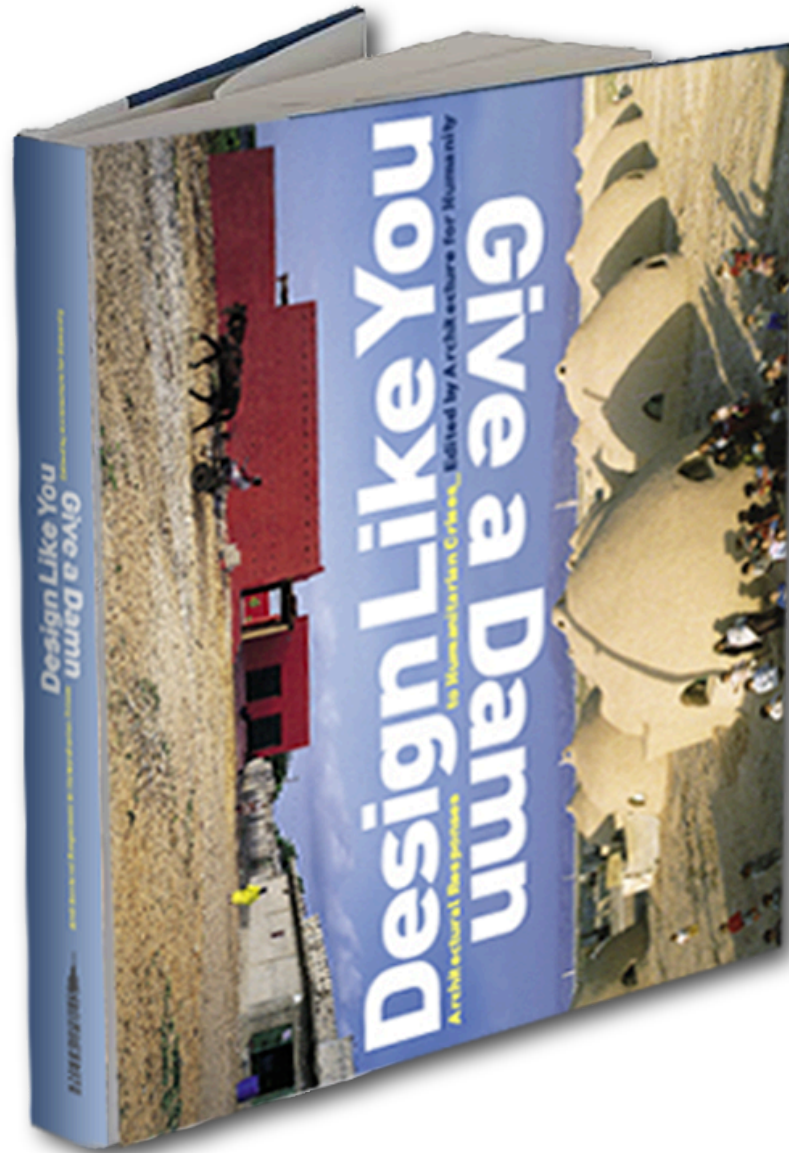
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RE:VISION DALLAS

LAUNCHES: JANUARY 26, 2009

WHAT IF ONE BLOCK IN TEXAS BECAME
THE SUSTAINABLE MODEL FOR THE WORLD?







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REAL ESTATE

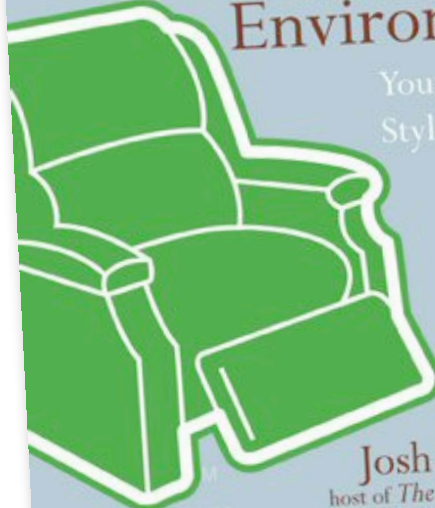
INVESTING

BABIES AND KIDS

ELECTRONICS

HOUSECLEANING

GARDENING



ARCHITECTURE

CONSTRUCTION

ENERGY ALTERNATIVES

FURNITURE

THE KITCHEN

THE BATHROOM

THE BEDROOM

THE KIDNEY

THE GARDEN

"Why not buy the product that causes the least harm to the planet? *The Lazy Environmentalist* is a useful guide toward making the right decisions."

Yvon Chouinard, founder and owner, Patagonia, Inc.

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Your Guide to Easy,
Stylish, Green Living

Josh Dorfman

host of *The Lazy Environmentalist* radio show



SOLAR DECATHLON



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Architect and principal, organicARCHITECT
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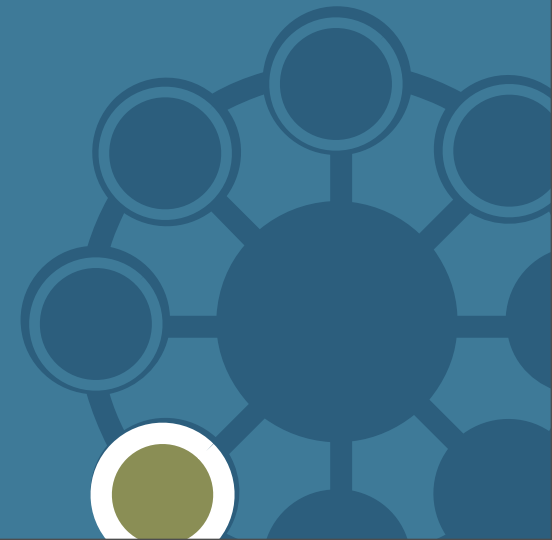
what's next:

5

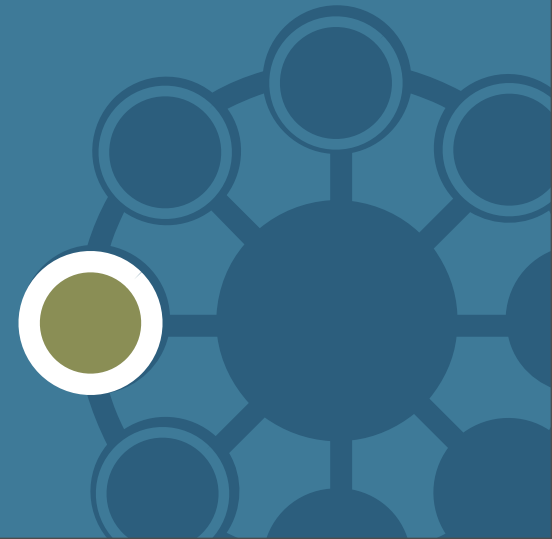
action steps



1 take action.
do something.
think big.



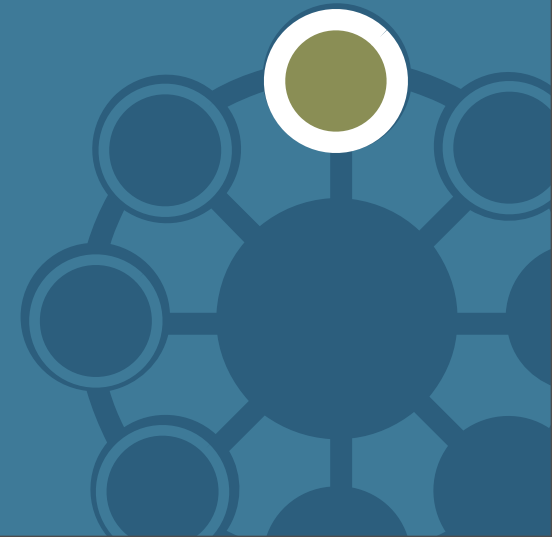
2 tell others.
share your
enthusiasm.



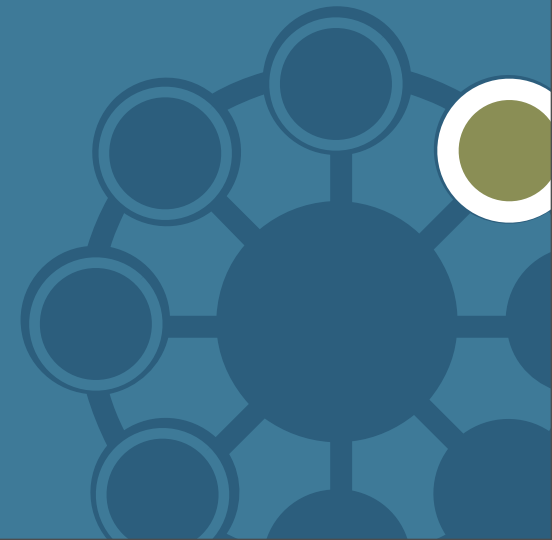
**fill the materials
library with green
materials.**



**4 make a list of
things you will
not compromise.**



**5 become champion
of one issue.
innovate.**





“you must be the
CHANGE
you wish to see in the
WORLD...”

-Mahatma Gandhi

QUESTIONS

CONNECT:



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organicarchitect.com/downloads/fall08.pdf

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