ERIC COREY FREED

Principal, organic**architect**

over 15 years of experience in green building

LEED Accredited Professional, US Green Building Council

Author: "Green Building & Remodeling for Dummies"

Author: "The Inevitable Architect: A Phase By Phase Guide to Green Building"

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

Syndicated Columnist, GreenerBuildings.com, Luxe Magazine

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

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415.474.7777
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organic**architect**

DOWNLOAD THIS PRESENTATION:

organicarchitect.com/downloads/revolt.pdf

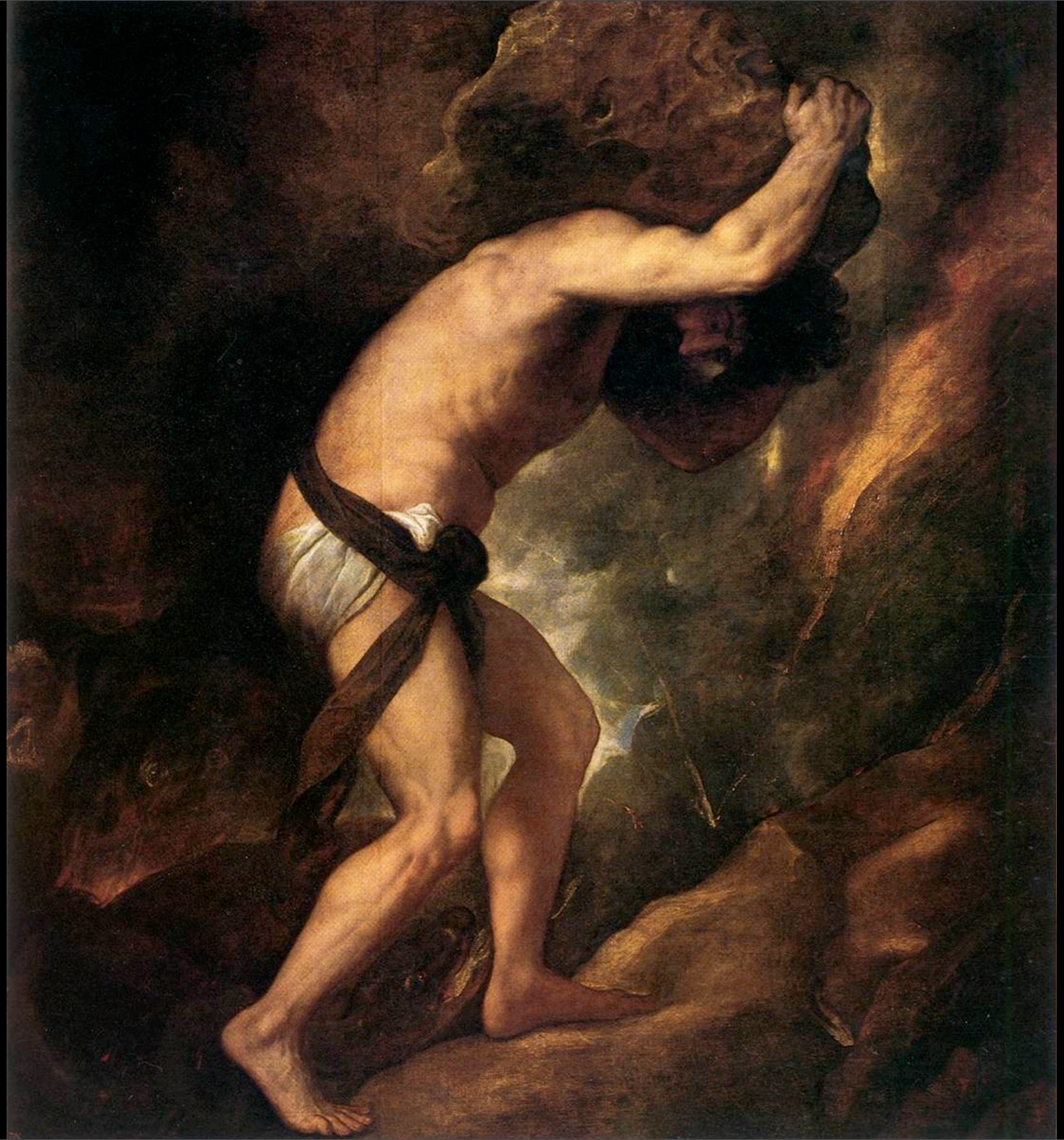
ERIC COREY FREED

"Green Chemistry: Theory and Practice"

Oxford University Press, New York, 1998
University of California Berkeley

THE MYTH OF SISYPHUS

A ROADMAP FOR FIXING OUR BUILDINGS



THE MYTH OF SISYPHUS

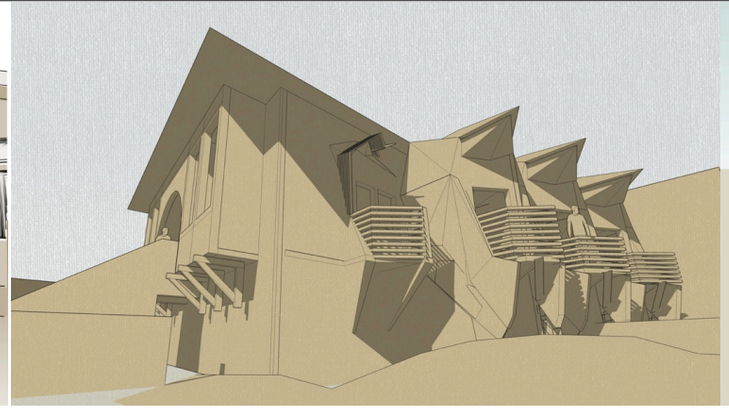
"does the realization of the
futility of life
require
suicide?

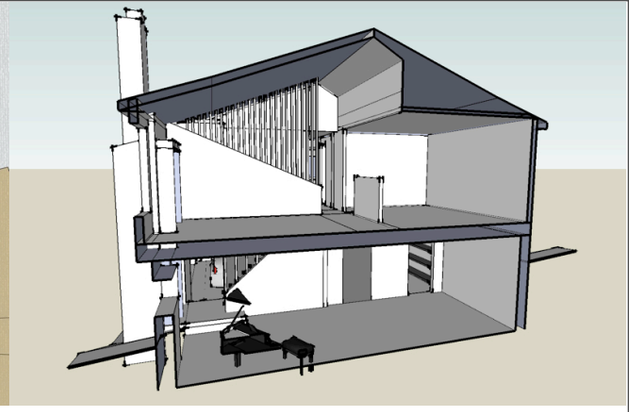
No. It requires
REVOLT."

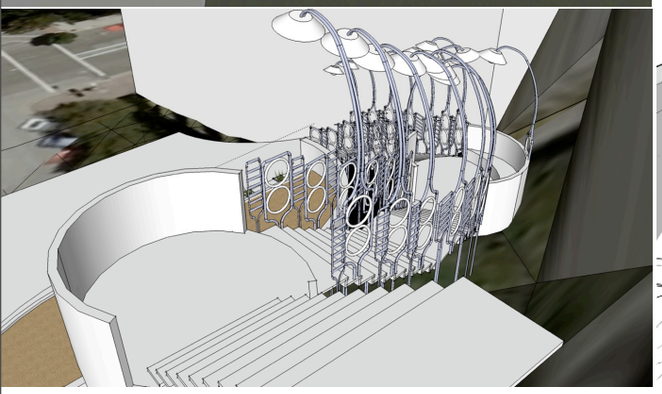
-Albert Camus
The Myth of Sisyphus

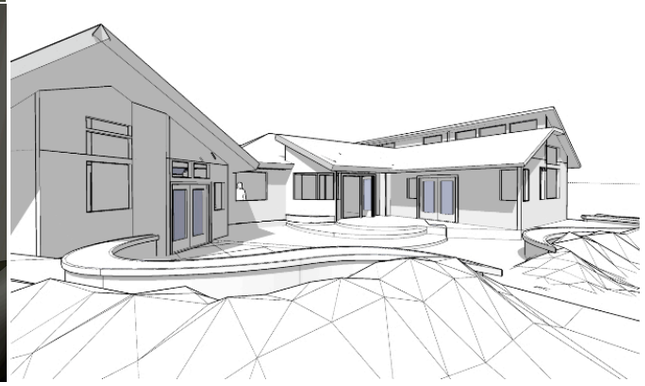
TIME TO
REVOLT

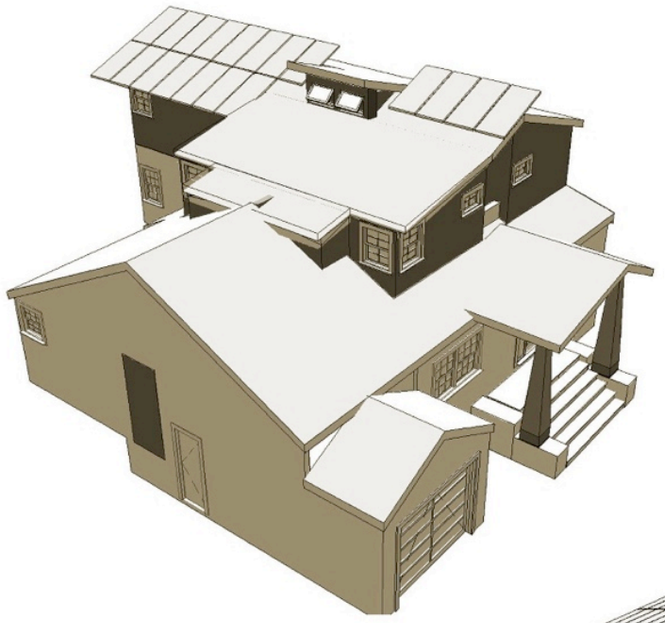
THIS PAST YEAR...

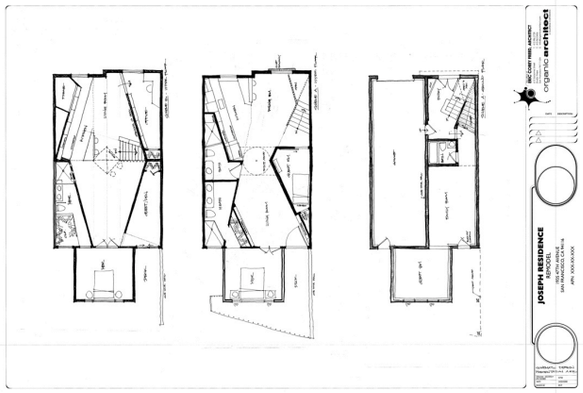


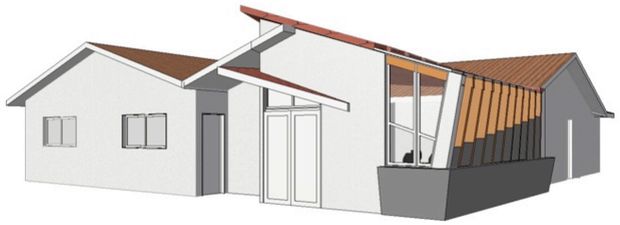


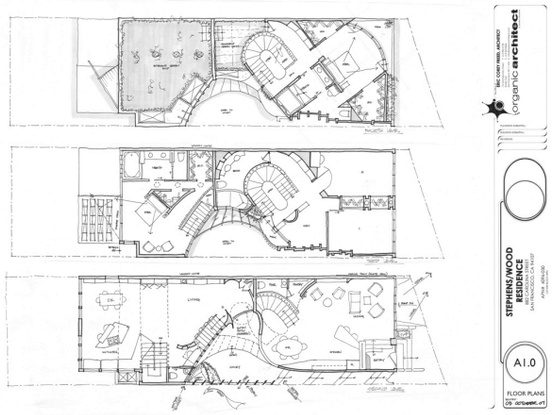


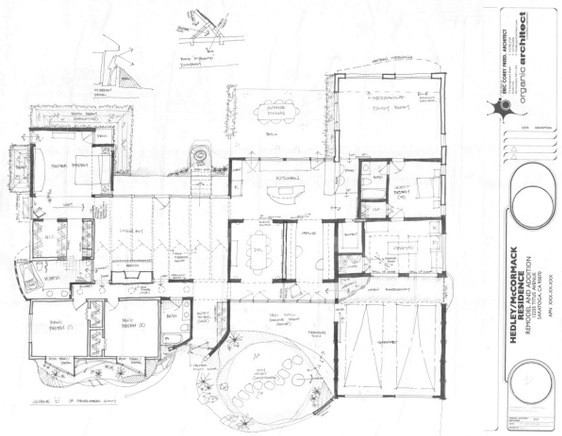


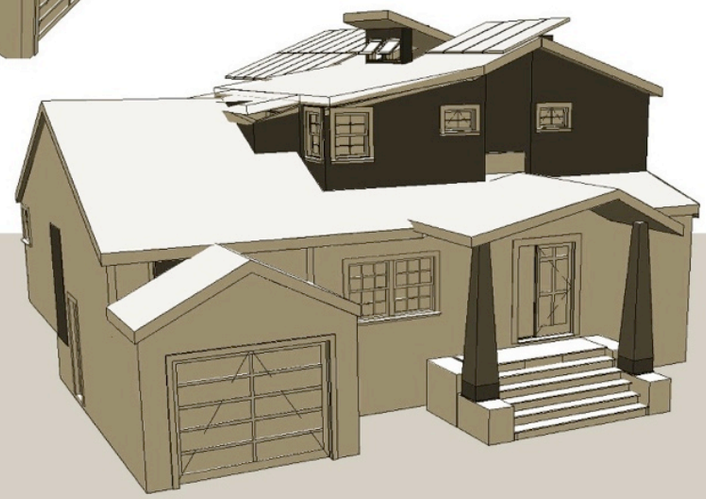



organic architect
JOSEPH RESIDENCE




organic architect
STEPHENS/WOOD RESIDENCE
A1.0
FLOOR PLANS


organic architect
HEDLEY/MCCORMACK RESIDENCE



LOWE'S

UNICO™

McKESSON
Empowering Healthcare

WILLIAMS-SONOMA

FULLBLOOM BAKING CO.

PETCHITECTURE
goes green

MAYACAMAS
·R·A·N·C·H·

LIEBHERR

NanaWall®
The Leader in Opening Glass Walls

arterra

PIXAR
ANIMATION STUDIOS

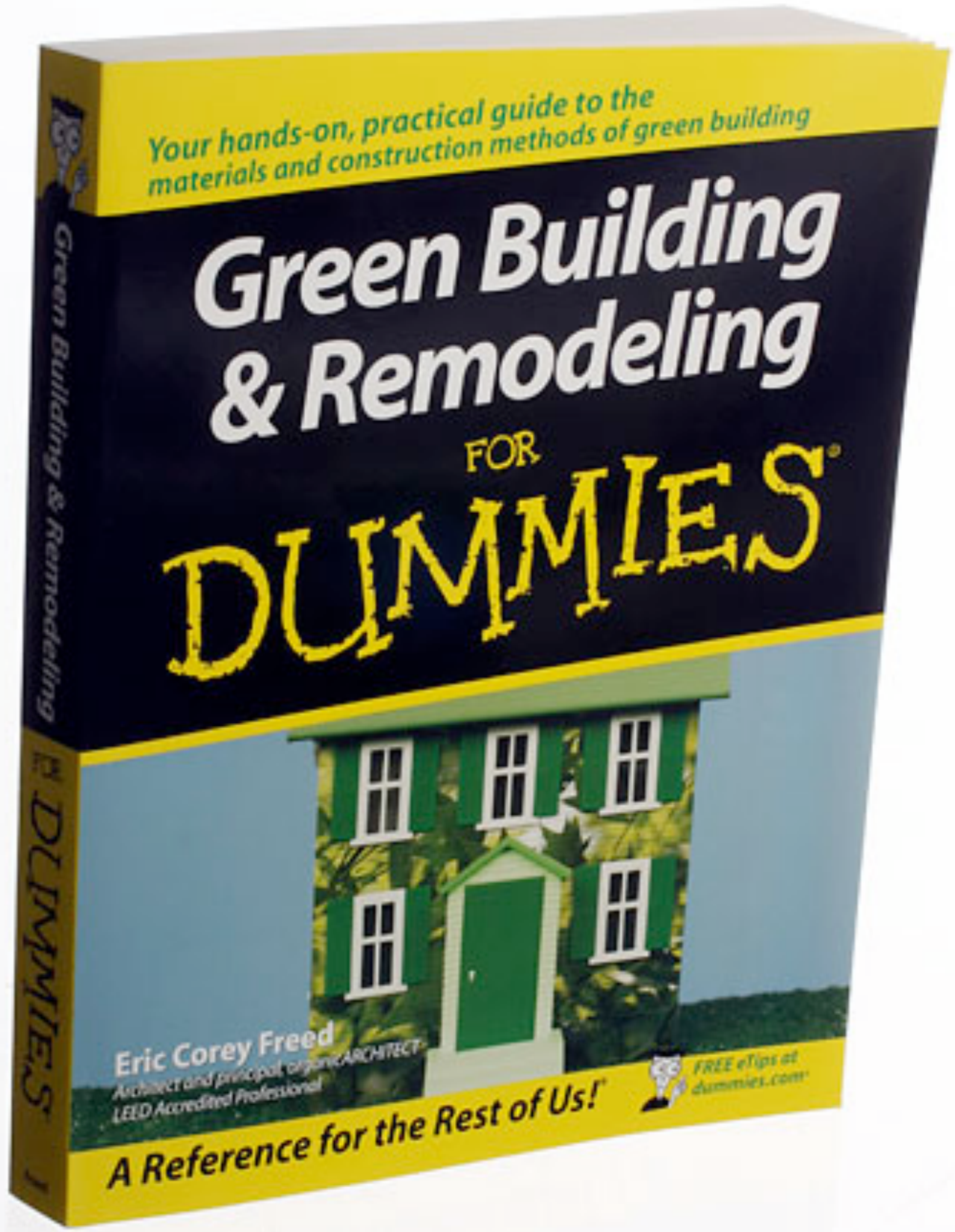
Autodesk

NEW WORLD™ HOME

LOS VALLES

SIMPATICO

LUTRON®


Your hands-on, practical guide to the materials and construction methods of green building
Green Building & Remodeling
FOR
DUMMIES
Eric Corey Freed
Architect and principal, organicARCHITECT
LEED Accredited Professional
A Reference for the Rest of Us!
FREE eTips at dummies.com
Green Building & Remodeling
FOR DUMMIES

HIPPIES
USE
BACKDOOR
NO EXCEPTIONS

the 5 stages of grief

elisabethkublerross.com

1

Denial.

“This can't be happening...”

2

Anger.

“It’s not fair!”

3

Bargaining.

“Can’t this wait a little more?”

4 Depression.

“What’s the point?!”

5

Acceptance.

“Everything will be OK!”

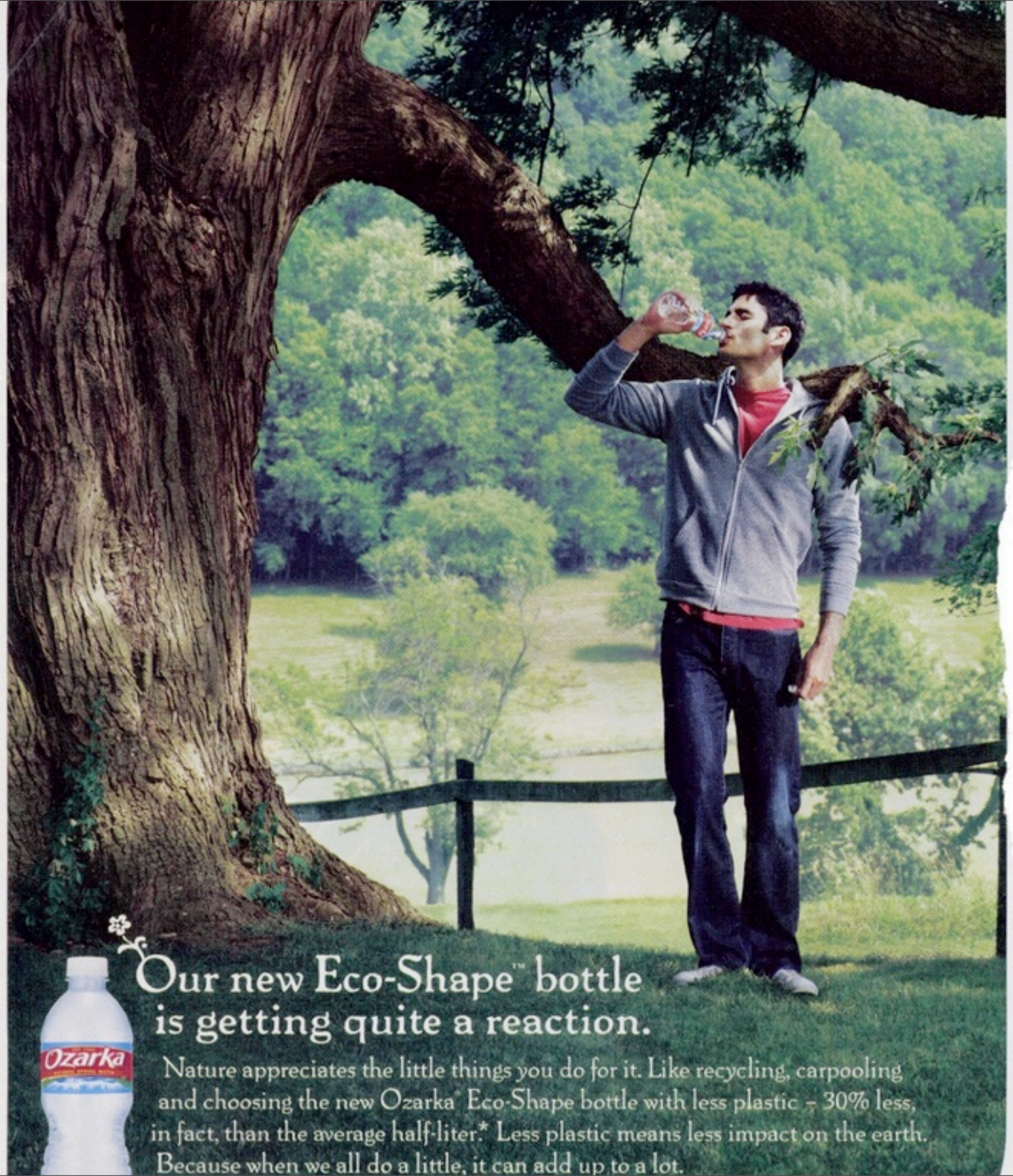
greenwash |ˈgrēnˌwä sh; -ˌwô sh

noun

disinformation disseminated by an organization so as to present an environmentally responsible public image.

"That oil company is, like, totally greenwashing."

Every drop is green.
Every drop is green.
From the islands of
FIJI
NATURAL ARTESIAN WATER
3600



Our new Eco-Shape™ bottle is getting quite a reaction.

Nature appreciates the little things you do for it. Like recycling, carpooling and choosing the new Ozarka® Eco-Shape bottle with less plastic – 30% less, in fact, than the average half-liter.* Less plastic means less impact on the earth. Because when we all do a little, it can add up to a lot.

When we go green, we go all the way.

DON'T THROW ANYTHING AWAY
THERE IS NO AWAY.
IF ONLY WE HAD A MAGIC BIN THAT WE COULD THROW STUFF IN AND MAKE IT DISAPPEAR FOREVER. WHAT WE CAN DO IS FIND CREATIVE WAYS TO RECYCLE. WE USE OUR WASTE CO_2 TO GROW FLOWERS. AND OUR WASTE SULPHUR TO MAKE SUPER-STRONG CONCRETE.
REAL ENERGY SOLUTIONS FOR THE REAL WORLD. WWW.SHELL.COM/REALENERGY

Eco-
Dismol
100% ORGANIC
UPSET TUMMY RELIEVER
USGBC Approved
Soothing
Relief for
5 Symptoms
• Greenwashing
• Bad Karma
• Bad Vibes
• Tofu Attacks
• Negativity
U.S. GREEN BUILDING COUNCIL
USGBC
8 FL OZ (236 mL)

217753 FC

4

UNITED STATES OF AMERICA
OFFICE OF PRICE ADMINISTRATION

WAR RATION BOOK FOUR

Issued to Rhoda Sachs
(Print first, middle, and last names)

Complete address 4943 Ormes St.
Phila Penna.

READ BEFORE SIGNING

In accepting this book, I recognize that it remains the property of the United States Government. I will use it only in the manner and for the purposes authorized by the Office of Price Administration.

(Signature)

Void if Altered

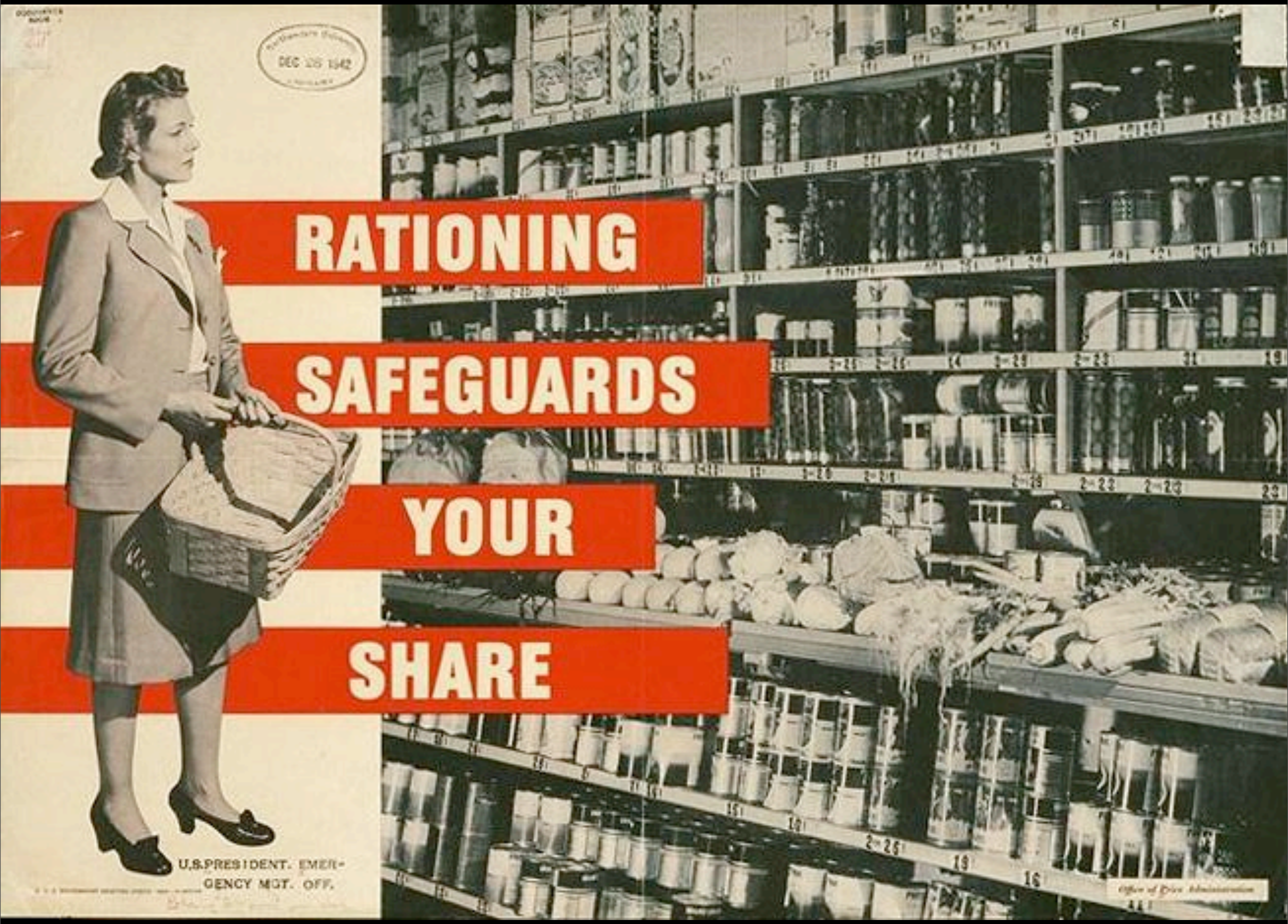
It is a criminal offense to violate rationing regulations.

16—35570-1

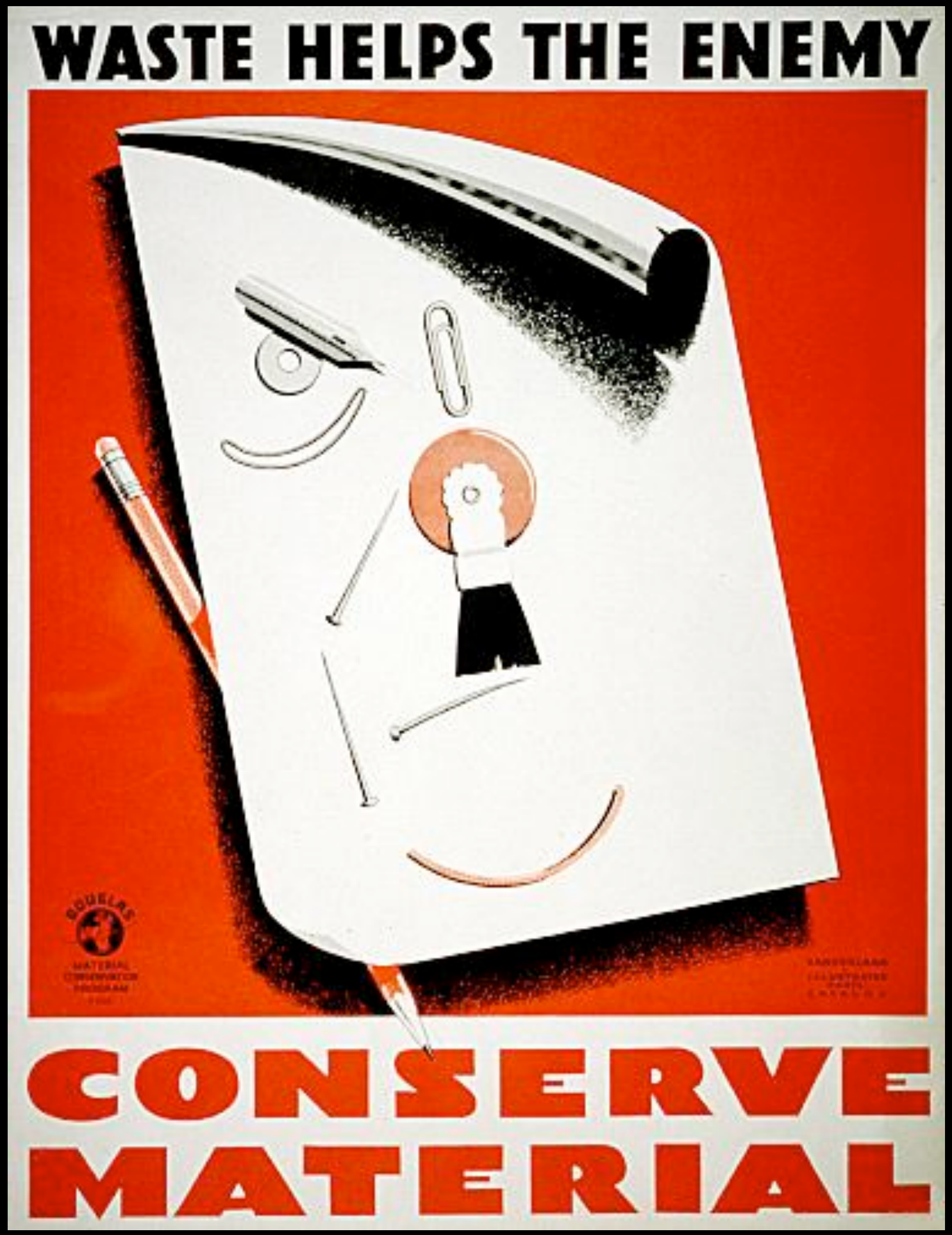
OPA Form R-145

DEC 28 1942

RATIONING SAFEGUARDS YOUR SHARE



We Can Do It!
POST FEB. 15 TO FEB. 28
WAR PRODUCTION CO-ORDINATING COMMITTEE


WASTE HELPS THE ENEMY
CONSERVE
MATERIAL

MAY 24 1943

A MESSAGE TO OUR TENANTS FROM THE GOVERNMENT

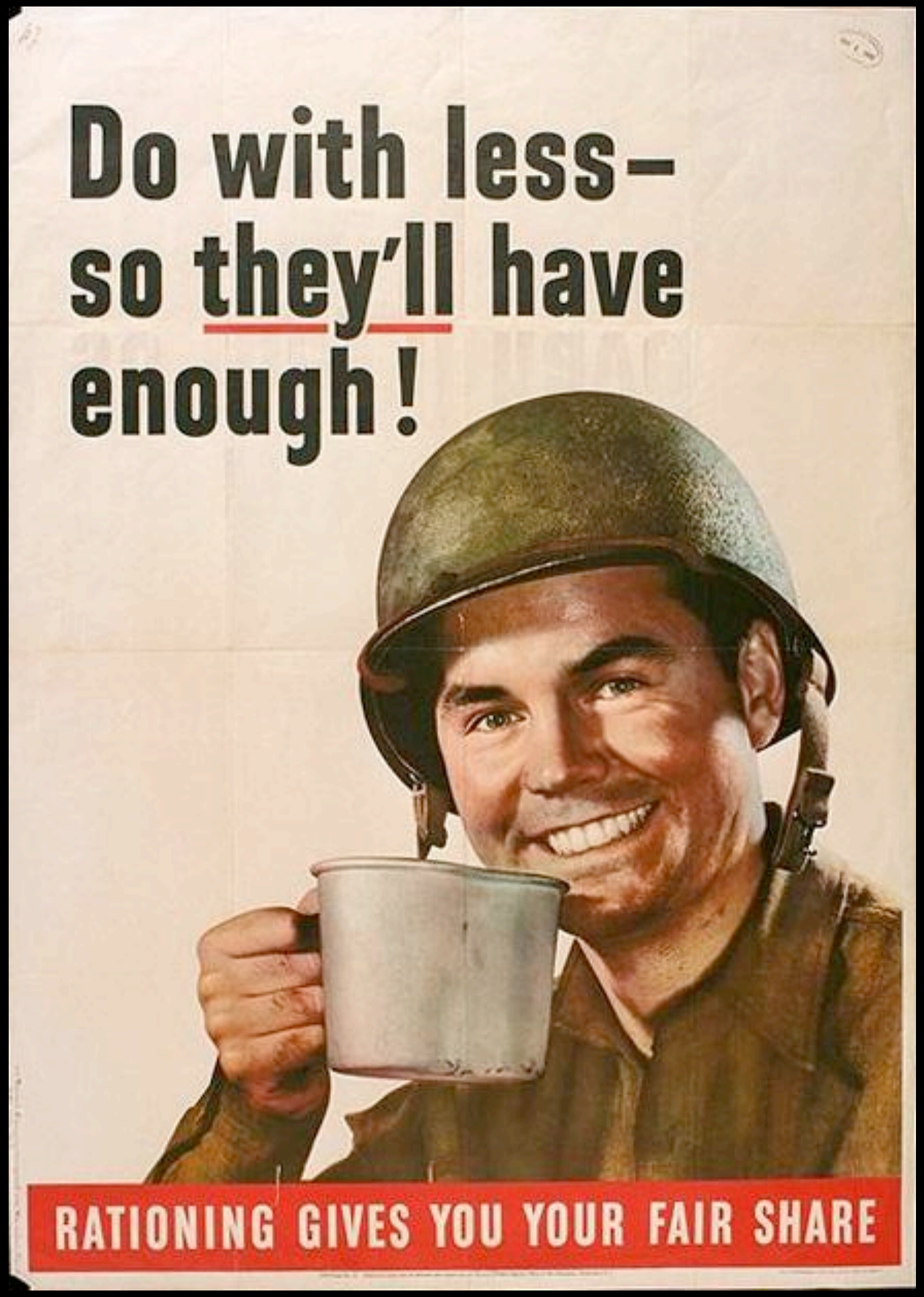
Help stop fuel waste

1. Use less hot water.
2. Turn off radiators to prevent over-heating.
3. Don't demand heat 24 hours a day.
4. Keep windows closed as much as possible.
5. Don't leave lights burning.

SAVING FUEL SAVES TRANSPORTATION FOR AMERICA'S WAR EFFORT

THE OFFICE OF WAR INFORMATION, WASHINGTON, D. C.
Poster No. 12

U.S. PRESIDENT, EMERGENCY


Do with less–
so they'll have
enough!
RATIONING GIVES YOU YOUR FAIR SHARE

KEEP SCRAPPING

America needs more

RUBBER
★ METALS
RAGS
PAPER
BURLAP

★ Separate the different metals

Get in the SCRAP

America's war industries need

METALS
PAPER
OLD RAGS
RUBBER

Get it back in war production

WANTED
For VICTORY

Waste Paper
Old Rags
Scrap Metals
Old Rubber

GET IN THE SCRAP

SELL TO A COLLECTOR OR GIVE TO A CHARITY

A Gas Mask requires
1.11 pounds of rubber

A Life Raft requires
17 to 100 pounds of rubber

A Scout Car requires
306 pounds of rubber

A Heavy Bomber requires
1,825 pounds of rubber

America needs your
SCRAP RUBBER

WAR PRODUCTION BOARD
Bureau of Industrial Conservation

ALL FUEL IS SCARCE

PLAN FOR WINTER NOW!

THE SOLID FUELS ADMINISTRATION FOR WAR URGES:

1 **WINTERIZE YOUR HOME!** Insulate walls and ceilings. Install storm doors, sash, weather strips

2 **CHECK YOUR HEATING PLANT!** Clean and repair equipment. Install fuel saving devices

3 **ORDER FUEL AT ONCE!** Take your dealer's advice on amount and kind of fuel. Be ready to accept delivery

Fuel Fights!

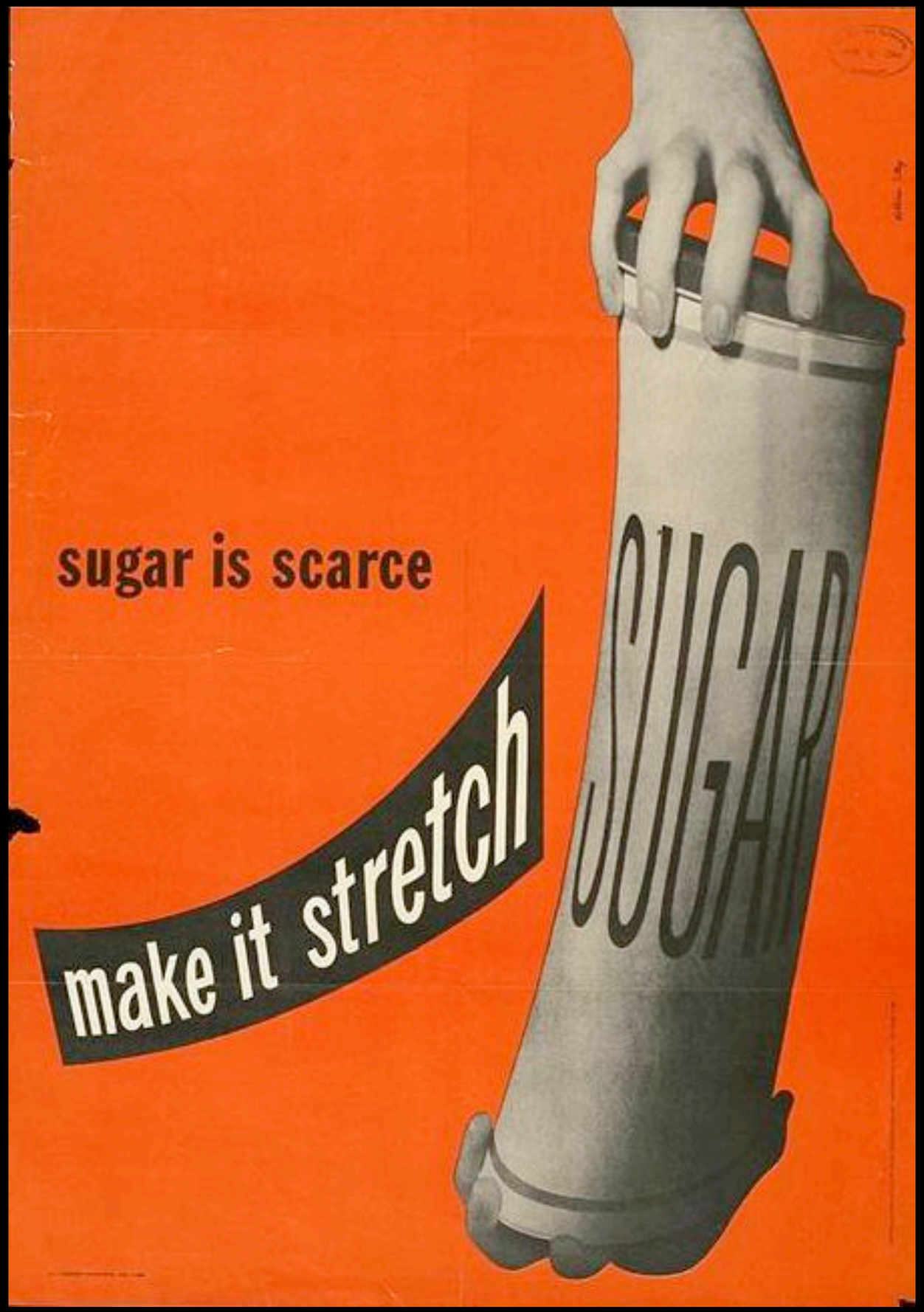
SAVE YOUR SHARE

1. Keep temperature at 65° F. during day - lower at night.
2. Don't heat unused rooms.
3. Keep windows closed.
4. Draw window shades at night.
5. Shut off heat when weather permits.
6. Keep heating plant in top condition.
7. Use less hot water.

Saving fuel also saves manpower, material, equipment

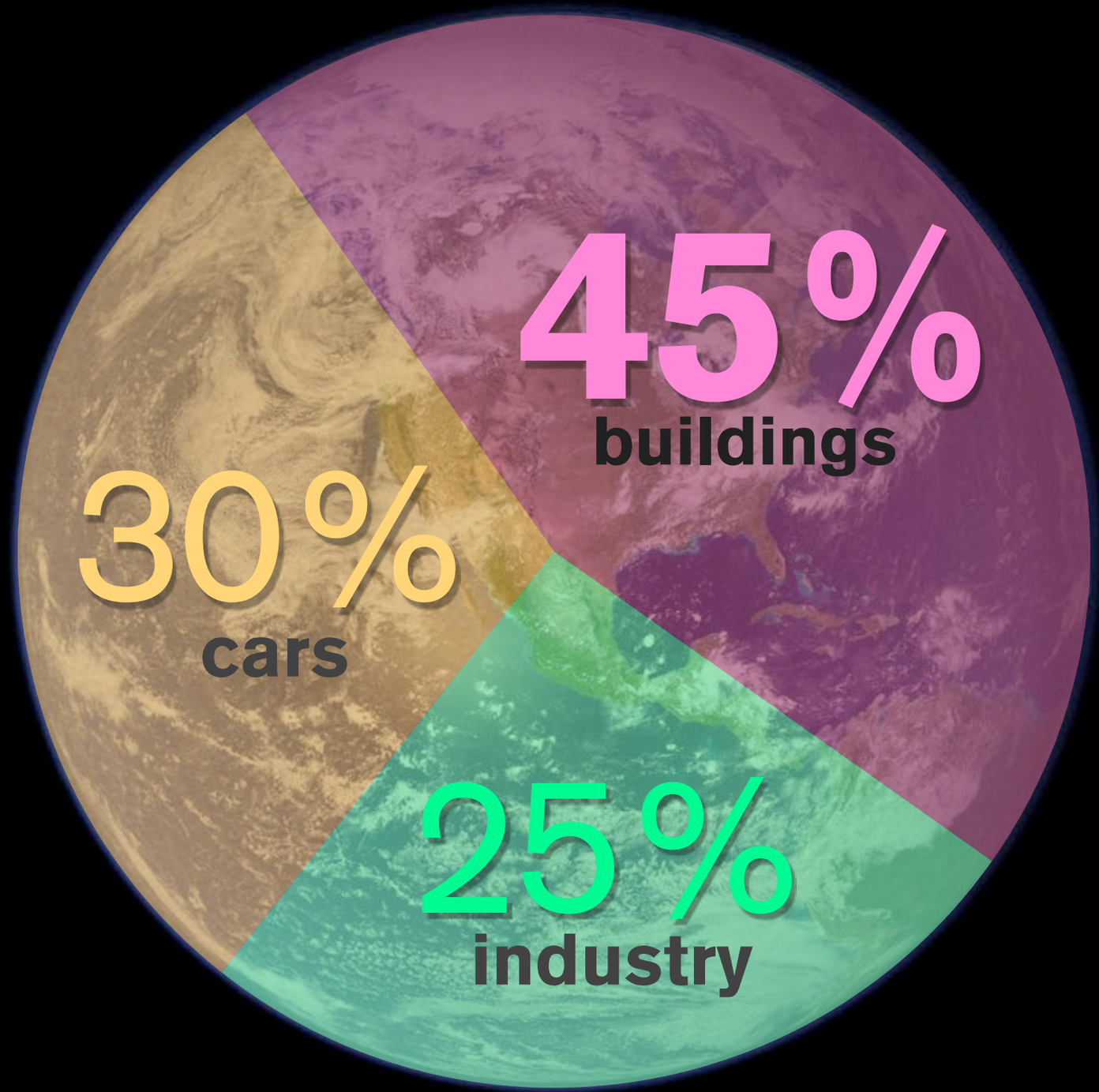
CONSERVE COAL, OIL, GAS... FOR WAR

They've got more important places to go than you!...
Save Rubber
CHECK YOUR TIRES NOW

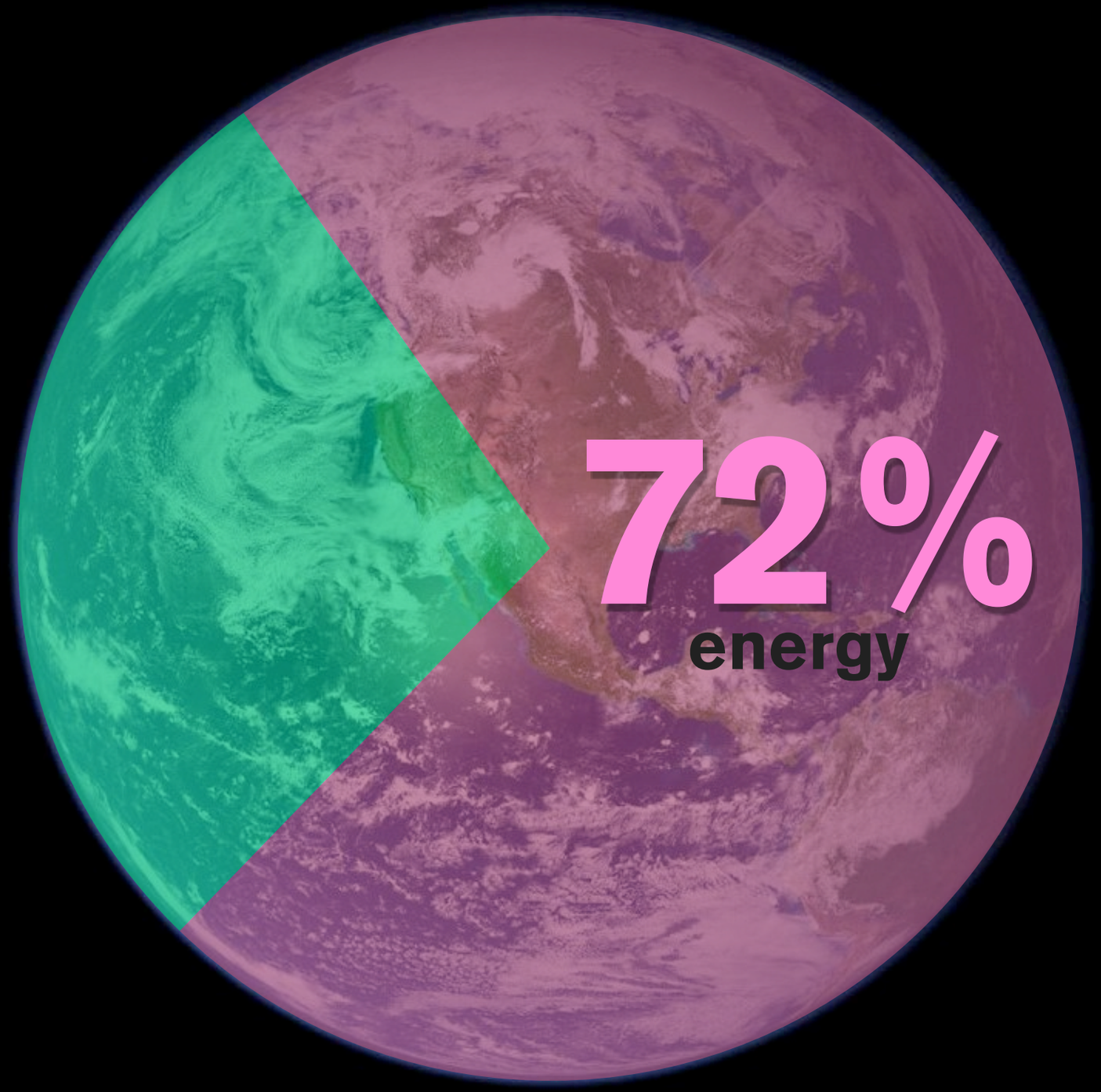

sugar is scarce
make it stretch
SUGAR

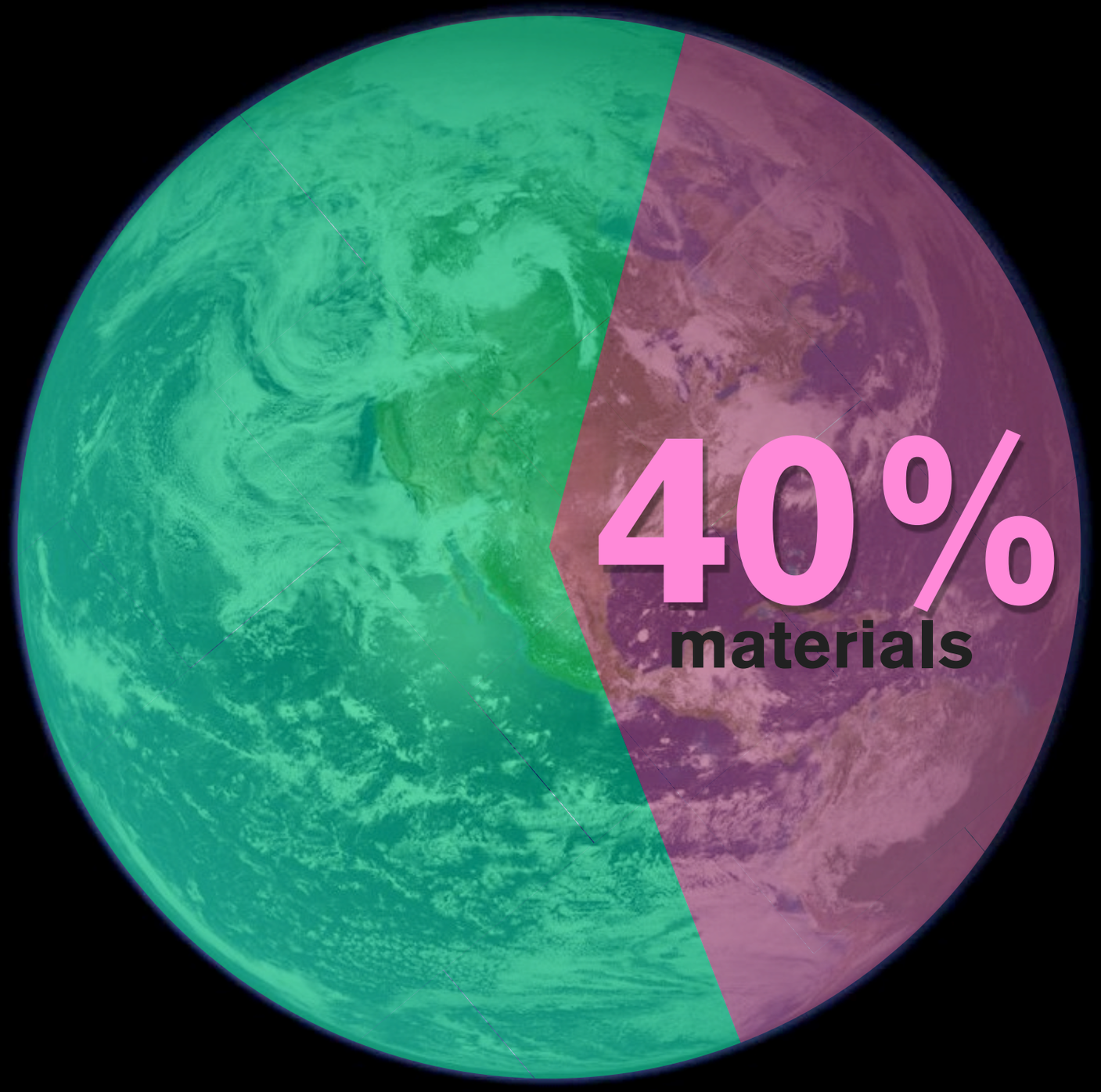
SCRAP

WHAT'S WRONG WITH BUILDINGS?



carbon emissions


72%
energy

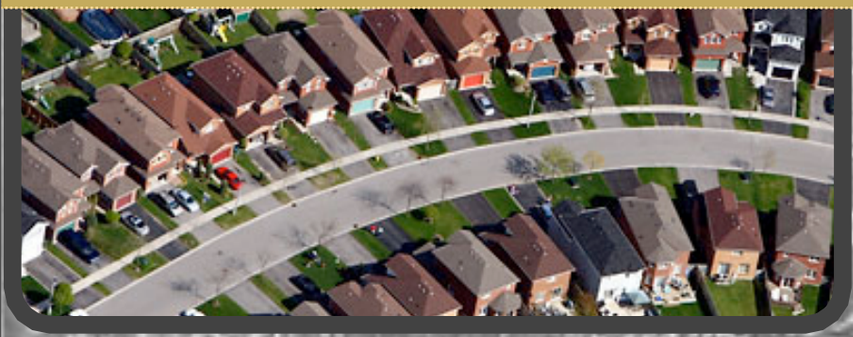

40%
materials

leidorf.de

21 de setembro. Dia da Árvore.
WWF

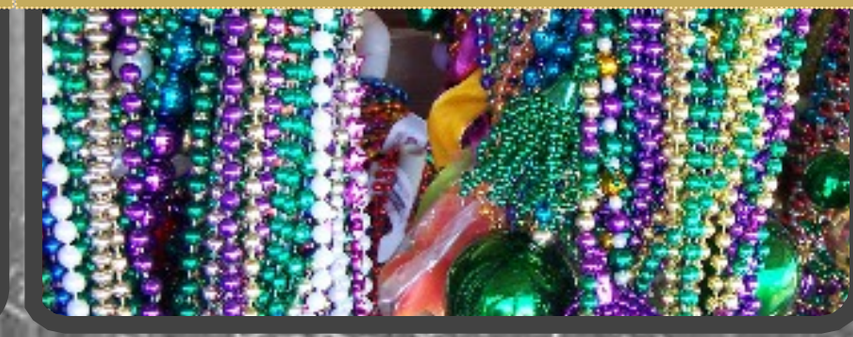
THE FUTURE BELONGS
TO THE FEW OF US
STILL WILLING TO GET
OUR HANDS DIRTY.

SUBURBIA



LAS VEGAS

NEW ORLEANS



a plan for REVOLT

The New York Times

What Is the Future of Suburbia?

Stephen J. Dubner - August 12, 2008

"...as we look to the future,
suburbia is evolving, resulting in worries
over the rise of suburban slums..."

Can We Univent Suburbia?

Alex Williams - February 10, 2008

"...in the old days it was a slum tenement,
[today we] talk about such things
as the future of suburbia..."

Stranded in Suburbia?

Paul Krugman - May 13, 2008

"Slums will migrate out and modern day
burb ghost towns are a possibility."

Running on Empty

Natalie Canavor - March 13, 2005

"...see the American suburbs as
the slums of the future..."

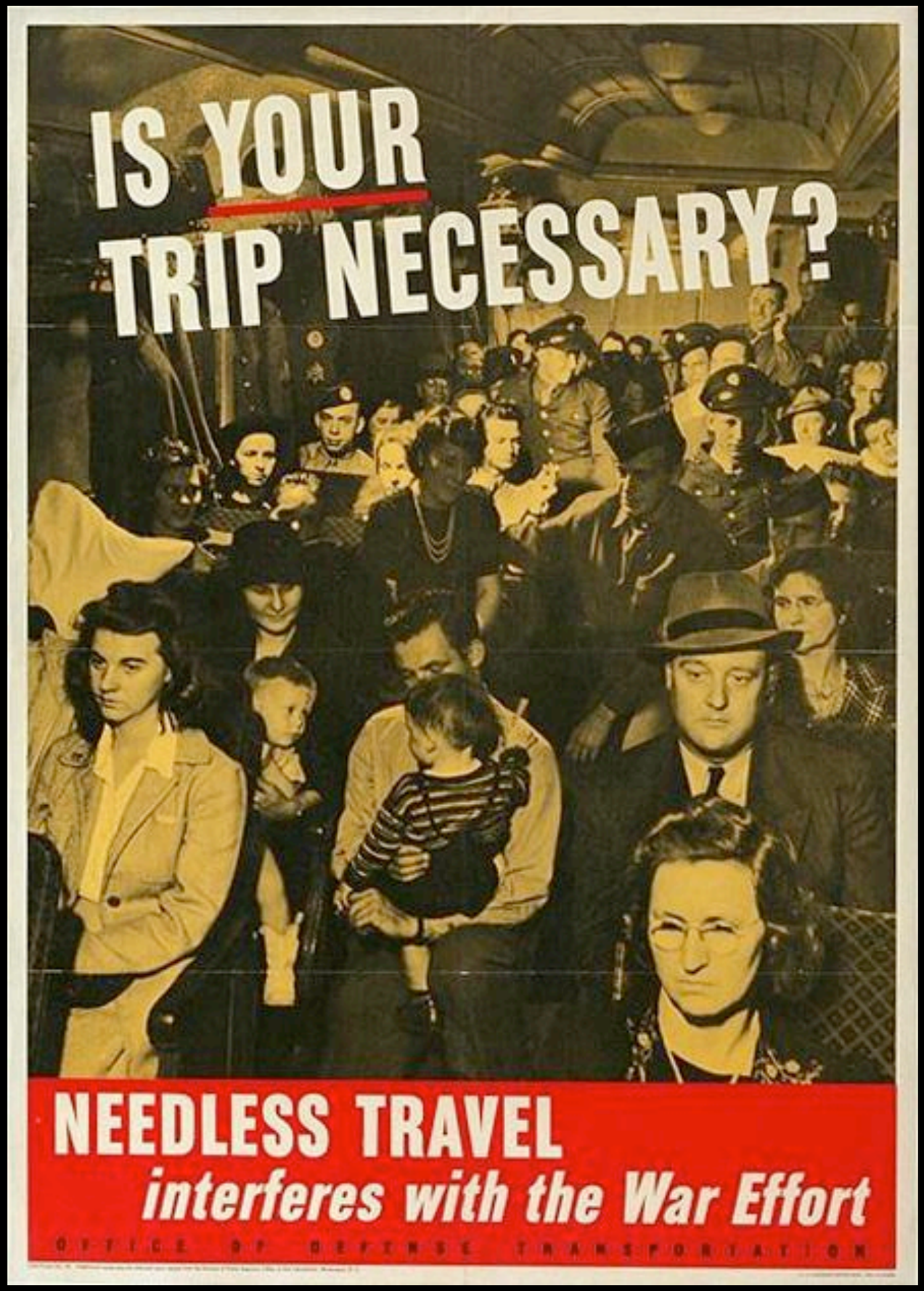
Utopia

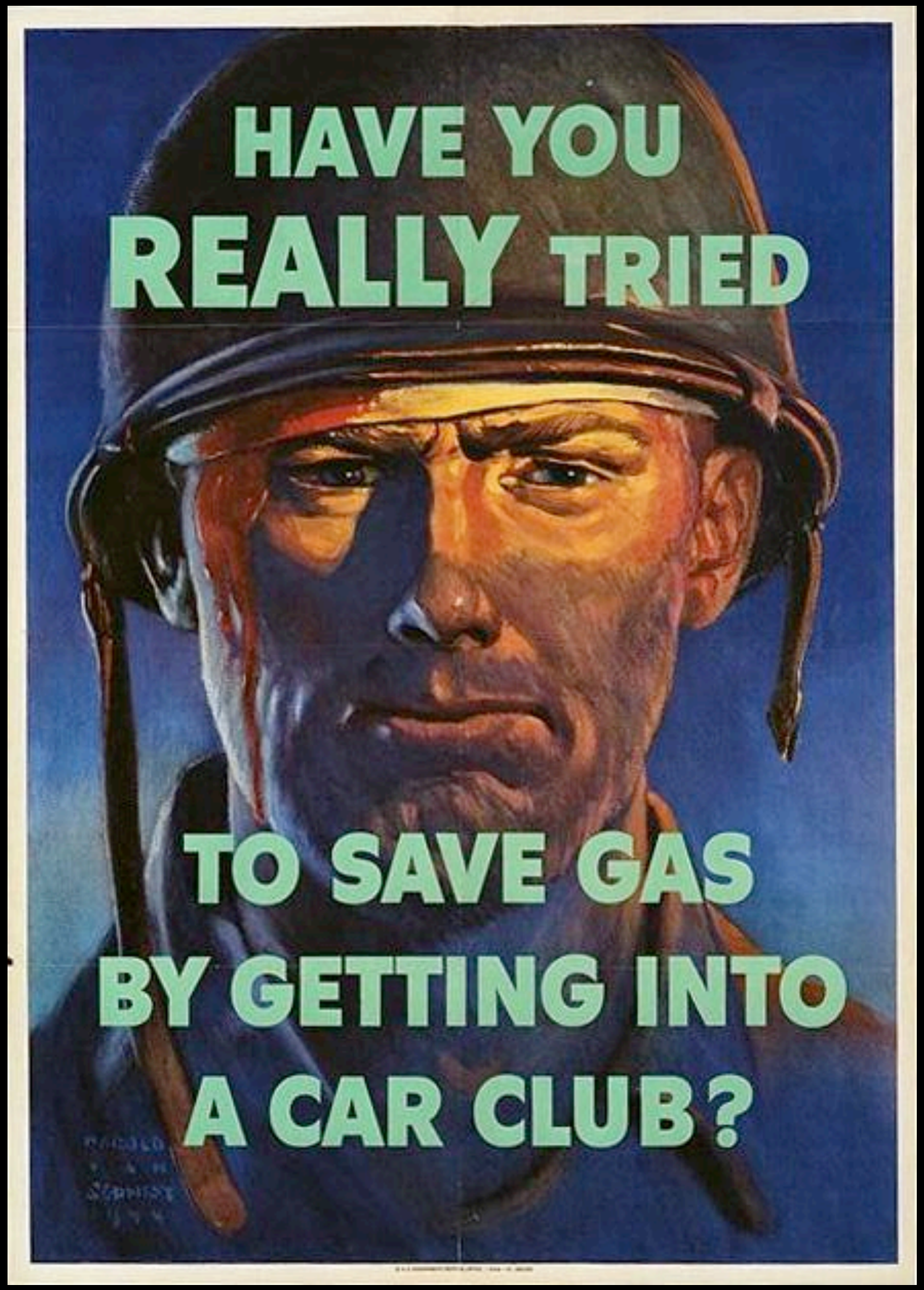
SHITTERTON

1950
983
1970
1,500
1990
2,080
2004
2,349

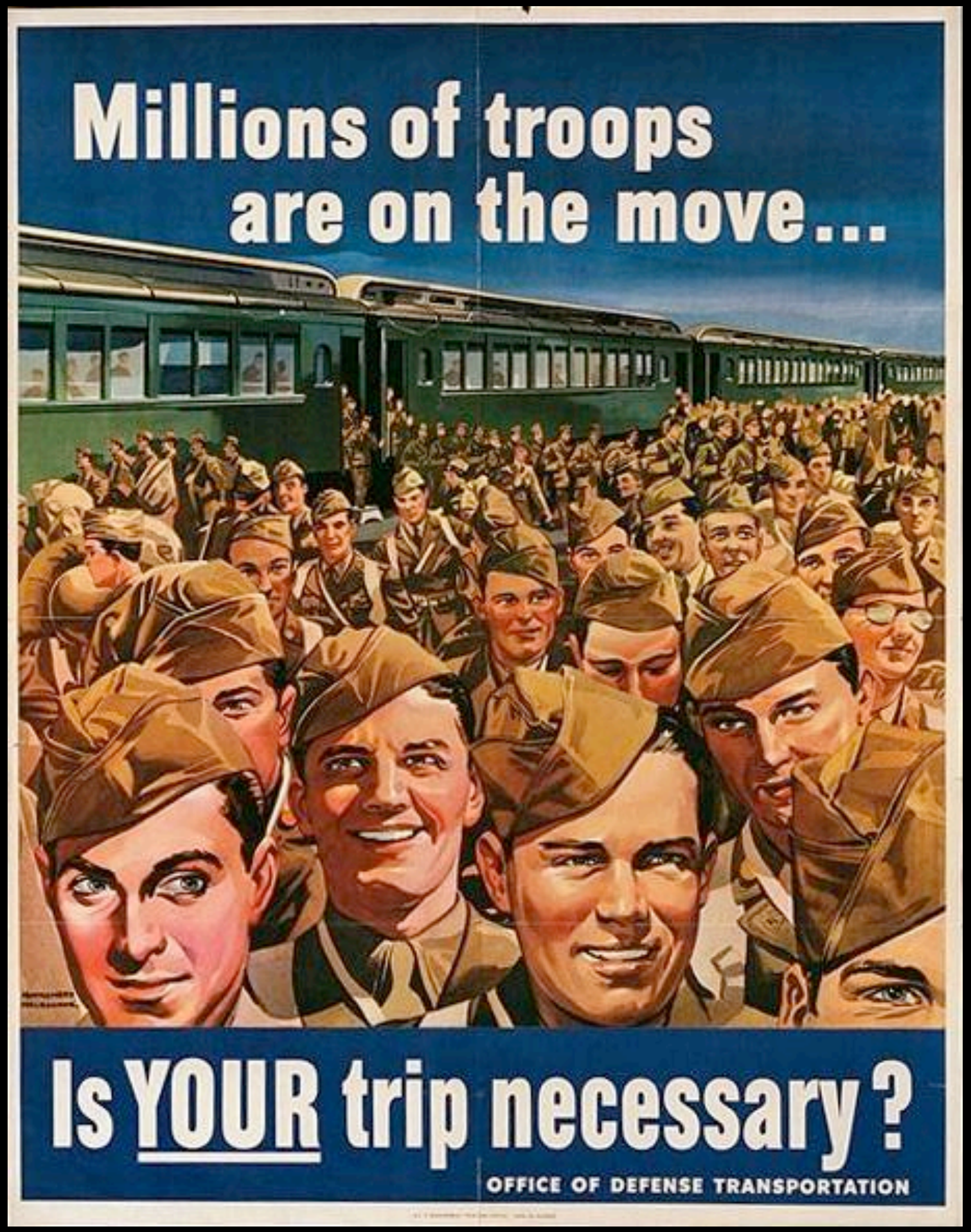
When you ride ALONE
you ride with Hitler !
Join a
Car-Sharing Club
TODAY !

I'll carry mine too!
TRUCKS AND TIRES MUST LAST TILL VICTORY


IS YOUR
TRIP NECESSARY?
NEEDLESS TRAVEL
interferes with the War Effort
OFFICE OF DEFENSE TRANSPORTATION


HAVE YOU
REALLY TRIED
TO SAVE GAS
BY GETTING INTO
A CAR CLUB?

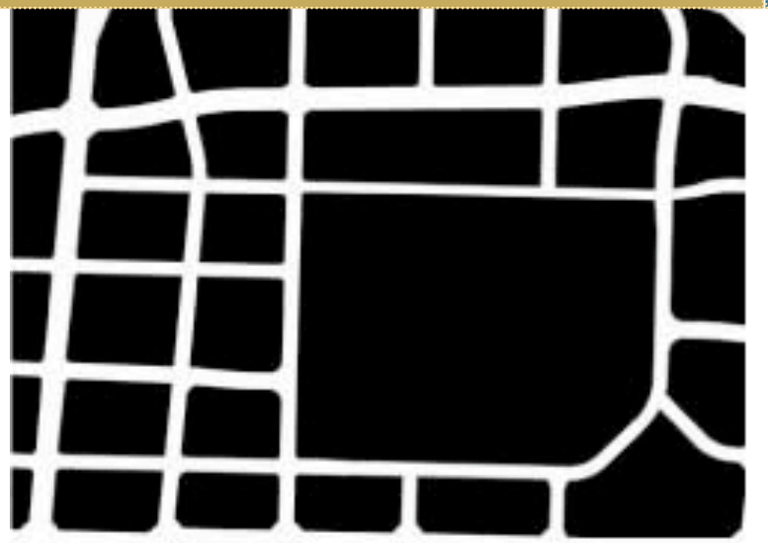
"Won't you give my boy a chance to get home?"
DON'T TRAVEL — unless your trip helps win the war
U. S. OFFICE OF DEFENSE TRANSPORTATION


Millions of troops
are on the move...
Is YOUR trip necessary?
OFFICE OF DEFENSE TRANSPORTATION

Pizza Hut
TACO BELL
LONG JOHN SILVER'S
DUNKIN' DONUTS
Baskin 31 Robbins

Palmanova, Italy

SUBURBIA | LAS VEGAS | NEW ORLEANS

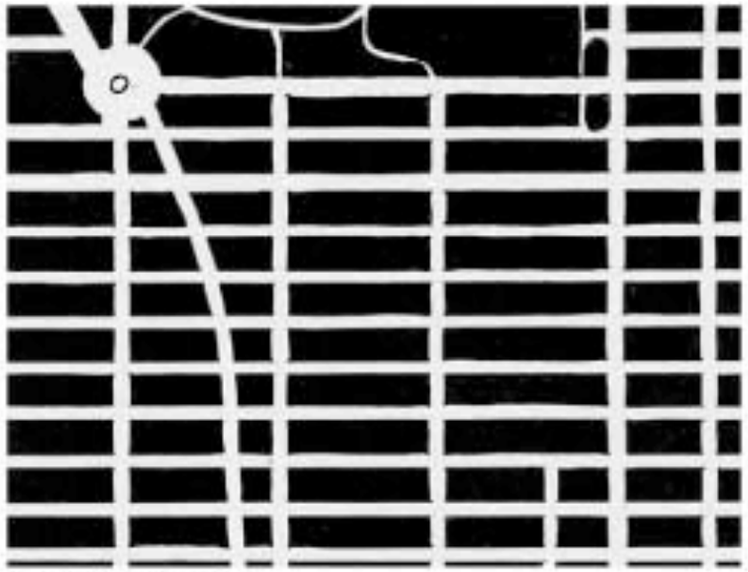


MISSISSAUGA

BARCELONA

COPENHAGEN

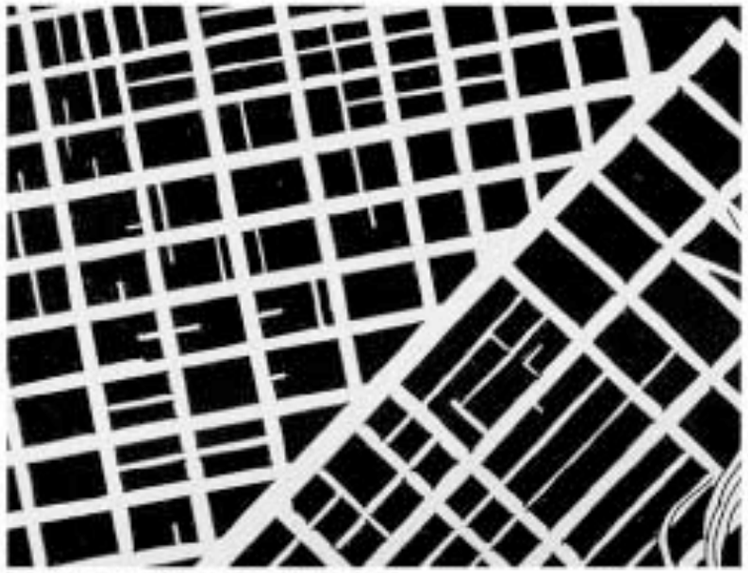
LONDON



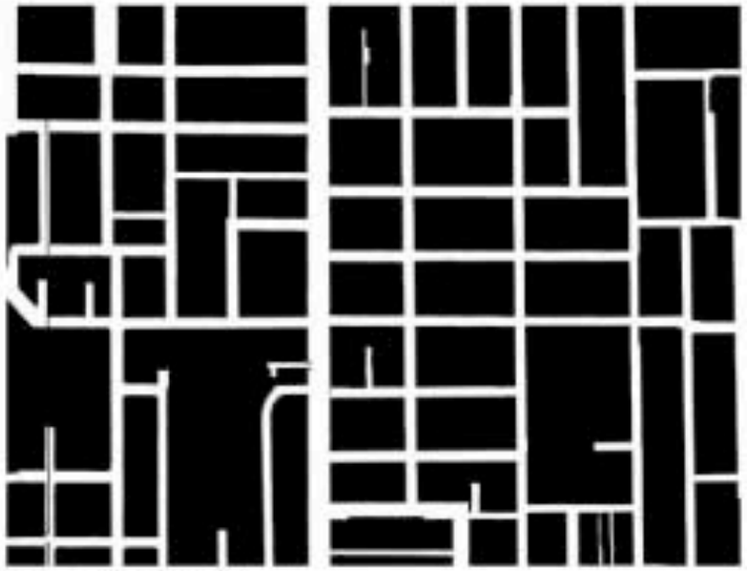
NEW YORK

PARIS

ROME



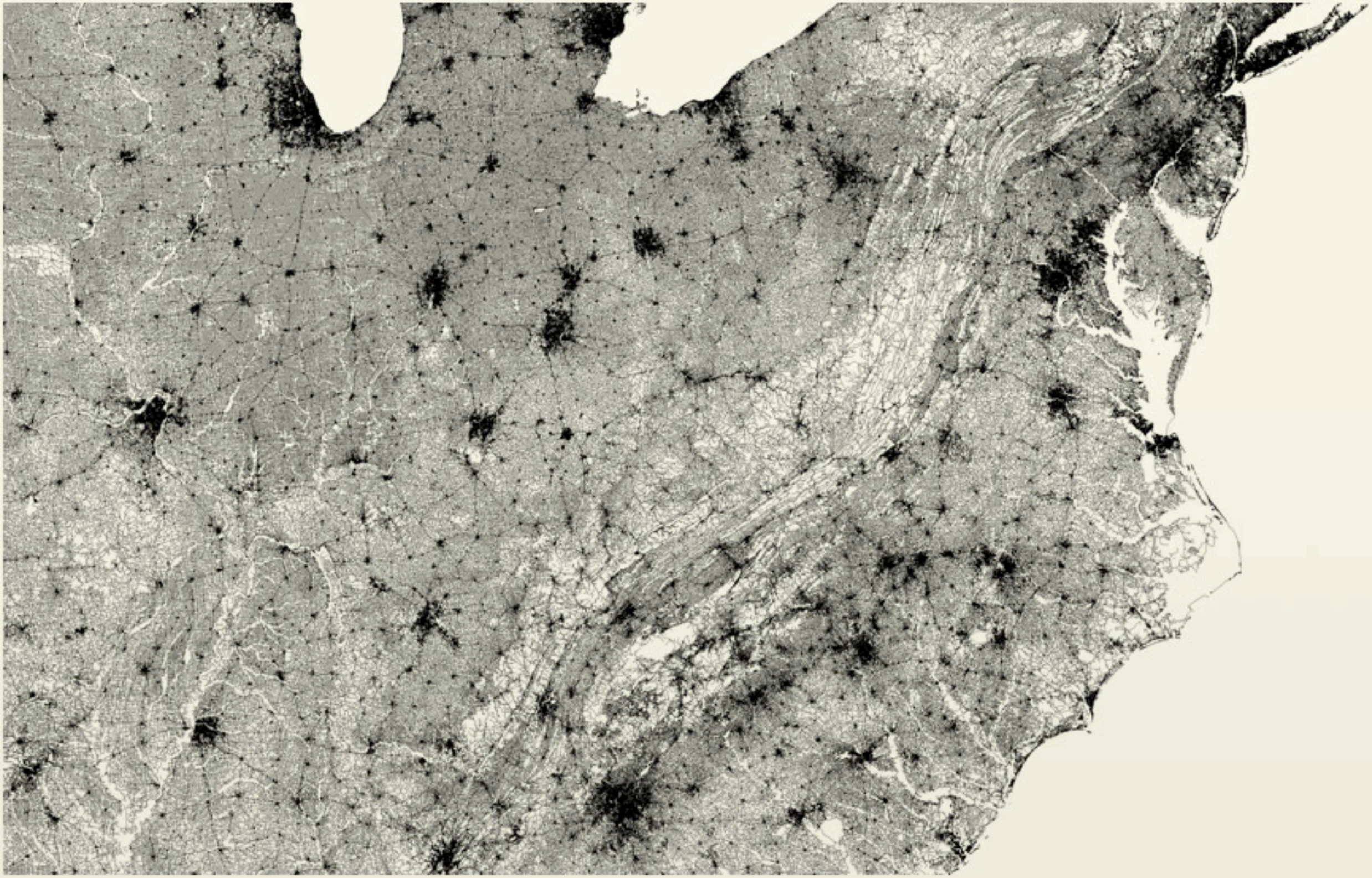
SAN FRANCISCO



TORONTO

26 MILLION ROADS

benfry.com/allstreets/



26 MILLION ROADS

annual cost of highways

$131,700,000,000

$1100

per household

SOURCE: Federal Highway Administration

Contra Costa Times / Gregory Urquiaga

SOTP

200 PEOPLE CAN COMMUTE IN...

177 CARS

3 BUSES

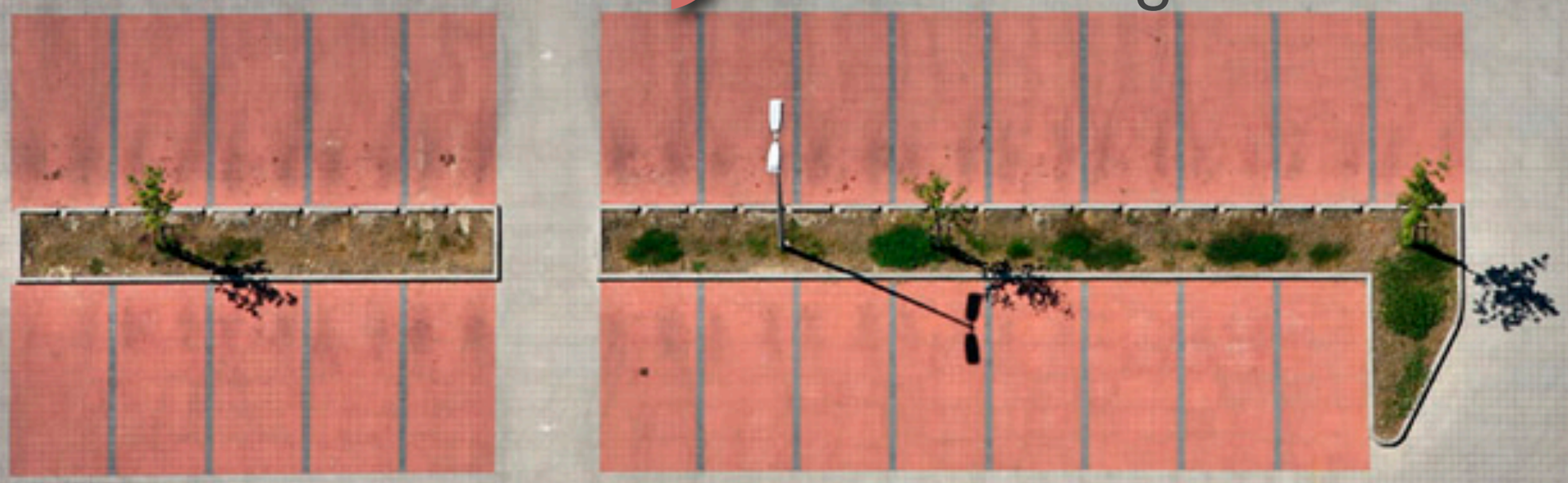
1 LIGHT RAIL TRAIN

THEIR BIKES

WAL★MART

18,810 acres
store coverage

15,000 acres
manhattan



SOURCE: Good Magazine

street lights
38%
ALL LIGHTING

lunar-resonant streetlights

LUNAR-RESONANT STREETLIGHTS RESPOND TO AMBIENT MOONLIGHT, DIMMING AND BRIGHTENING EACH MONTH AS THE MOON CYCLES THROUGH ITS PHASES.

90-95%
ENERGY SAVINGS
FROM LUNAR RESONANCE AND LED EFFICIENCY

civiltwilightcollective.com

1 in 4 new homes

SOURCE: Housing Zone

SheaHomes
Caring since 1881

Pulte Homes
The way it should be®

D·R·HORTON® DHI Listed NYSE
America's Builder

Toll Brothers
America's Luxury Home Builder™

LENNAR℠
Quality. Value. Integrity.

Centex

KB HOME

K Hovnanian® Homes™

50
cubic yards
WASTE
85%
recyclable
3024

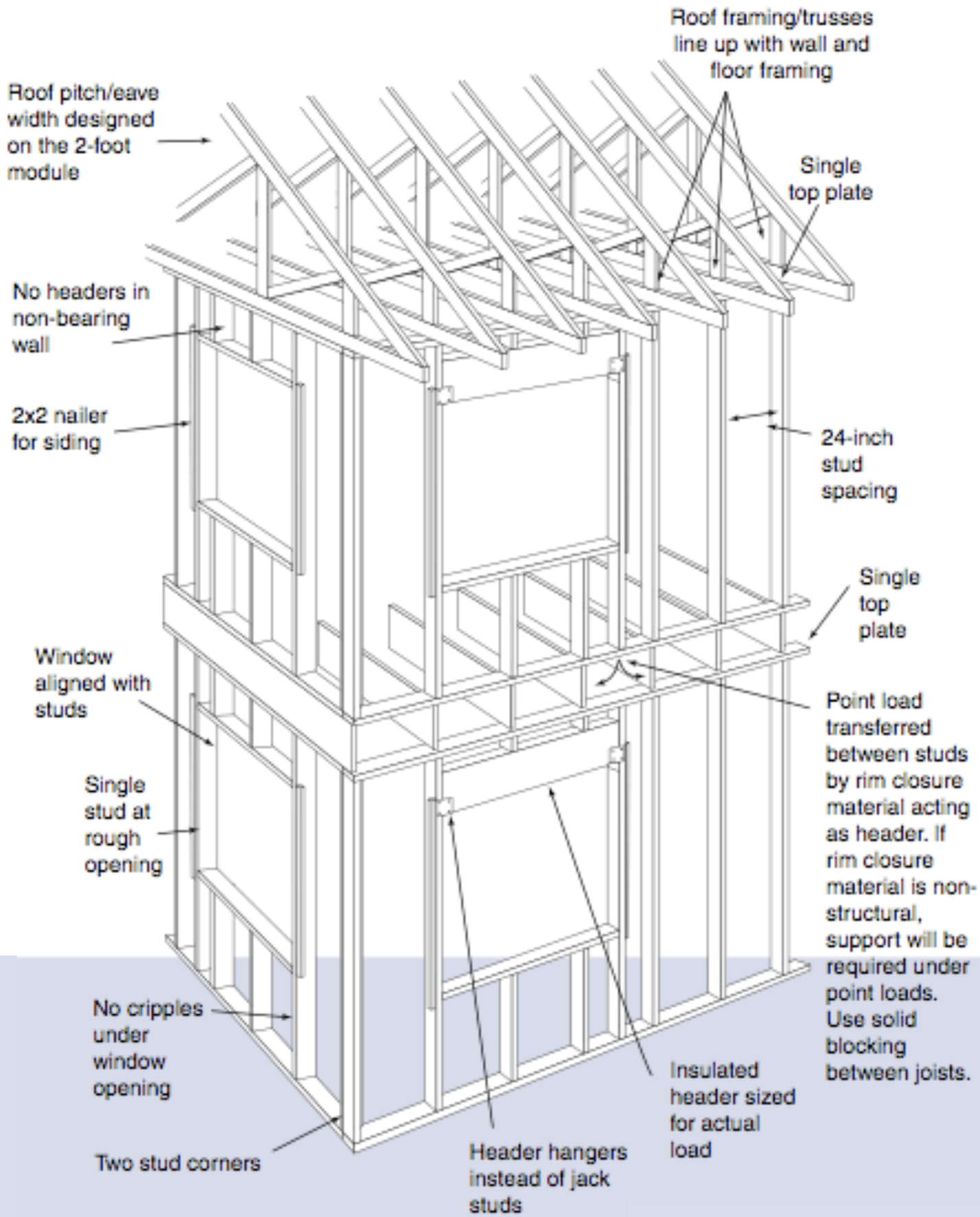
31,500,000
tons/year
waste generated by builders
amycaseypainting.com

WOOD SAVINGS

30-55%

$ 3,400 each home

12 in tons of carbon

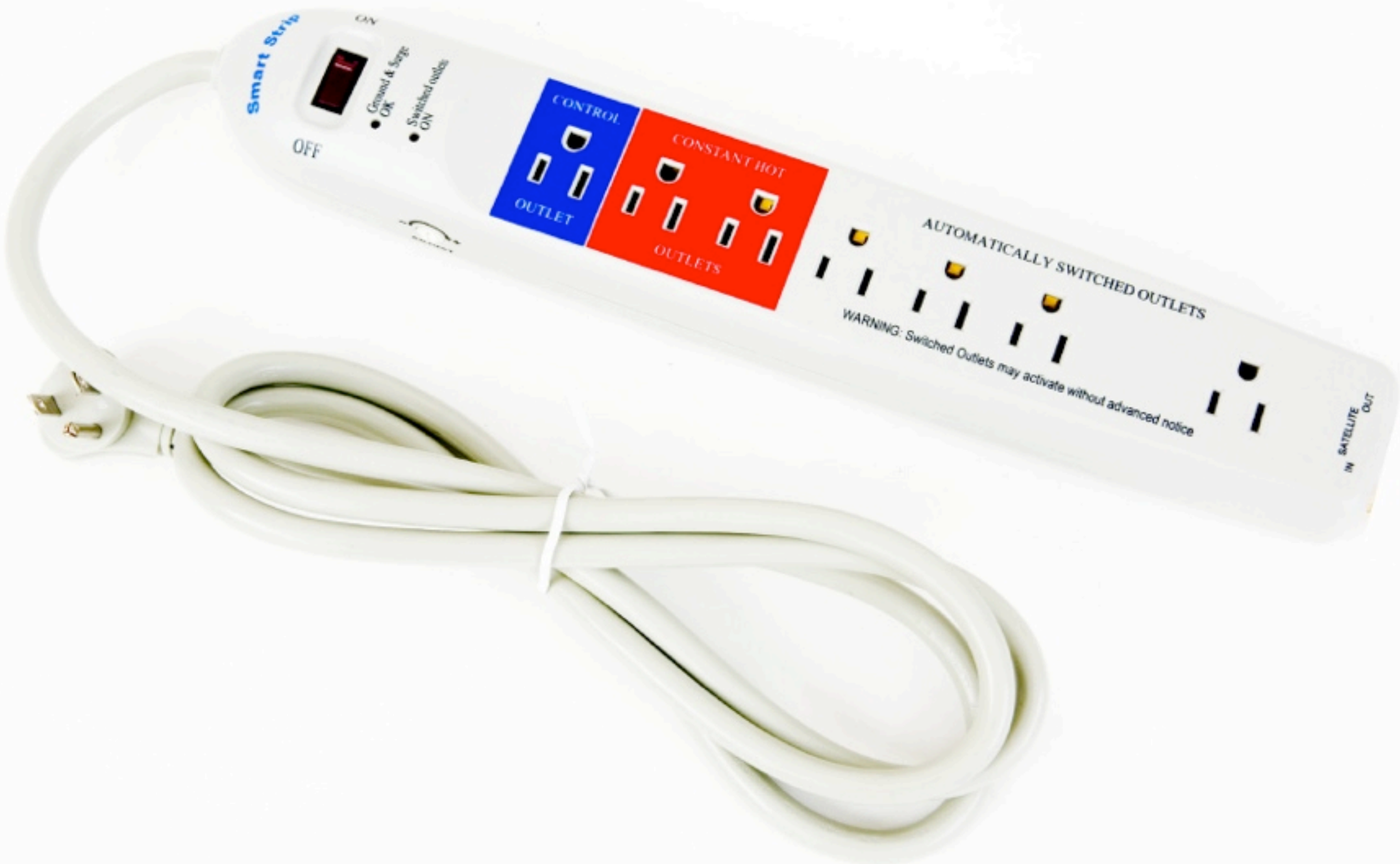


SOURCE: Building Science Corporation

VAMPIRE LOADS

$3,000,000,000 a year

SOURCE: Dept. of Energy - Assumes $0.11 per kilowatt


Smart Strip
ON
OFF
Ground & Surge OK
Switched power ON
CONTROL
OUTLET
CONSTANT HOT
OUTLETS
AUTOMATICALLY SWITCHED OUTLETS
WARNING: Switched Outlets may activate without advanced notice
IN SATELLITE OUT

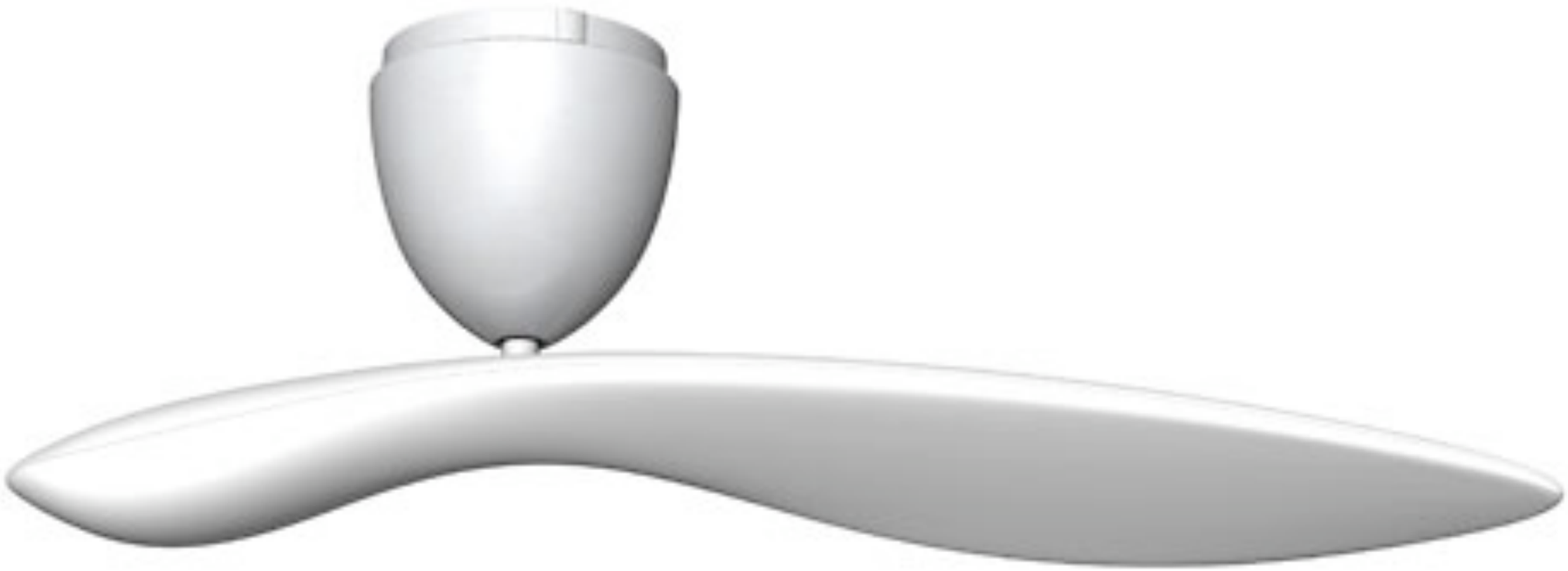
cars off the road

1,200,000

SOURCE: US Department of Energy

1%
off
ENERGY BILL
1°
lower
THERMOSTAT
SOURCE: Grist

SOURCE: California Energy Commission



sycamorefan.com

full flush
half flush

sinkpositive.com

VICTORY GARDENS

"I see we're fighting the war together"
FOOD FIGHTS FOR VICTORY
PLANT A Victory GARDEN
PENNSYLVANIA RAILROAD
BUY UNITED STATES WAR BONDS AND STAMPS

"OF COURSE I CAN!
Dick Williams
I'm patriotic as can be—
And ration points won't worry me!"
WAR FOOD ADMINISTRATION
Washington, D. C.

Both WORKING FOR VICTORY

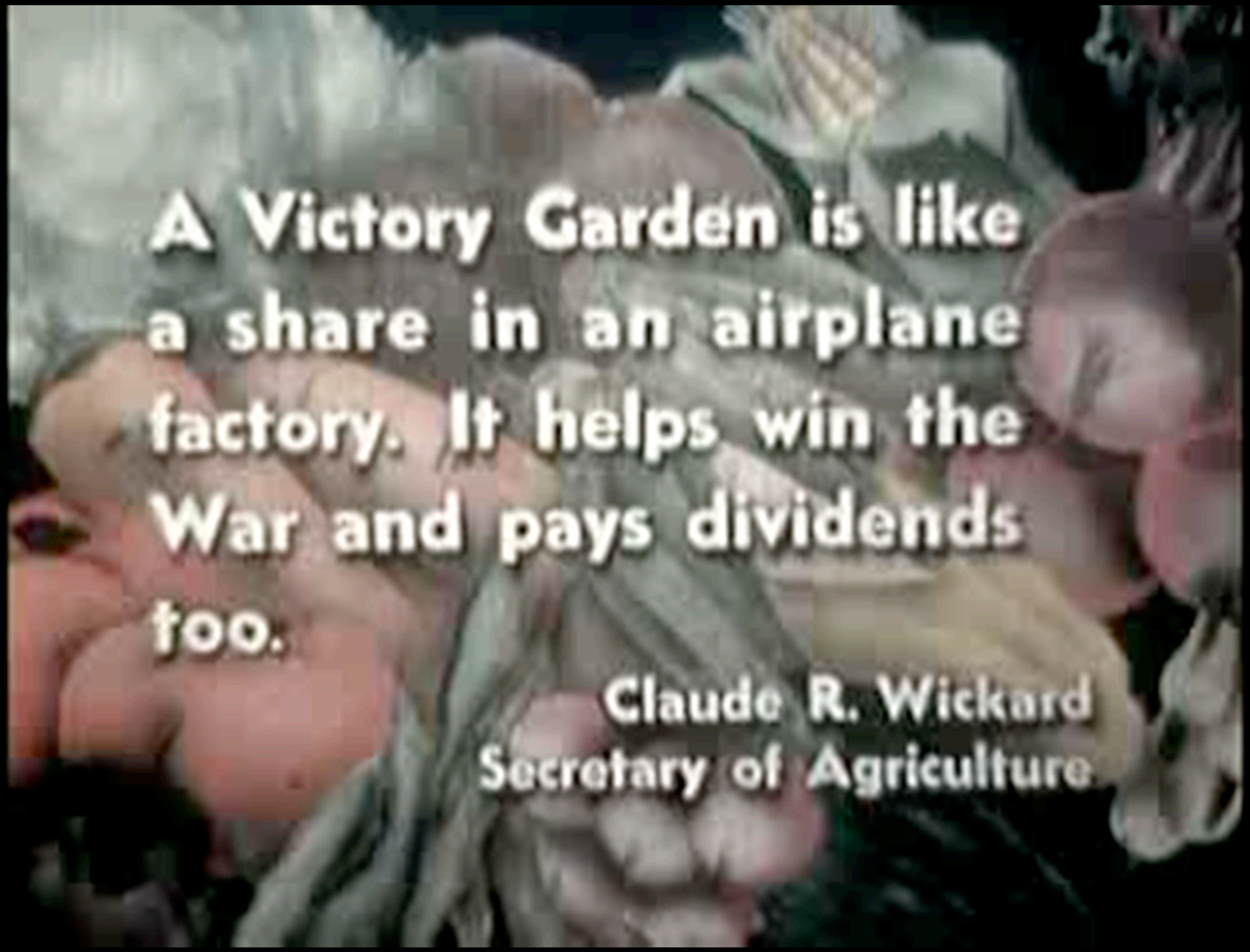
INTERNATIONAL HARVESTER

GROW YOUR OWN
GARDEN
VICTORY
Be sure!

"We'll have lots to eat this winter, won't we Mother?"
Grow your own
Can your own

WAR GARDENS
FOR
VICTORY
GROW VITAMINS AT
YOUR KITCHEN DOOR
Enter VICTORY GARDEN CONTEST
REGISTER 404 S. 8th ST. MAY 1-15
CONSUMER INTEREST DIVISION, MINNEAPOLIS DEFENSE COUNCIL—A WAR CHEST AGENCY

YOUR VICTORY GARDEN
counts more than ever!



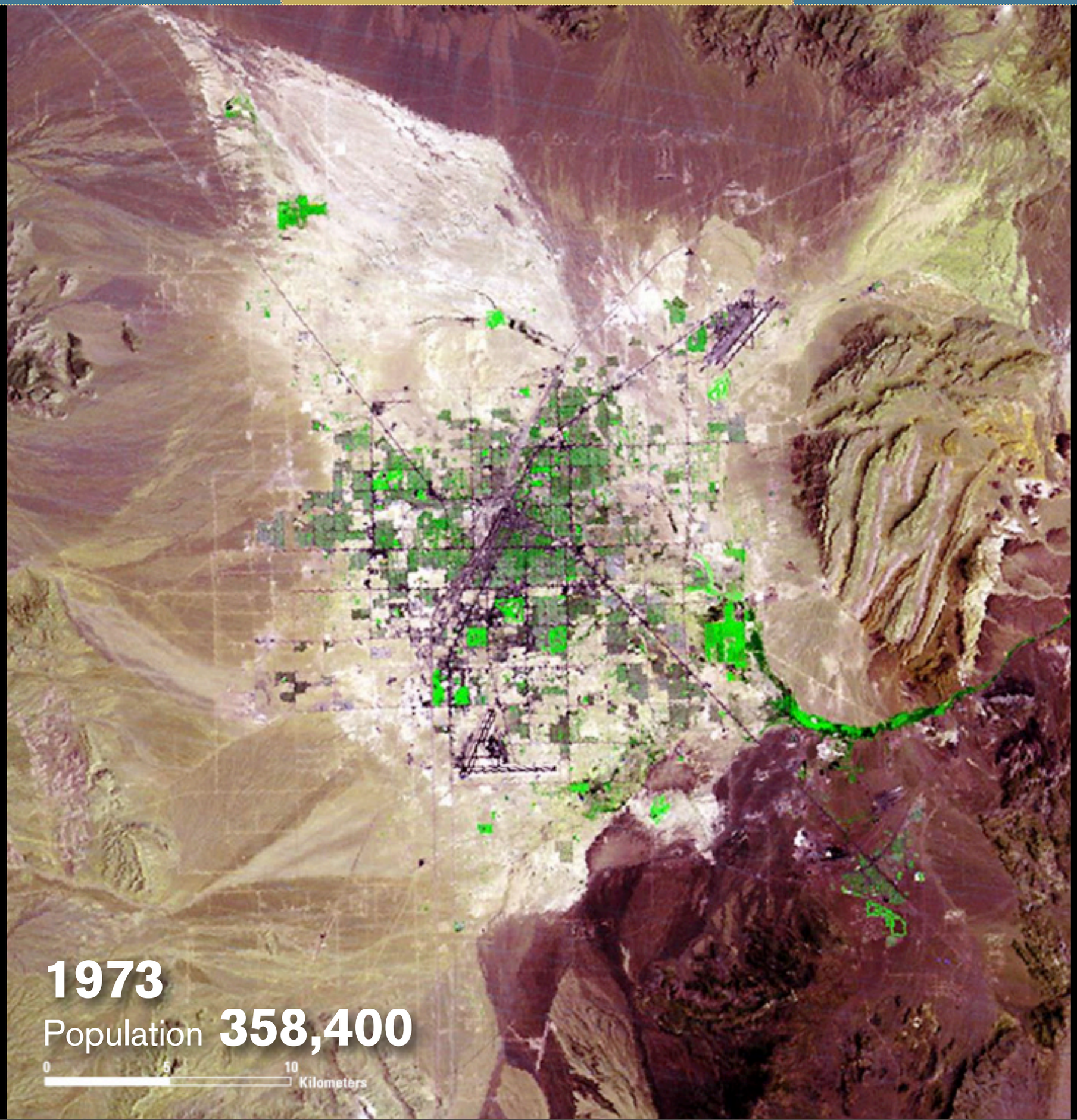
communitygarden.org

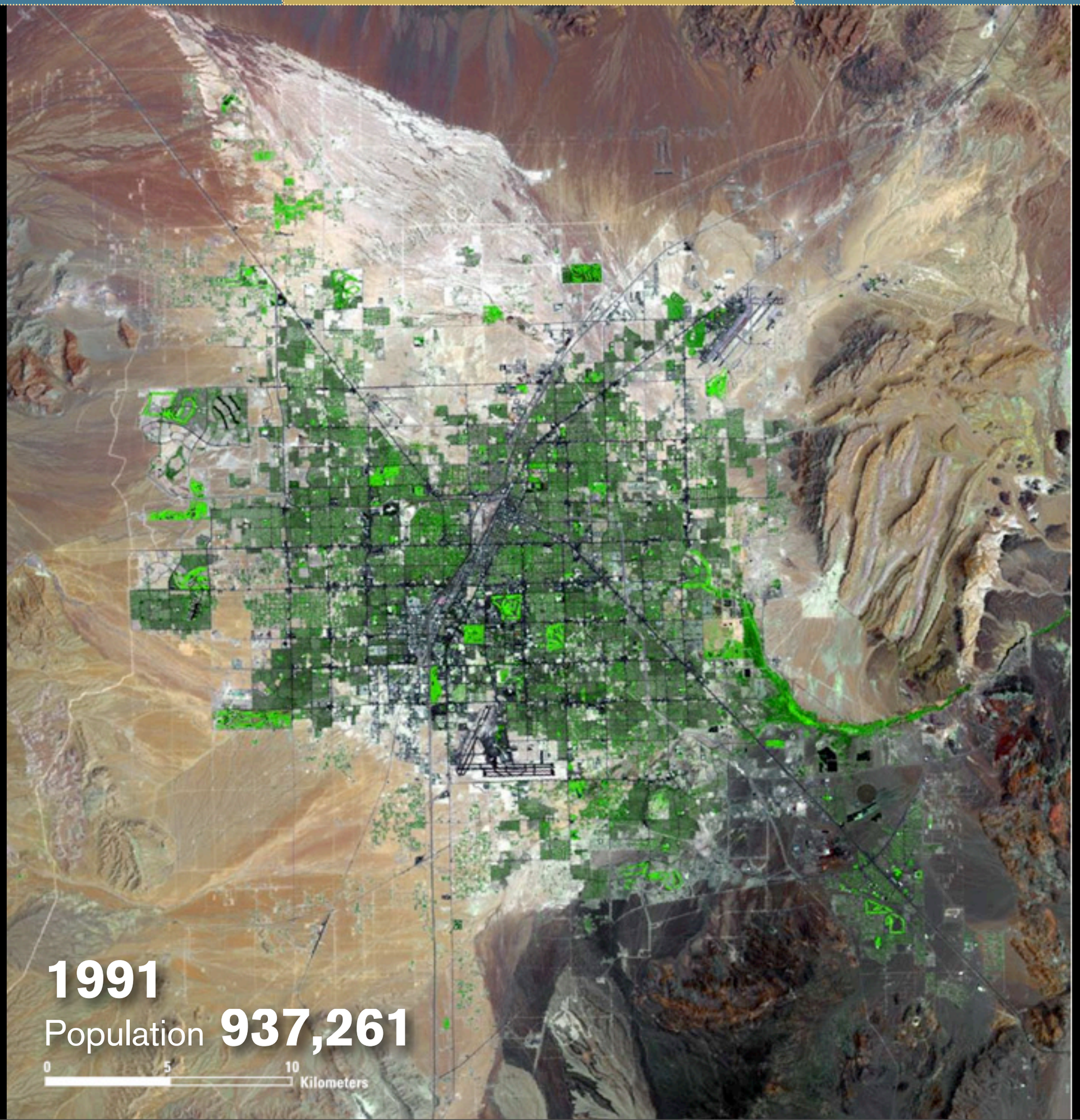
SUBURBIA	LAS VEGAS	NEW ORLEANS
Ban the lawn. **Plant Victory Gardens.**	**No straight streets; no road signs.**	**Require porous paved lots.**
Over the counter solar permitting.	**Demand a corner store.** **Use eminent domain.**	**Encourage local developers.**

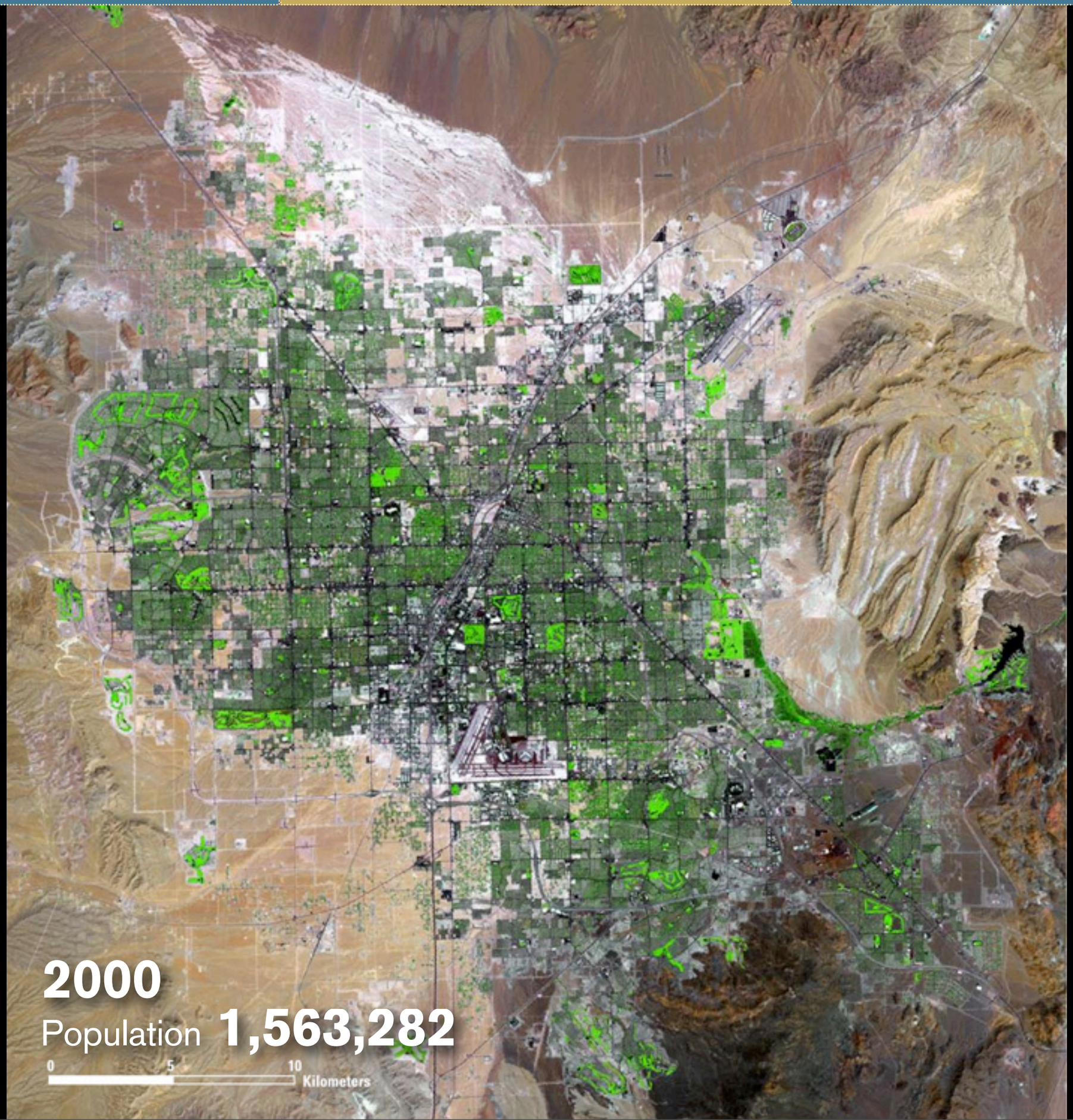
CODES

to implement

WELCOME
TO Fabulous
LAS VEGAS
NEVADA
MANDALAY BAY


1973
Population 358,400
0
5
10
Kilometers

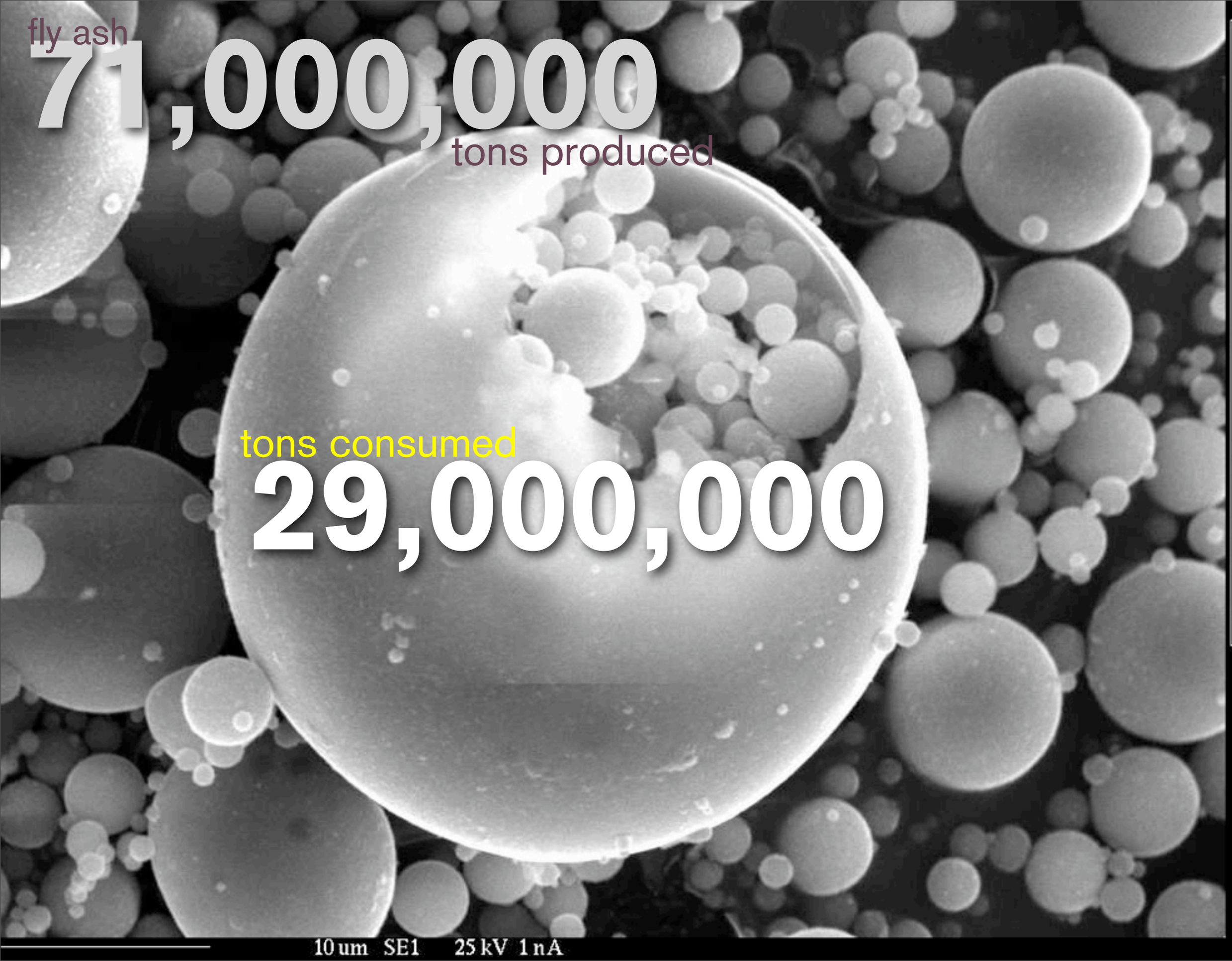

1991
Population 937,261
0
5
10
Kilometers


2000
Population 1,563,282
0
5
10
Kilometers

PORTLAND CEMENT

12%

global warming


fly ash
71,000,000
tons produced
tons consumed
29,000,000
10 um SE1 25 kV 1 nA

SUBSTITUTE
35-50%
fly ash for cement

already cut into cement
fly ash
15%

M·AGRIPPA·L·F·COS·TERTIVM·FECIT

1 ton
of Portland Cement
=
1 ton
of Carbon Dioxide

COOL ROOF SAVINGS

70° 40° C cooler

COOL ROOF SAVINGS

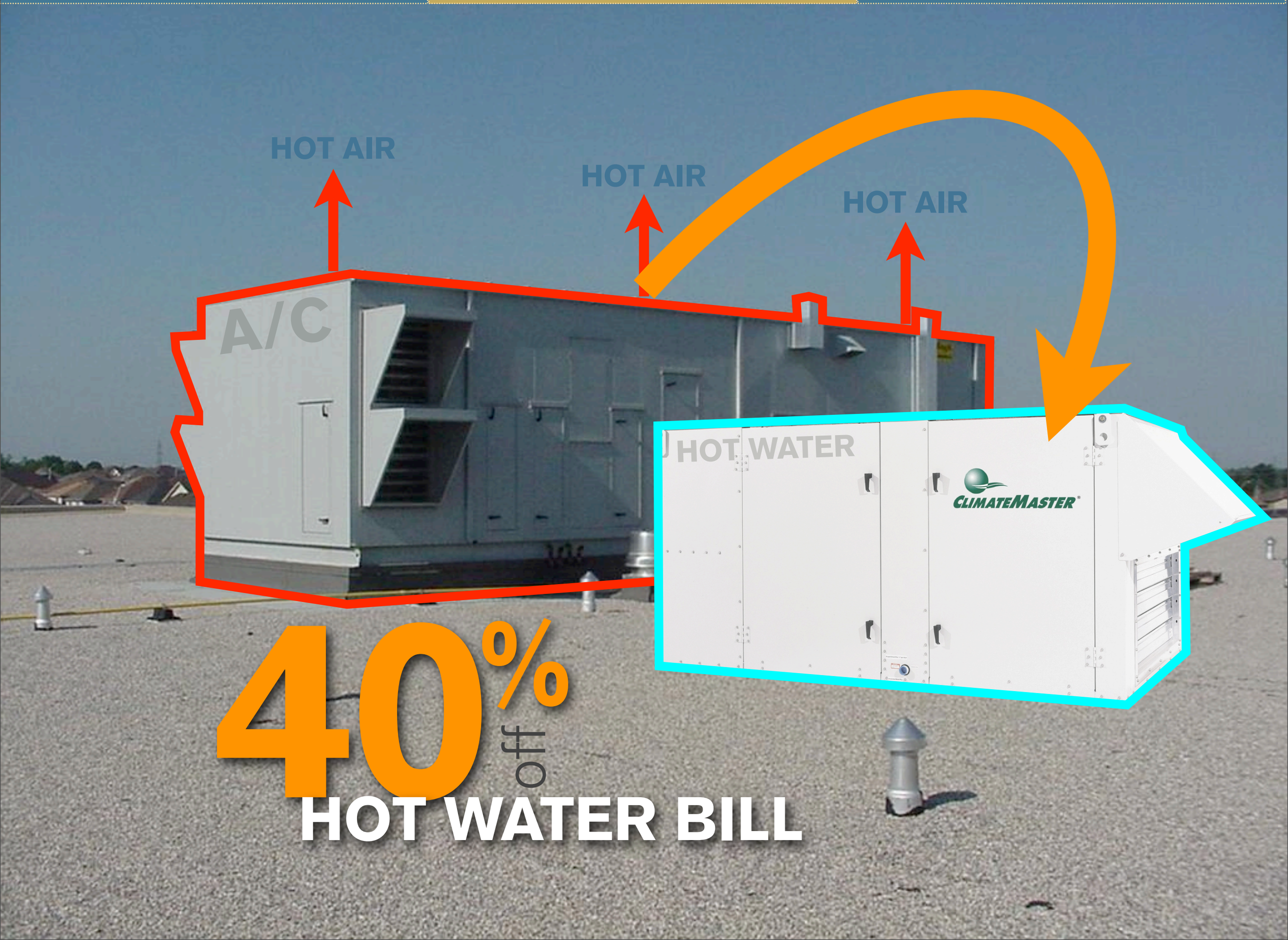
SOURCE: Lawrence Berkeley National Laboratory

GREEN ROOF SAVINGS

40%

energy savings

$ 12-24 sq ft
green roof
$ 8 sq ft
green grid
hydrotechusa.com


HOT AIR
HOT AIR
HOT AIR
A/C
HOT WATER
CLIMATEMASTER
40% off
HOT WATER BILL

19
sq miles
CARPET
copyright 1999 phil

197,000 slots

420,000 homes

SOURCE: Avant Guide to Vegas; Dept. of Energy; Assumes 920 kWh per house

39 lamps
7000 watt
turn it off
25
december
3 homes
for a year

FINISHES
Recycled, non-toxic, locally sourced, sustainable.

TASK LIGHTS
Only light the work areas to save energy.

KILL SWITCH
Turn off all electronics when not in use.

CABINETRY
Use formaldehyde free cabinets & FSC or bamboo doors.

MINI BAR
Organic, natural, healthy foods.

FLOORING
Hard flooring doesn't trap allergens.

LINENS
Organic, chemical free & non-synthetic.

CLEANERS
Non toxic cleaners.

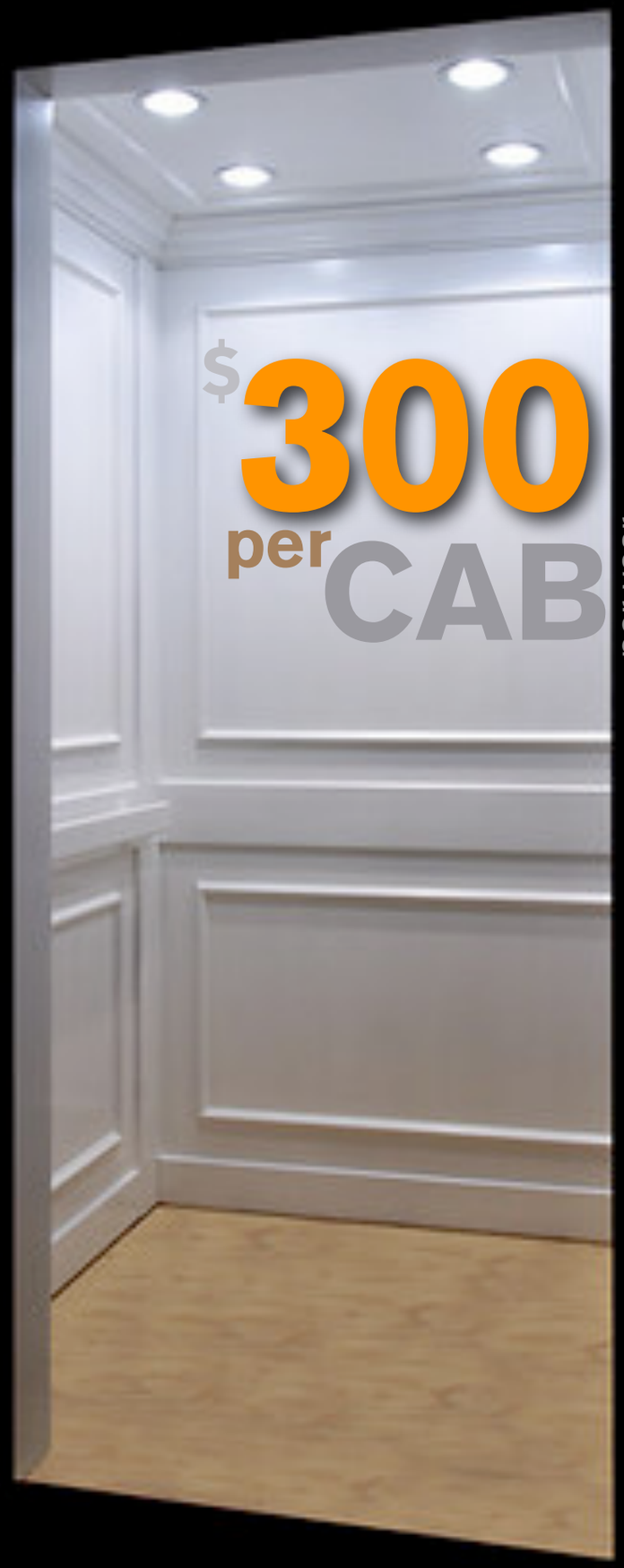
GREEN HOTEL ROOM

echoflexsolutions.com

$130 per SIGN per year

SOURCE: Energy Star

activesafety.com

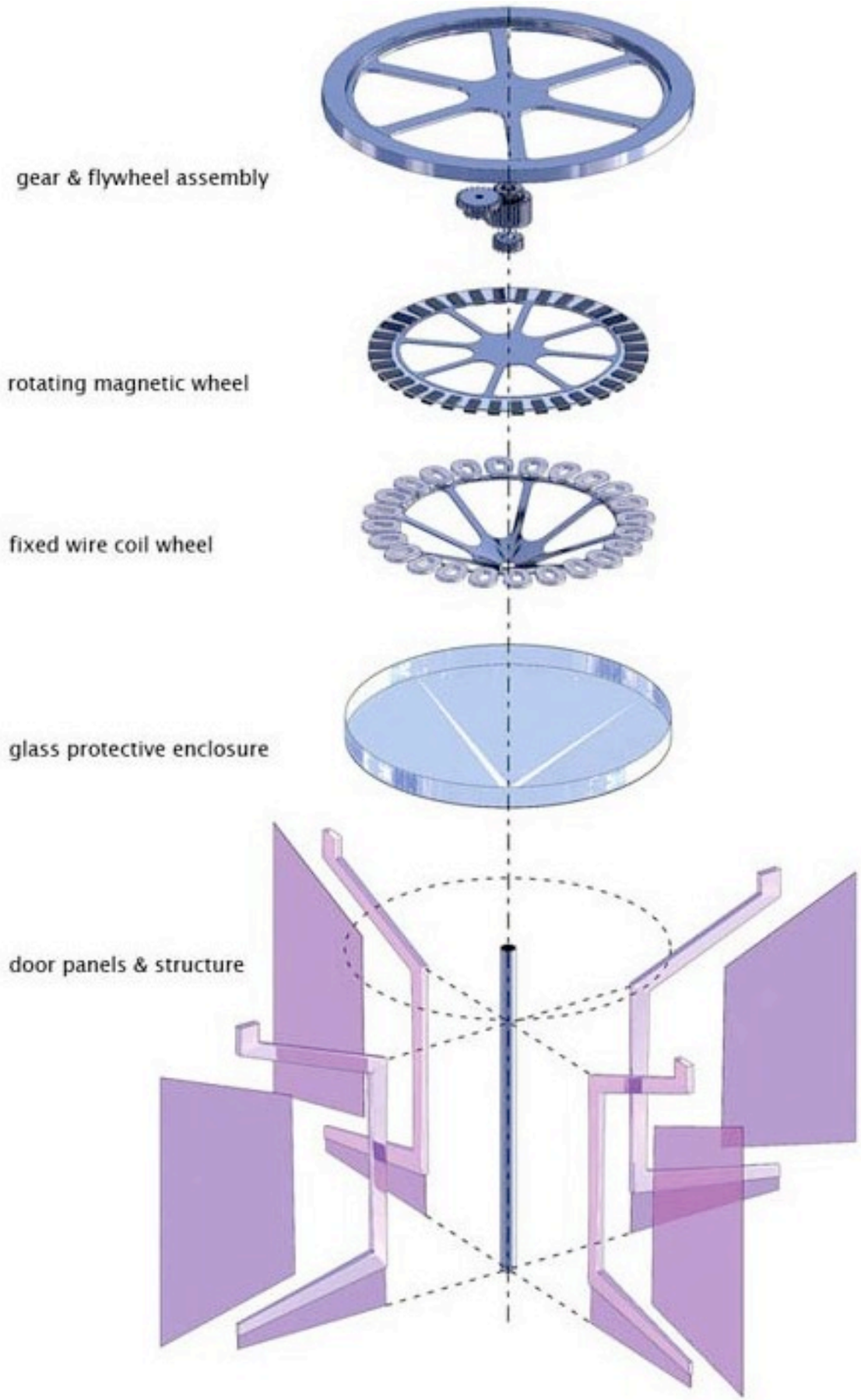


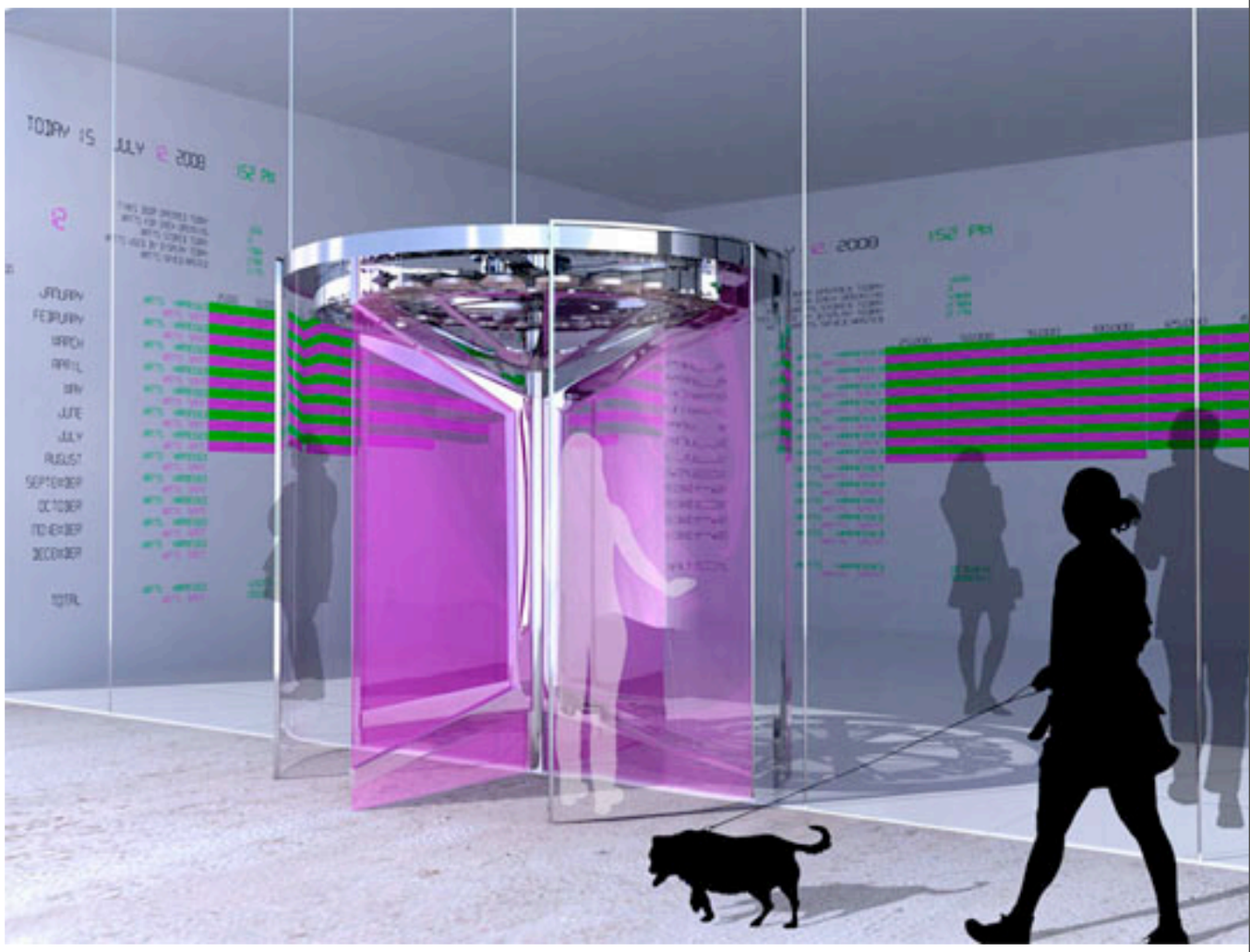
SOURCE: US Department of Energy

75 percent savings on ENERGY
each saving 4 car emissions
$6500 year

$350 per year

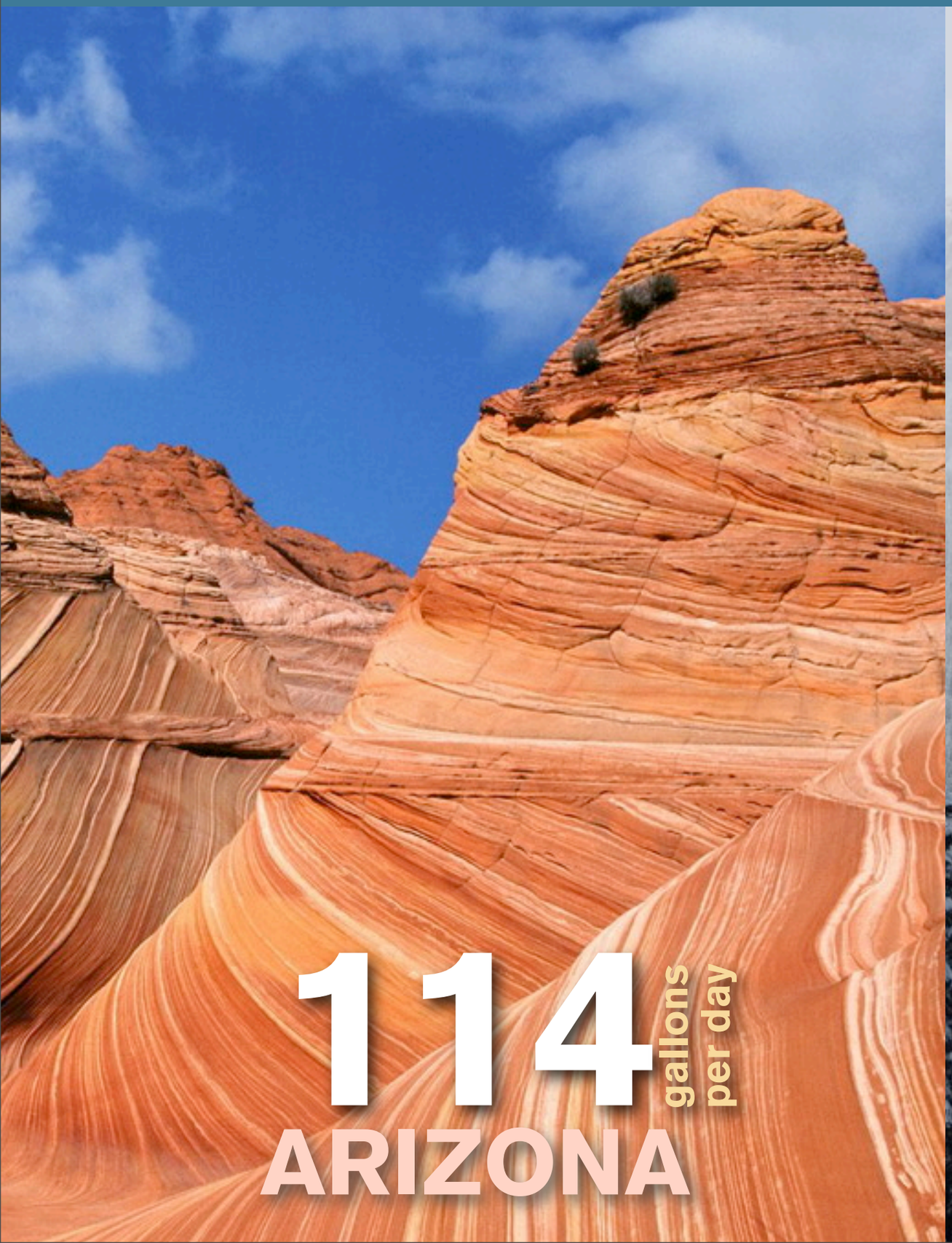
SOURCE: US Department of Energy





fluxxlab.com

FALSE WATER ABUNDANCE



SOURCE: Scripps Institute of Oceanography

SUBURBIA	LAS VEGAS	NEW ORLEANS
Avoid concrete in this hot climate.	**Create a national energy code similar to California.**	**Allow hotels to share energy, heat & hot water.**
Permit waterless fixtures.	**Enforce true green hotel standards.**	**Permit greywater in toilets.**

CODES

to implement

2005
New Orleans

1871

Chicago Fire

DESTRUCTION OF ONE OF THE GREATEST MODERN CITIES.

S-EYE VIEW OF STRICKEN SAN FRANCISCO, SHOWING THE BURNED DISTRICT, COVERING TWENTY-FIVE SQUARE MILES, WITH THE MOST PROMINENT PLACES AND BUILDI CAREFULLY INDICATED.—*Drawn especially for Leslie's Weekly by H. M. Pettit.*

2005
New Orleans

28 August 2005

31 August 2005

28 August 2005

31 August 2005

NOT
SALE @
ANY $
I'M
STAYING
PUT!

SUBURBIA | LAS VEGAS | NEW ORLEANS

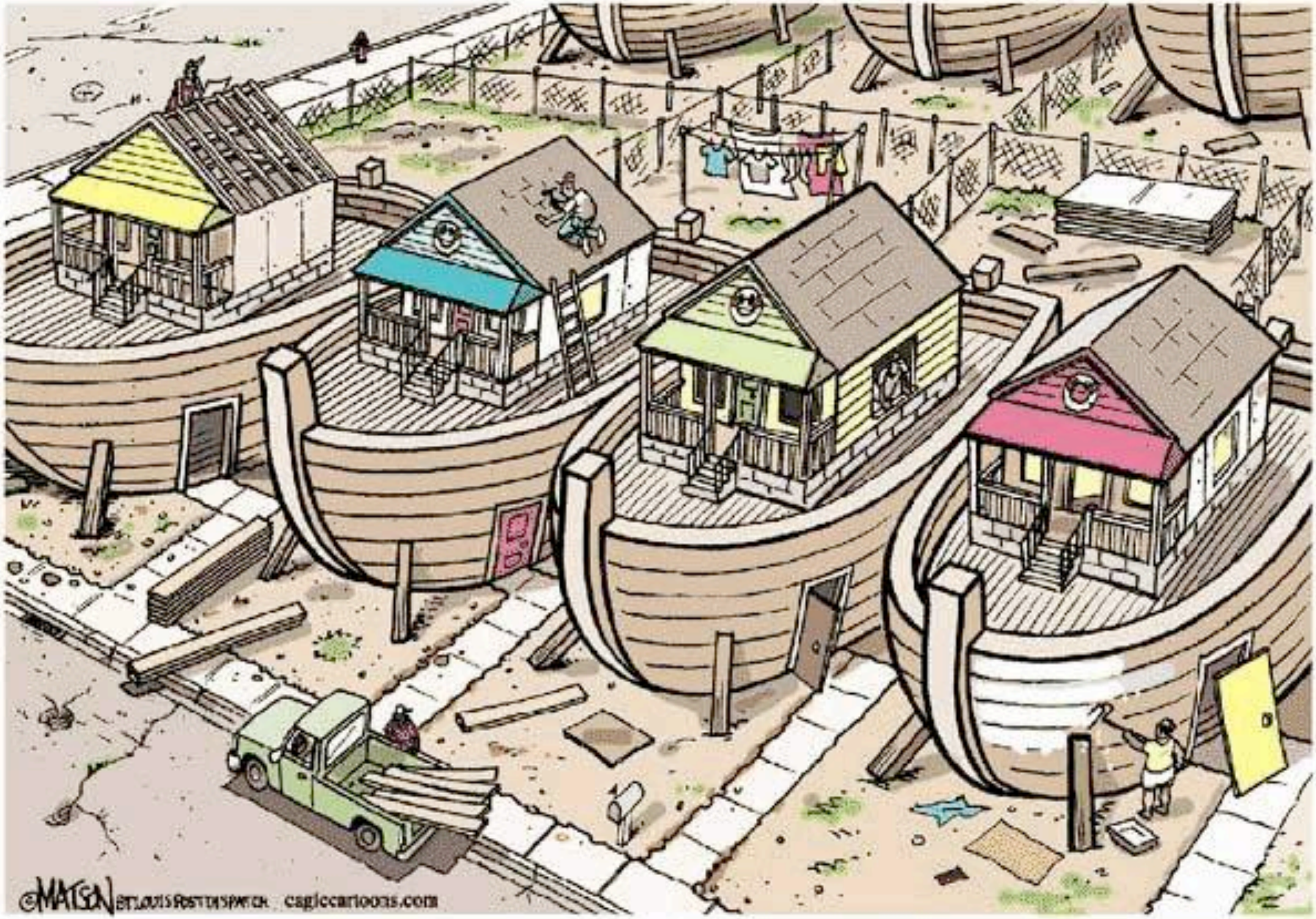
SOURCE: Newsweek; USA Today

FEMA

REBUILDING

IRAQ		LOUISIANA
1,239	SCHOOLS	85
136	HOSPITALS	11
342	POLICE/FIRE	6
$120B (40% more)	COST	$85B

SOURCES: US Army Corps of Engineers, US Dept. of State, FEMA, Bechtel, Time Magazine



MORE REALISTIC F.E.M.A. GUIDELINES FOR REBUILDING IN NEW ORLEANS

schools spend more on
trash disposal
than
new textbooks

ANDREW H. WILSON ELEMENTARY SCHOOL

esynola.org

chrisjordan.com

SOURCE: Pugh & Scarpa Architects

$ 67 savings

$ 4 increase per square foot

SOURCE: Capital E; US Green Building Council

Fireman's Fund®
Insurance Company

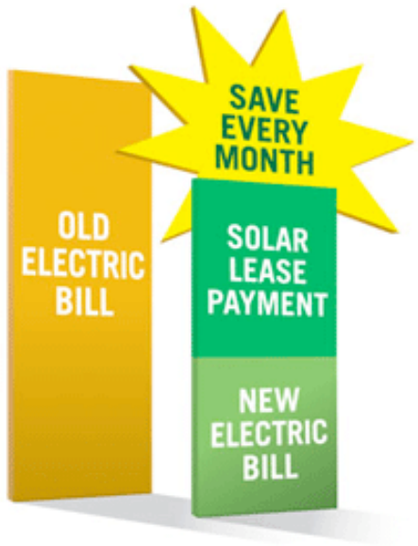
A company of Allianz

firemansfund.com

SolarCity

SUNGEVITY™

citizenrē



solarcity.com
sungevity.com
citizenre.com

SUBURBIA	LAS VEGAS	NEW ORLEANS
Form a Sustainable NoLa Task Force.	**Establish best practices for green homes.**	**Create a Sustainable NoLa Enterprise Zone.**
Priority permitting for LEED bldgs.	**Prevent big box and opportunistic development.**	**Join together. There's power in numbers.**

CODES

to implement

$2,000 each TAX REFUND

VAMPIRE LOADS

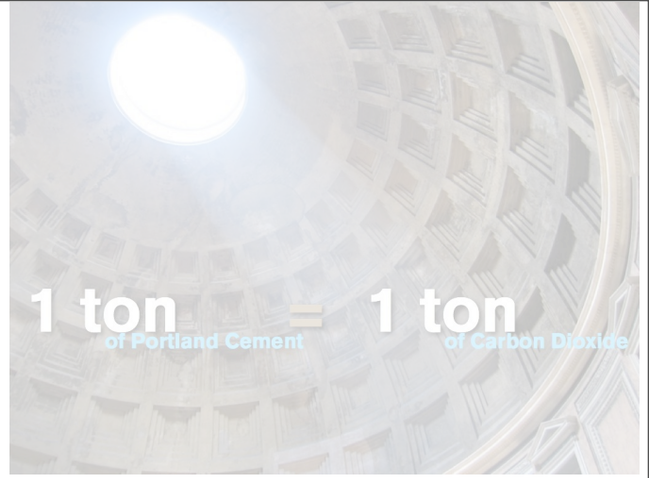
$3,000,000,000 a year

SOURCE: Dept. of Energy - Assumes $0.11 per kilowatt

COOL ROOF SAVINGS

SOURCE: Lawrence Berkeley National Laboratory

1,200,000 cars off the road



1 ton of Portland Cement = 1 ton of Carbon Dioxide

SUBURBIA | LAS VEGAS | NEW ORLEANS

WOOD SAVINGS

30-55%

1% off ENERGY BILL

1° lower THERMOSTAT

SUBURBIA | LAS VEGAS | NEW ORLEANS

31,500,000 tons/year waste generated by builders

200,000,000,000 in claims

SOURCE: Brooklyn Management Corporation

SUBURBIA | LAS VEGAS | NEW ORLEANS

$300 per CABINET per year

39 lamps

2730 kWh

3 percent savings on ENERGY

4 car emissions each saving

$6500 year

310,000 asbestos fibers annually

1978 extinct

SUBURBIA | LAS VEGAS | NEW ORLEANS

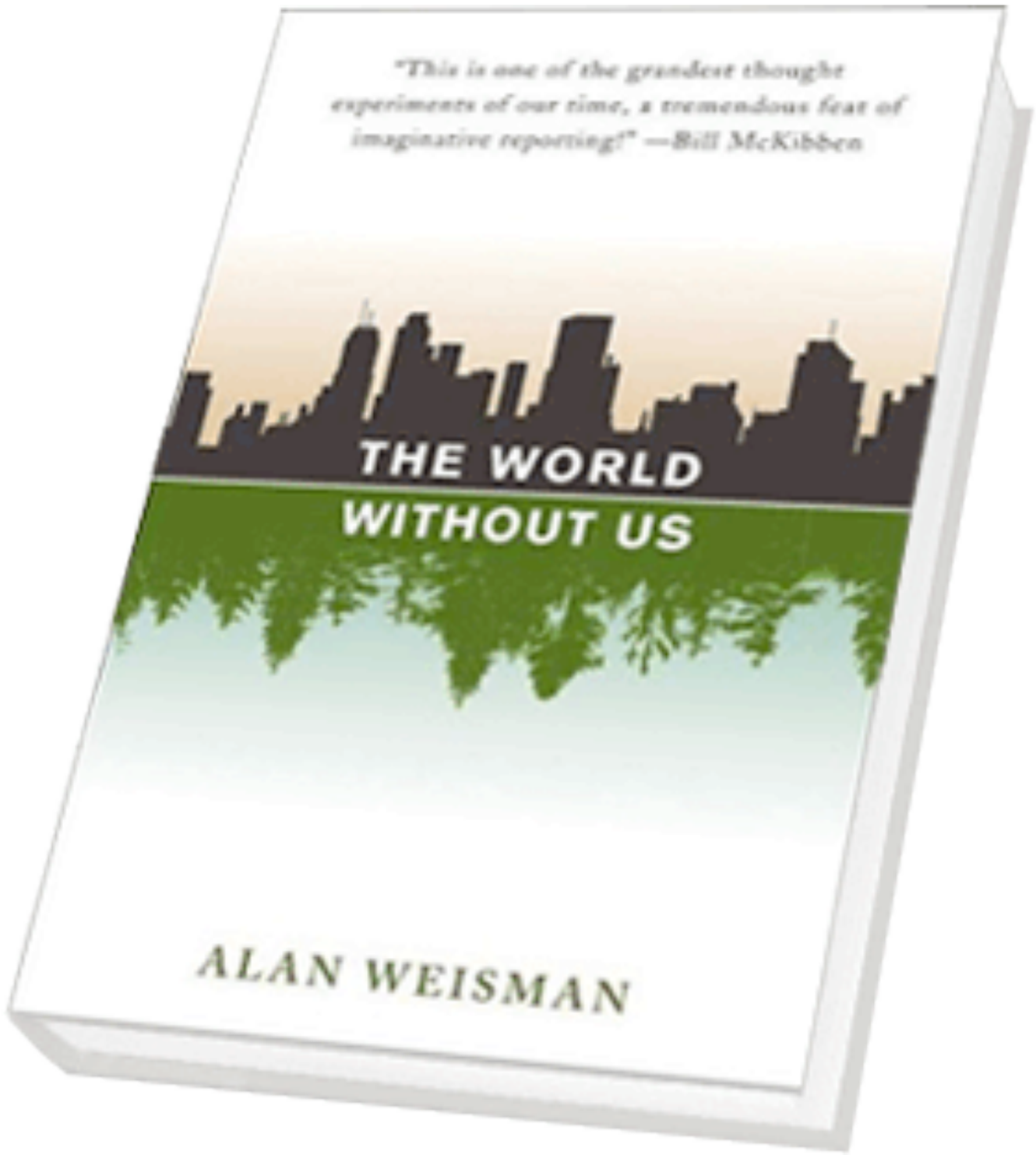
30% DUCT LEAKAGE

$350 per year

$300

$130 per SIGN per year

echoflexsolutions.com


"This is one of the grandest thought experiments of our time, a tremendous feat of imaginative reporting!" —Bill McKibben
THE WORLD
WITHOUT US
ALAN WEISMAN

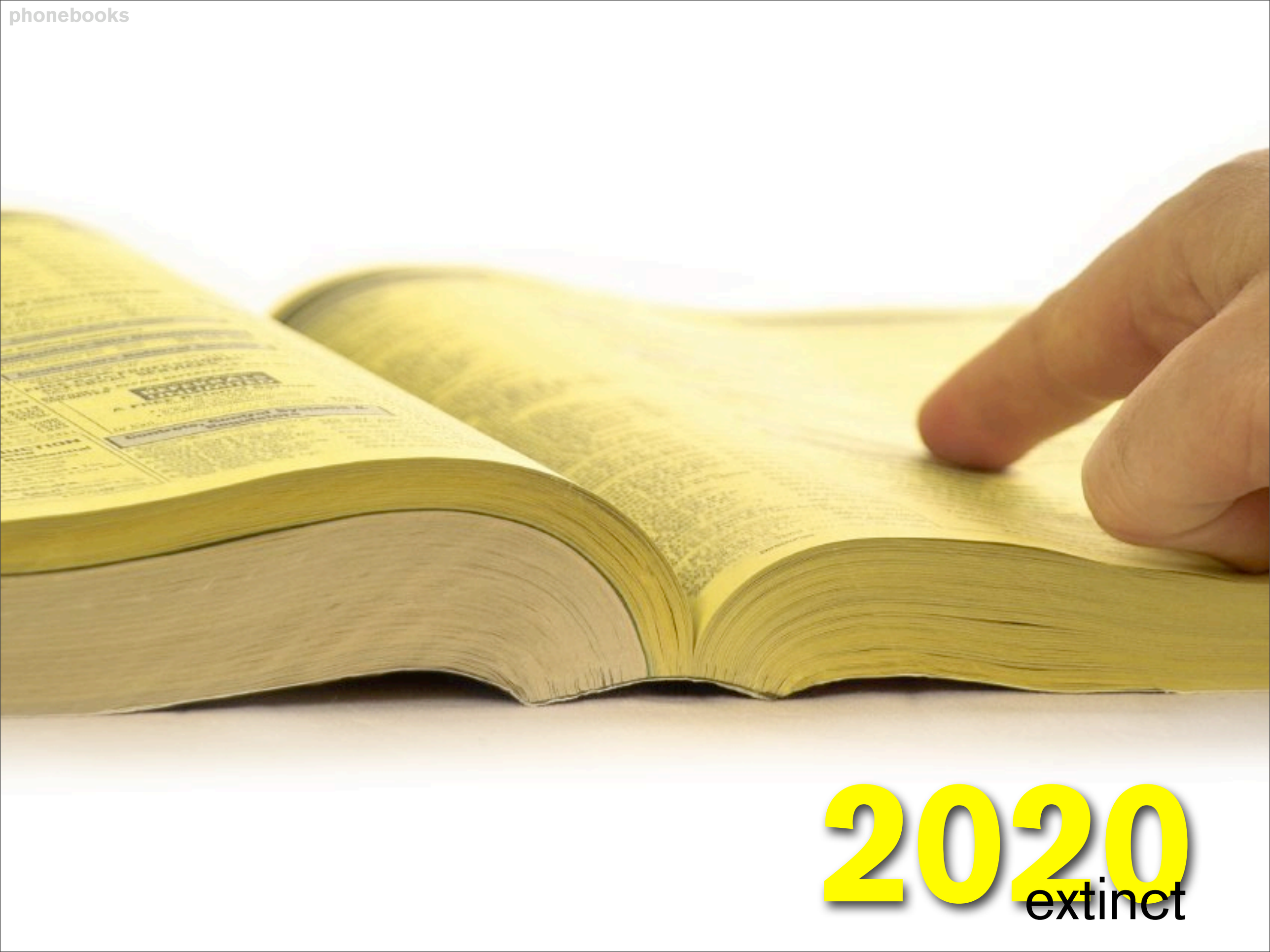
GARAGE
NYPD
NYPD

Exit
Broadway
Nassau St
Fulton St
Metropolitan Av
Jamaica Center
J M Z
4 5
Broadway-Nassau St
Exit
Nassau Street
Fulton Street
Metropolitan Av &
Jamaica Center
J M Z
4 5

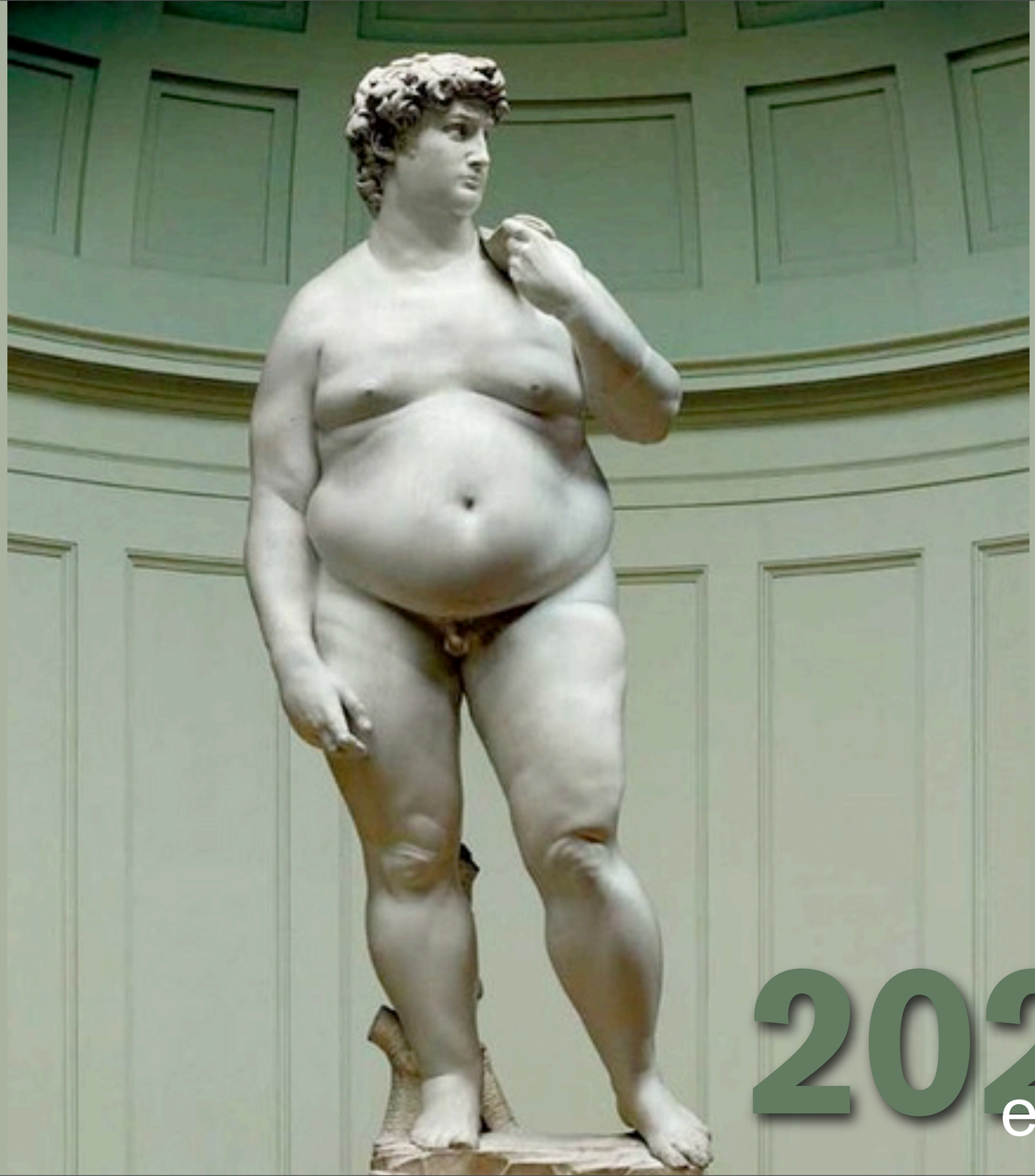
extinction

REVEAL
2010
extinct

2015
extinct


phonebooks
2020
extinct

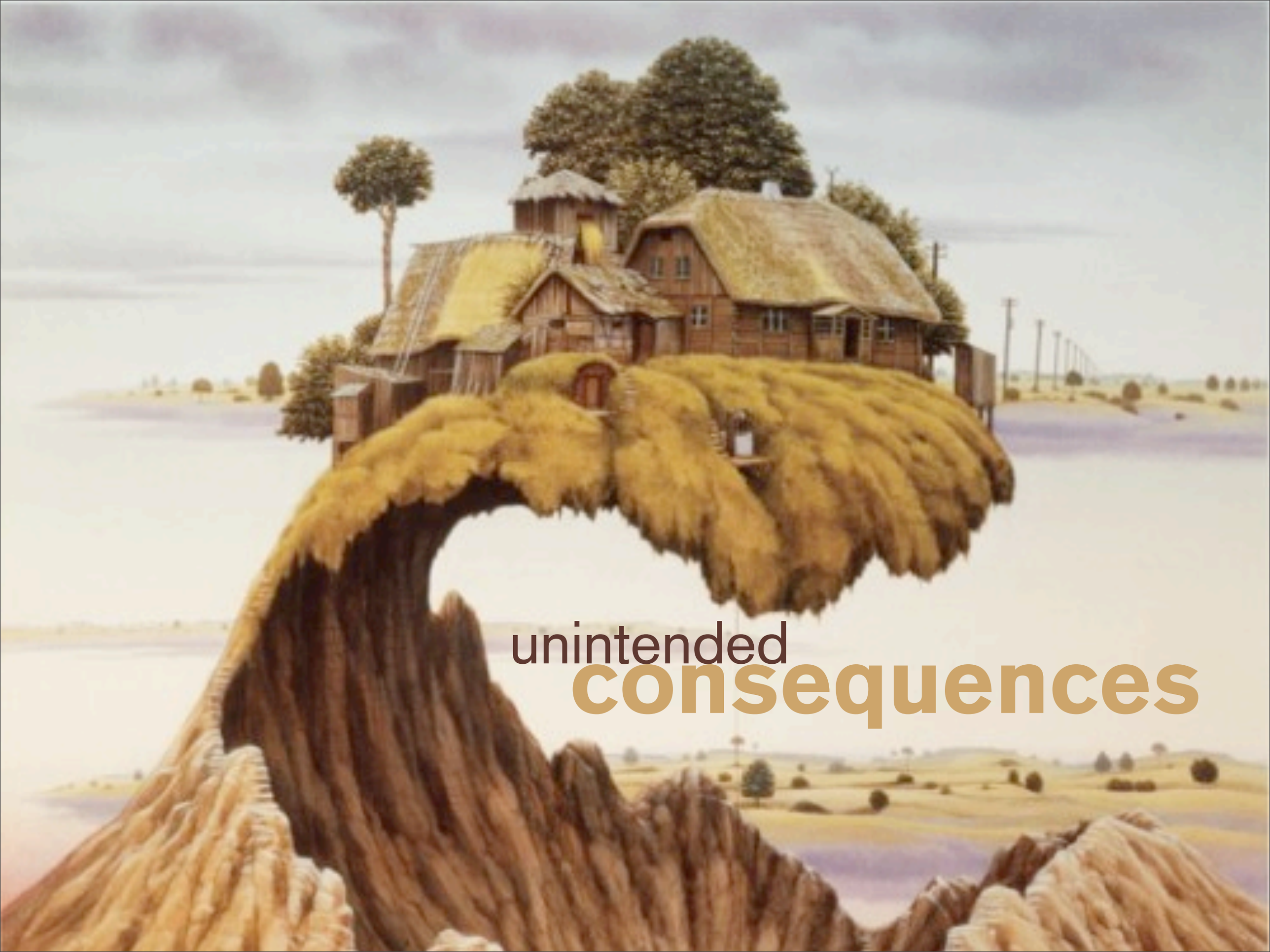
size zero clothes



2025
extinct

petroleum & oil
2035
extinct

printed newspapers
2050
extinct


unintended
consequences

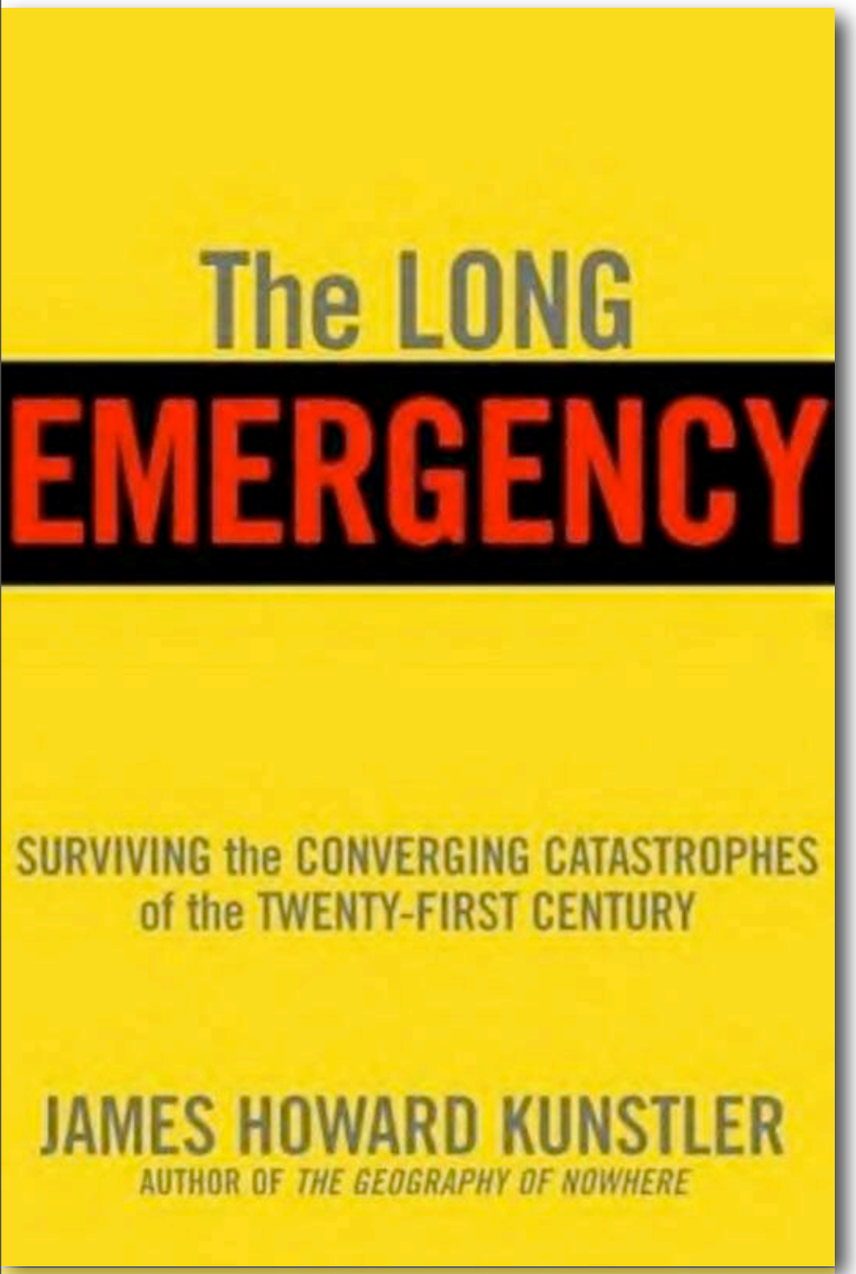
glaciers
2020
extinct

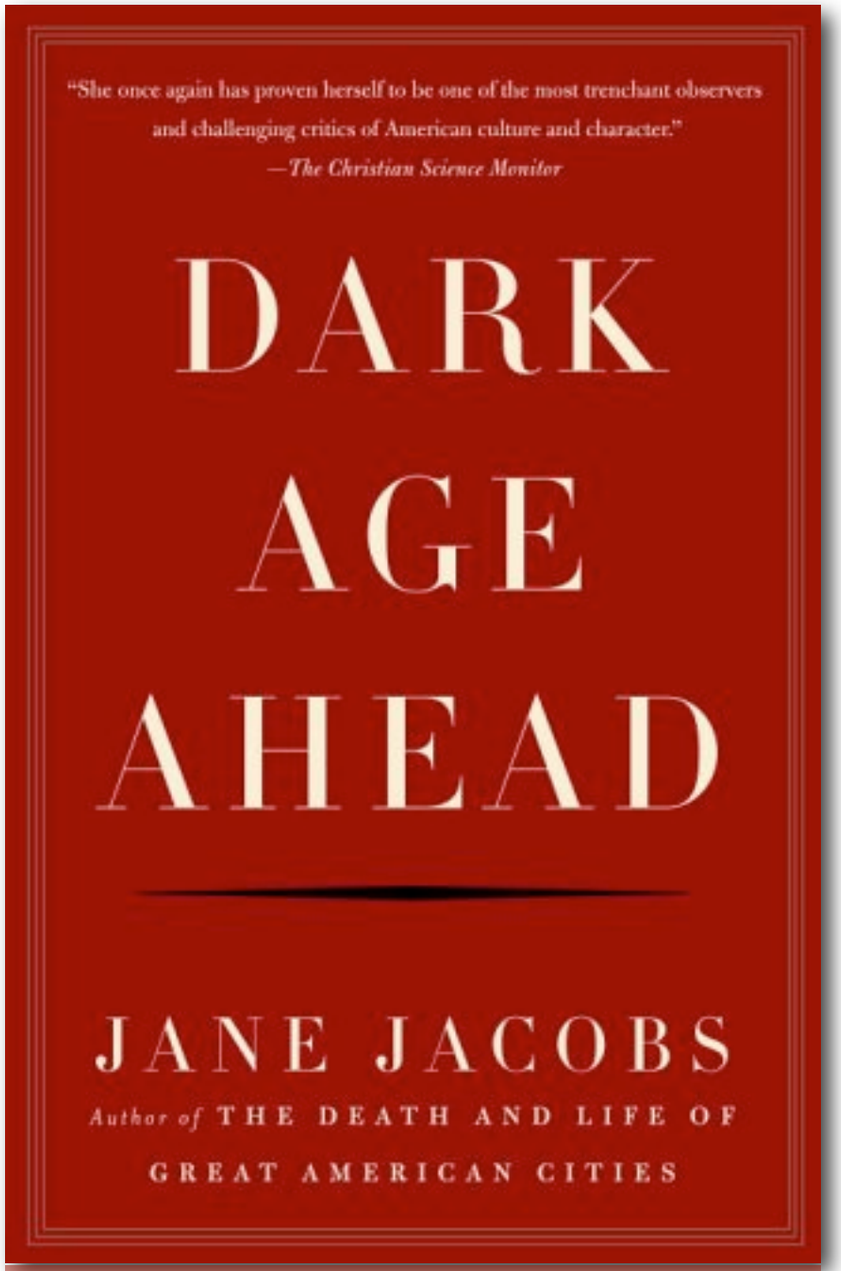
polar bears
2030
extinct

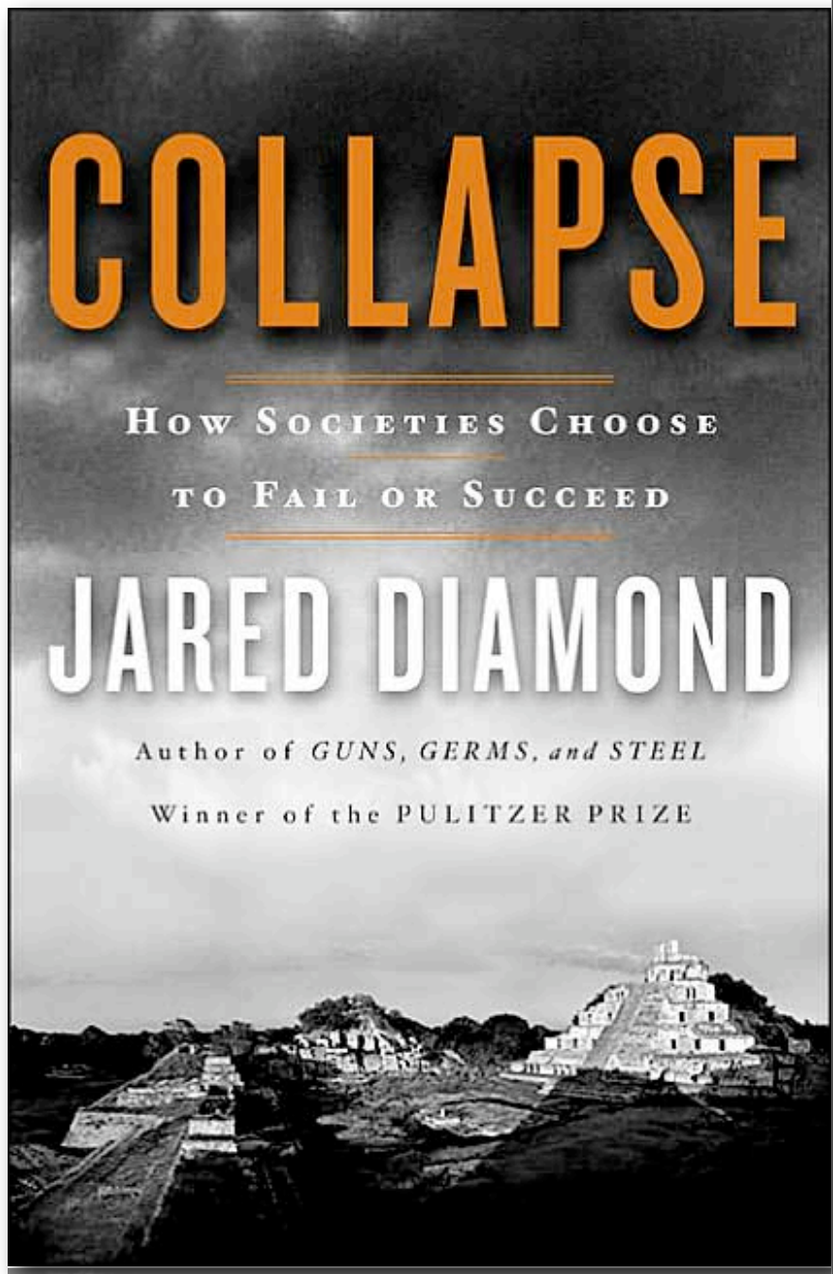
wood
2030
extinct

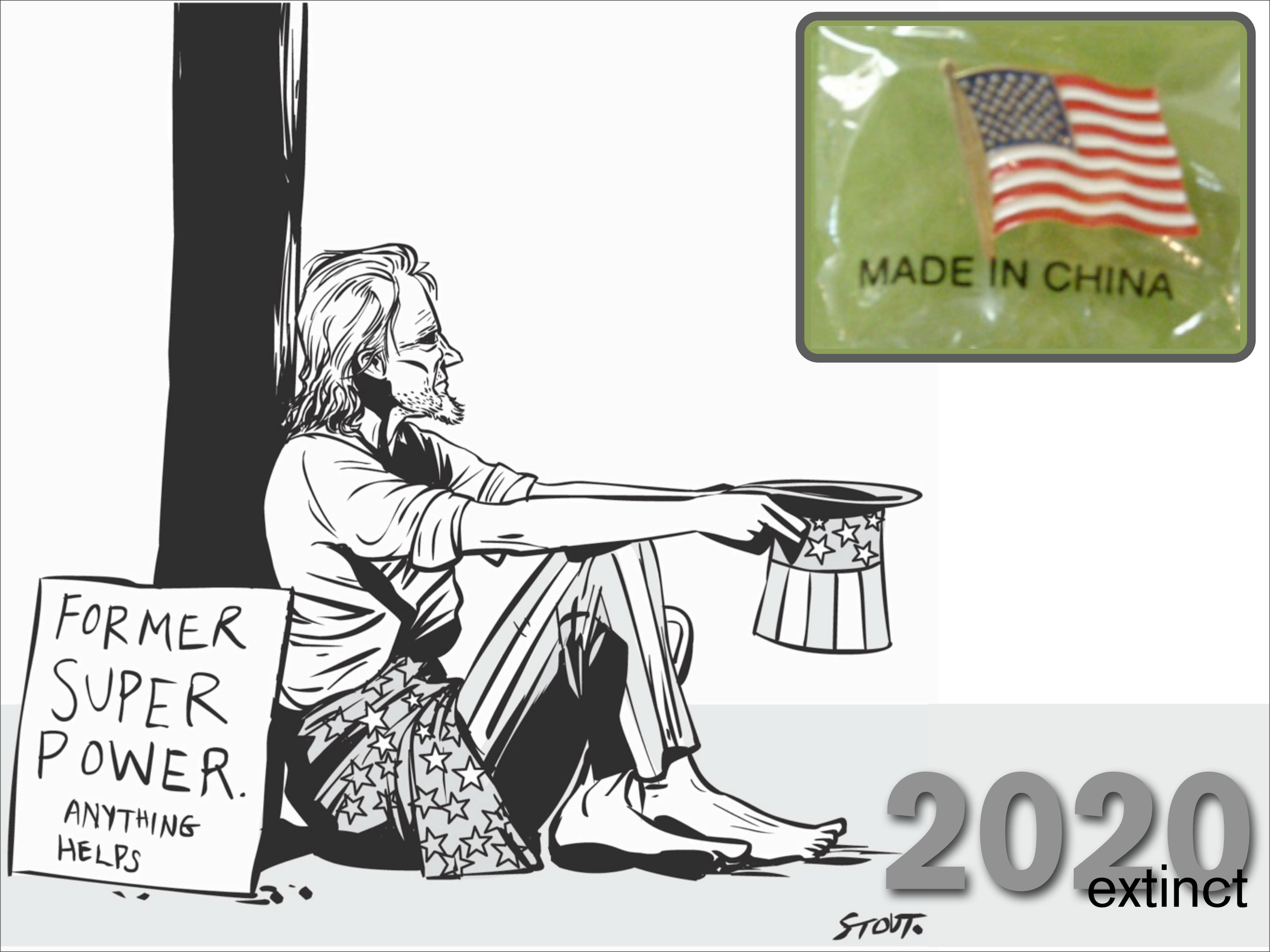
water
2035
extinct

clean air
2040
extinct

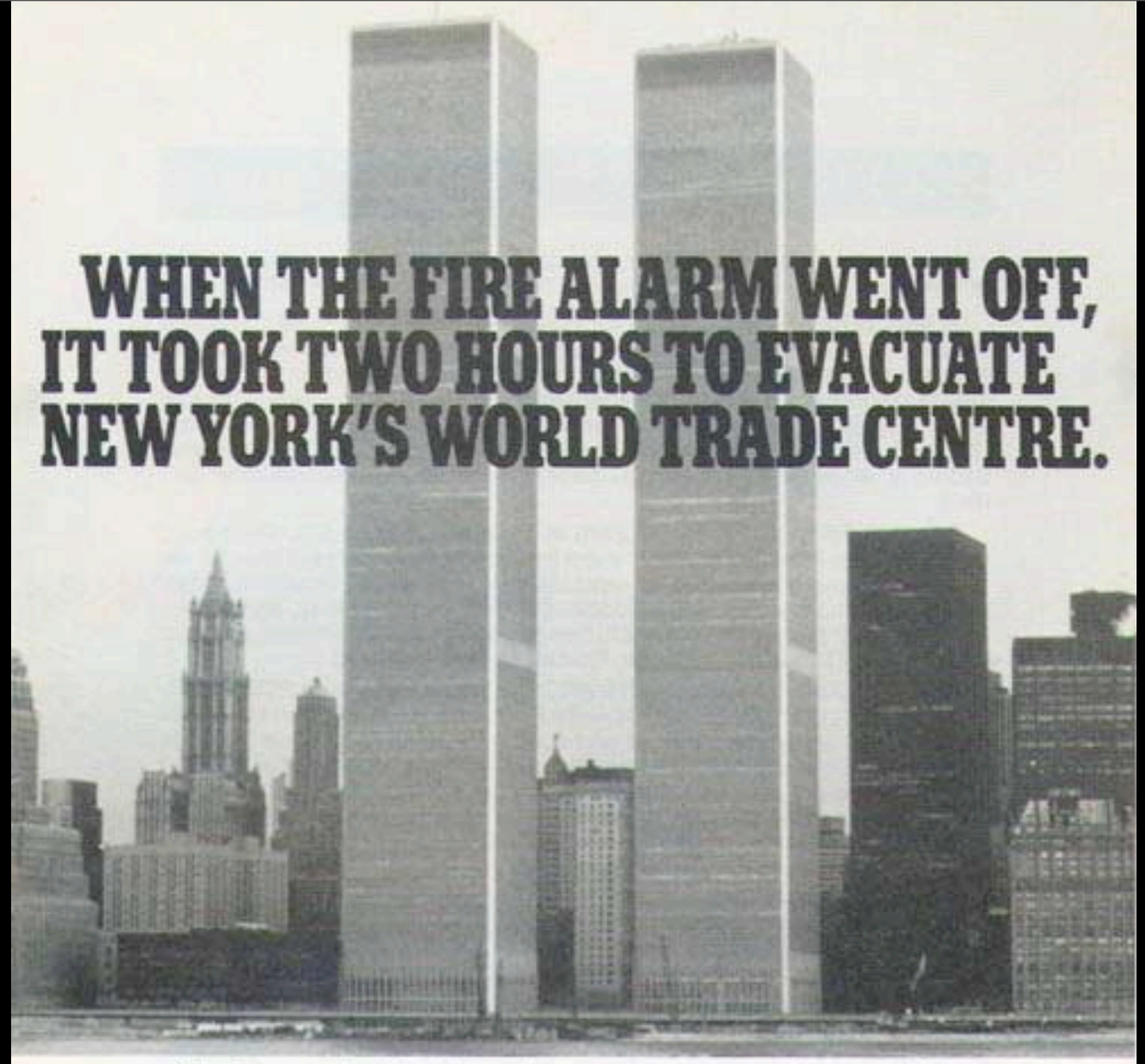

The LONG
EMERGENCY
SURVIVING the CONVERGING CATASTROPHES
of the TWENTY-FIRST CENTURY
JAMES HOWARD KUNSTLER
AUTHOR OF THE GEOGRAPHY OF NOWHERE


"She once again has proven herself to be one of the most trenchant observers
and challenging critics of American culture and character."
—The Christian Science Monitor
DARK
AGE
AHEAD
JANE JACOBS
Author of THE DEATH AND LIFE OF
GREAT AMERICAN CITIES


COLLAPSE
How Societies Choose
to Fail or Succeed
JARED DIAMOND
Author of GUNS, GERMS, and STEEL
Winner of the PULITZER PRIZE


MADE IN CHINA
FORMER SUPER POWER.
ANYTHING HELPS
2020
extinct
STOUT.

EPSI
®



The bigger the building, the more important fire-proofing becomes.

That's why today's buildings have asbestos-cement walls and even floors containing asbestos.

Asbestos contains fire, cannot burn and holds up after metal and glass have melted down, giving vital time for people to escape.

You'll also find asbestos sealing plumbing joints, insulating heating pipes, electric motors and emergency generators.

Asbestos. We couldn't live the way we do without it.

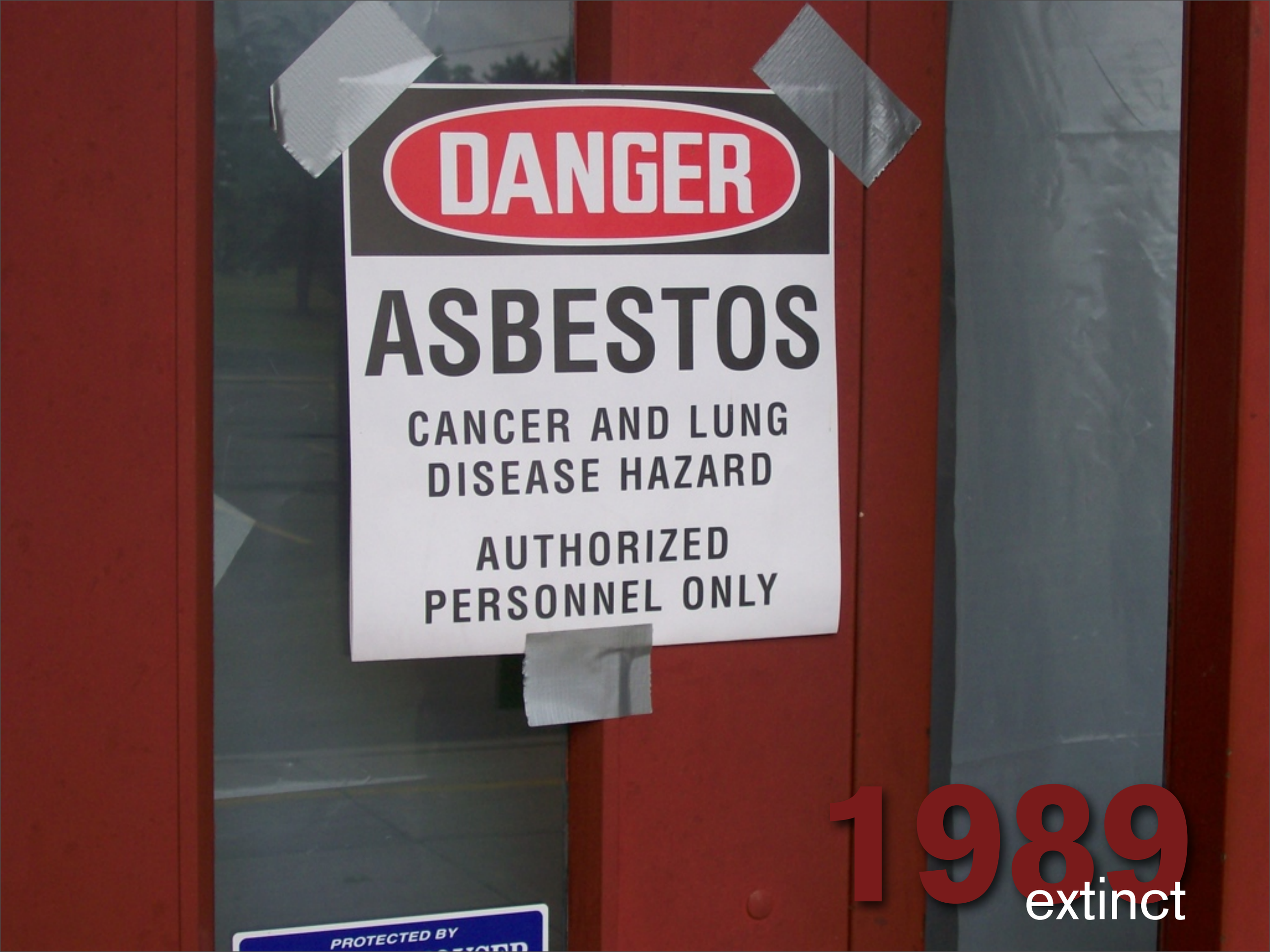
ASBESTOS

When life depends on it, you use asbestos.

Asbestos Corporation Limited,
Sun Life Building,
Montréal, Québec H3B 2X6,
Canada.

Represented by:
Becker & Haag (GmbH & Co.)
P.O. Box 100 548, Spadenteich 1-3
2000 Hamburg 1, Germany **(FOR WEST GERMANY, EAST GERMANY, AUSTRIA AND HUNGARY)**
Other representatives world-wide.

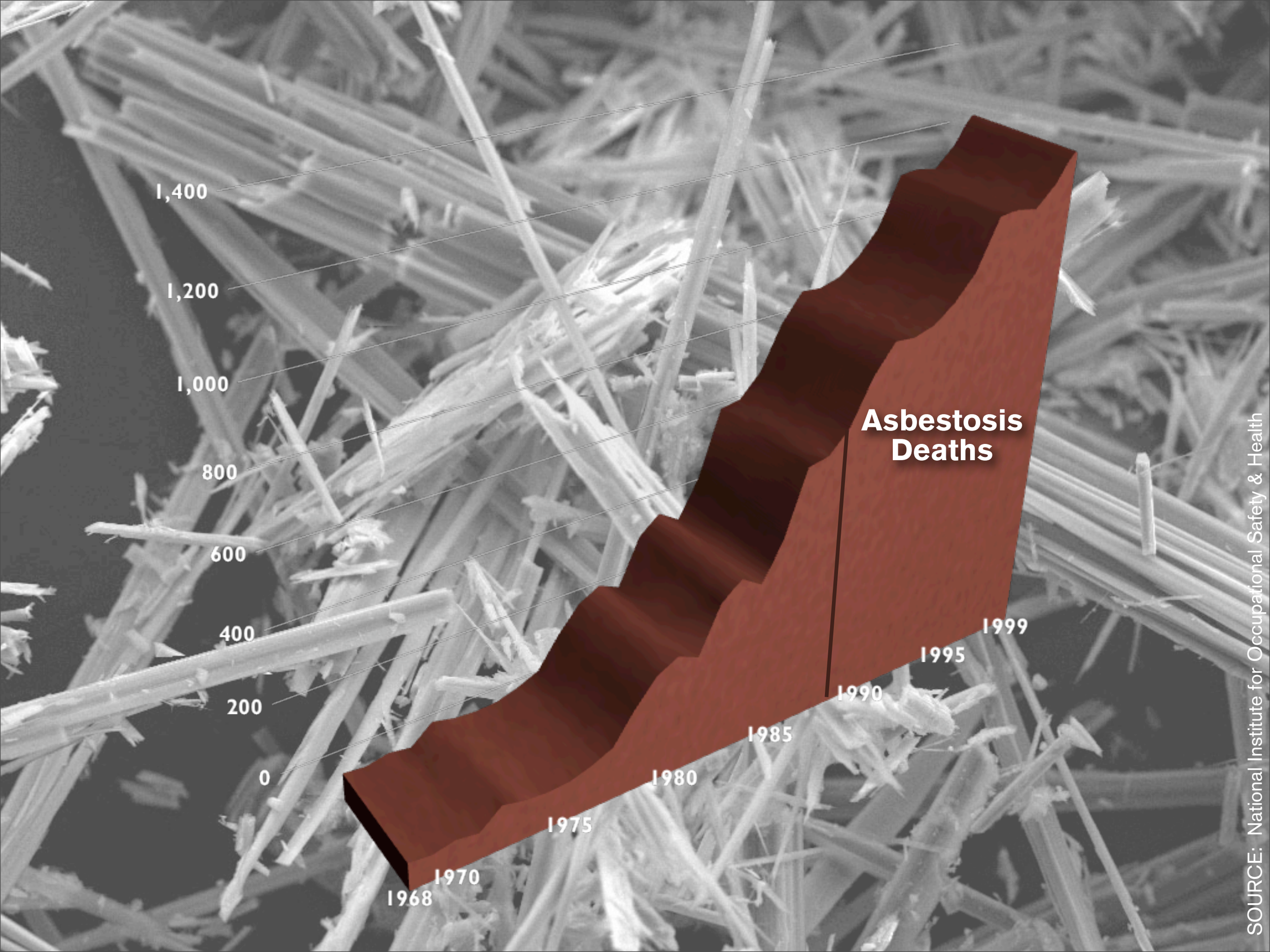
1972


DANGER
ASBESTOS
CANCER AND LUNG
DISEASE HAZARD
AUTHORIZED
PERSONNEL ONLY
PROTECTED BY
1989
extinct

$200,000,000,000

in claims

SOURCE: Resolution Management Corporation



SOURCE: National Institute for Occupational Safety & Health

lead paint
310,000
children
affected annually
1978
extinct
SOURCE: USA Today, 10/29/07

LEVEL PLAYING FIELD

$750,000
saved annually
2008
extinct

2002

extinct

FORMALDEHYDE

10x

more allowed

1 in 10,000 Californians

CANCER FROM

F O R M A L D E H Y D E

SOURCE: California Air Resources Board (CARB)

this is
VINYL
2002?
extinct

volatile organic compounds

2002

extinct

2002?

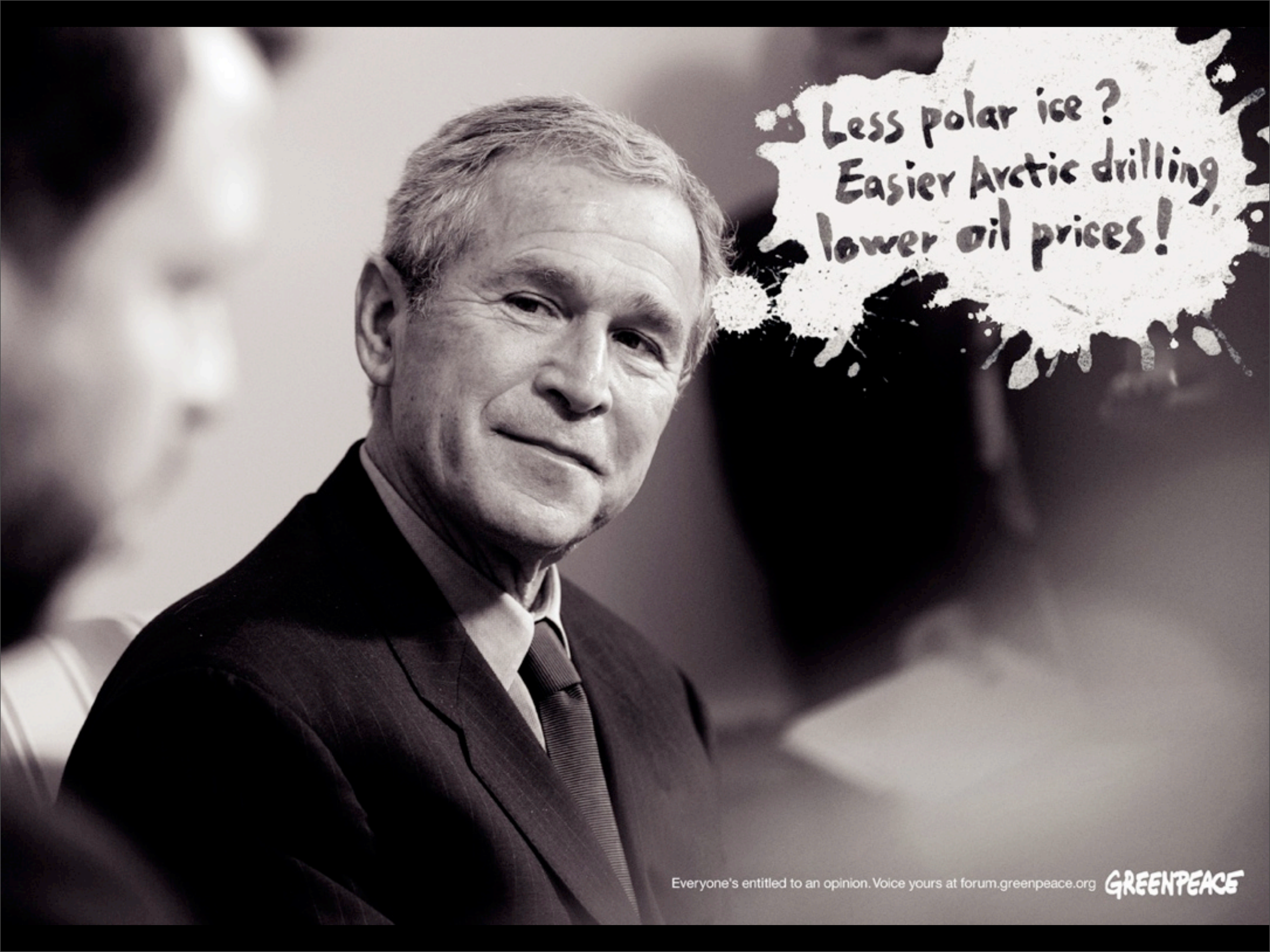
extinct

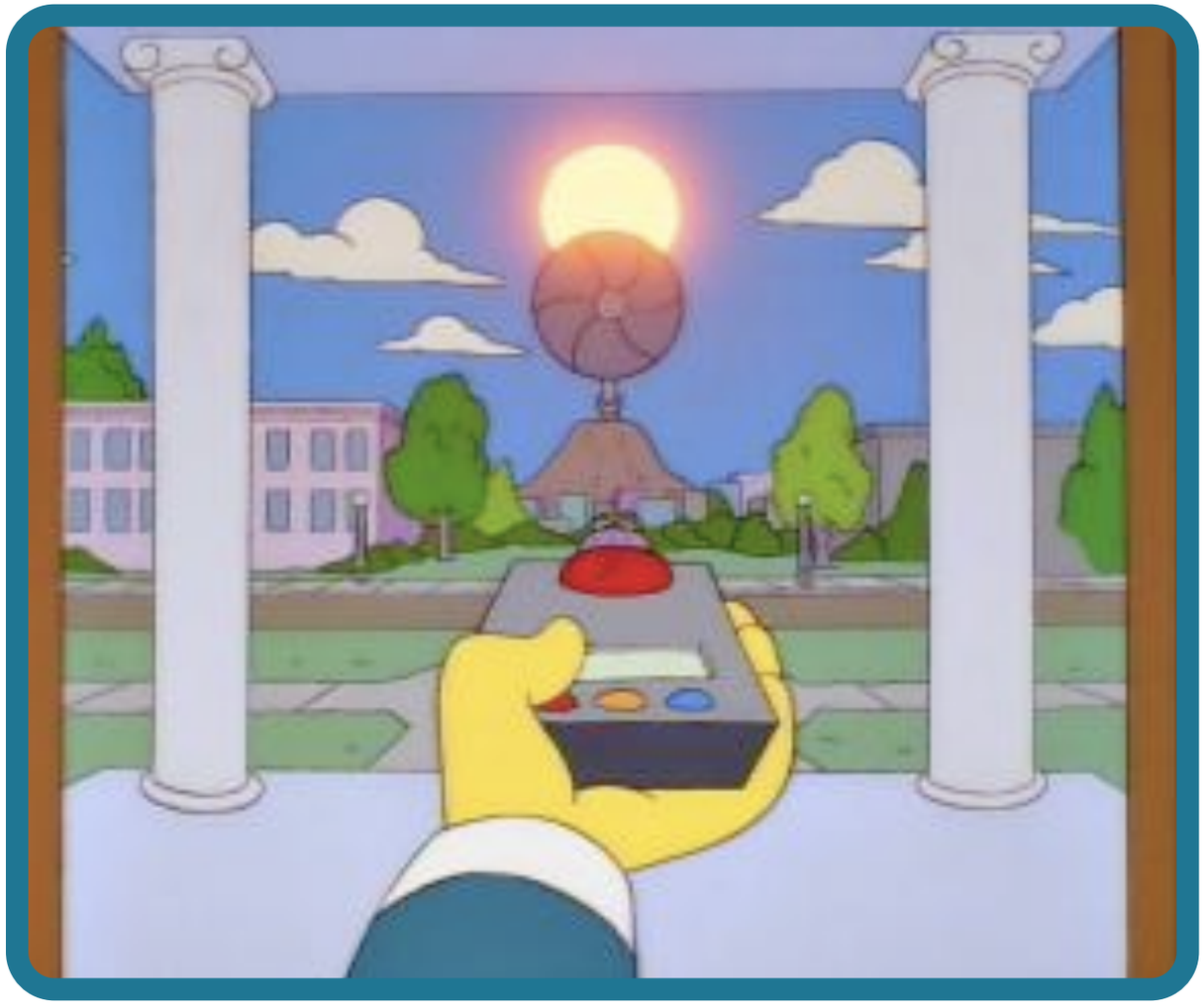
carbon emissions
2030
extinct

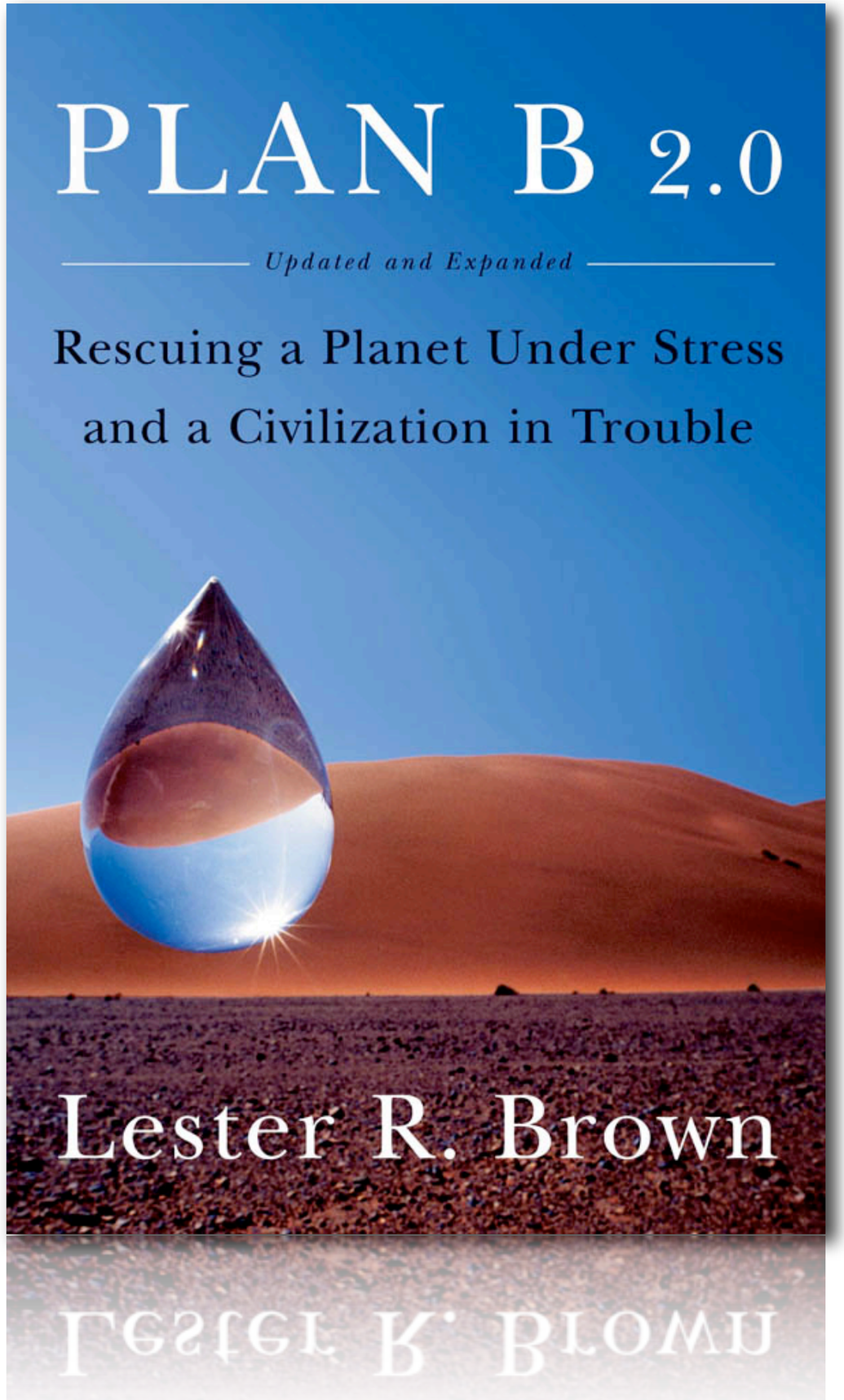
"I'd put my money on
solar energy.

I hope we don't have to wait til
oil & coal
run out before we
TACKLE THAT."

-Thomas Edison
in 1931


Less polar ice?
Easier Arctic drilling,
lower oil prices!
Everyone's entitled to an opinion. Voice yours at forum.greenpeace.org
GREENPEACE





earthpolicy.org

ExxonMobil

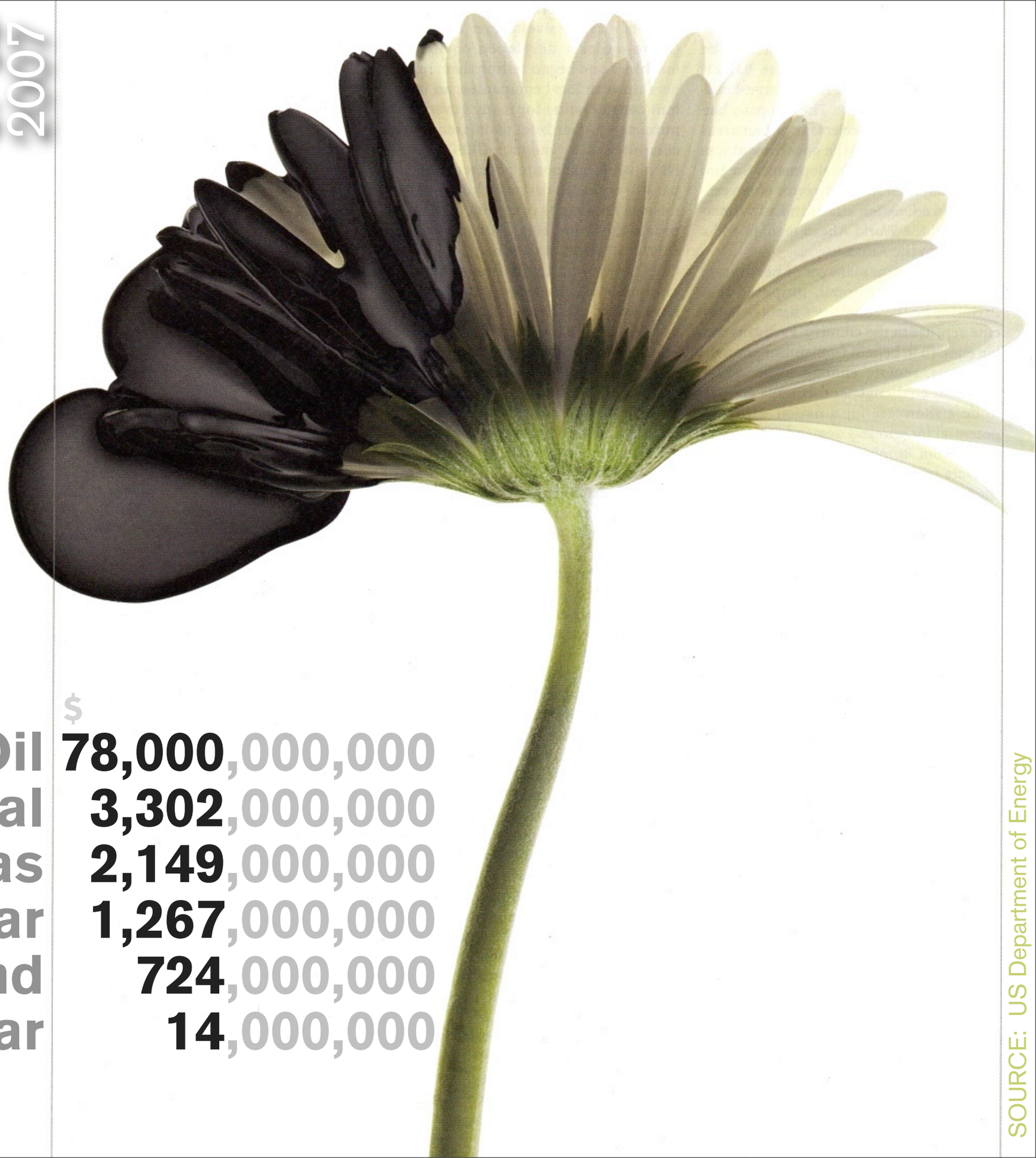
$85,997 per minute

$45,200,000,000 profit in 2008

SOURCE: Fox News, MSNBC

ExxonMobil
fine for Valdez disaster in 1989:
$125,000,000
24 hours of profit
to dispel climate change in 2007:
$15,800,000
3 hours of profit
24 March 1989
being the most evil corporation:
priceless

Government Subsidies 2007



	$
Oil	78,000,000,000
Coal	3,302,000,000
Natural Gas	2,149,000,000
Nuclear	1,267,000,000
Wind	724,000,000
Solar	14,000,000

SOURCE: US Department of Energy

The Economist

AUGUST 27TH–SEPTEMBER 2ND 2005

Iraq, the war and the constitution
PAGES 22-24

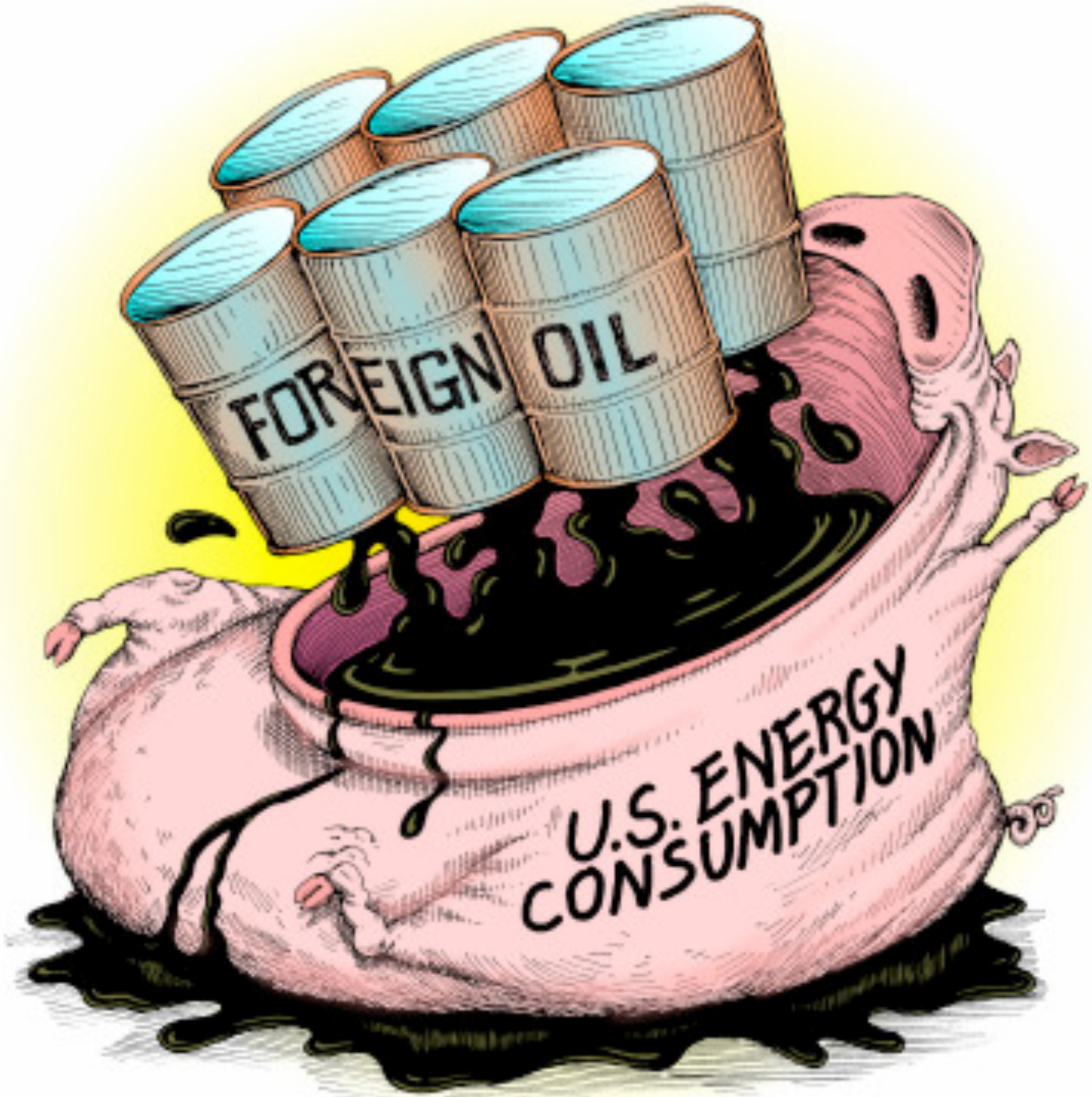
America's unhappy borders
PAGES 13 AND 31

Brother Roger, Taizé's melodic monk
OBITUARY, PAGE 70

Yum! Brands' finger lickin' growth
PAGES 60-62

The oiloholics

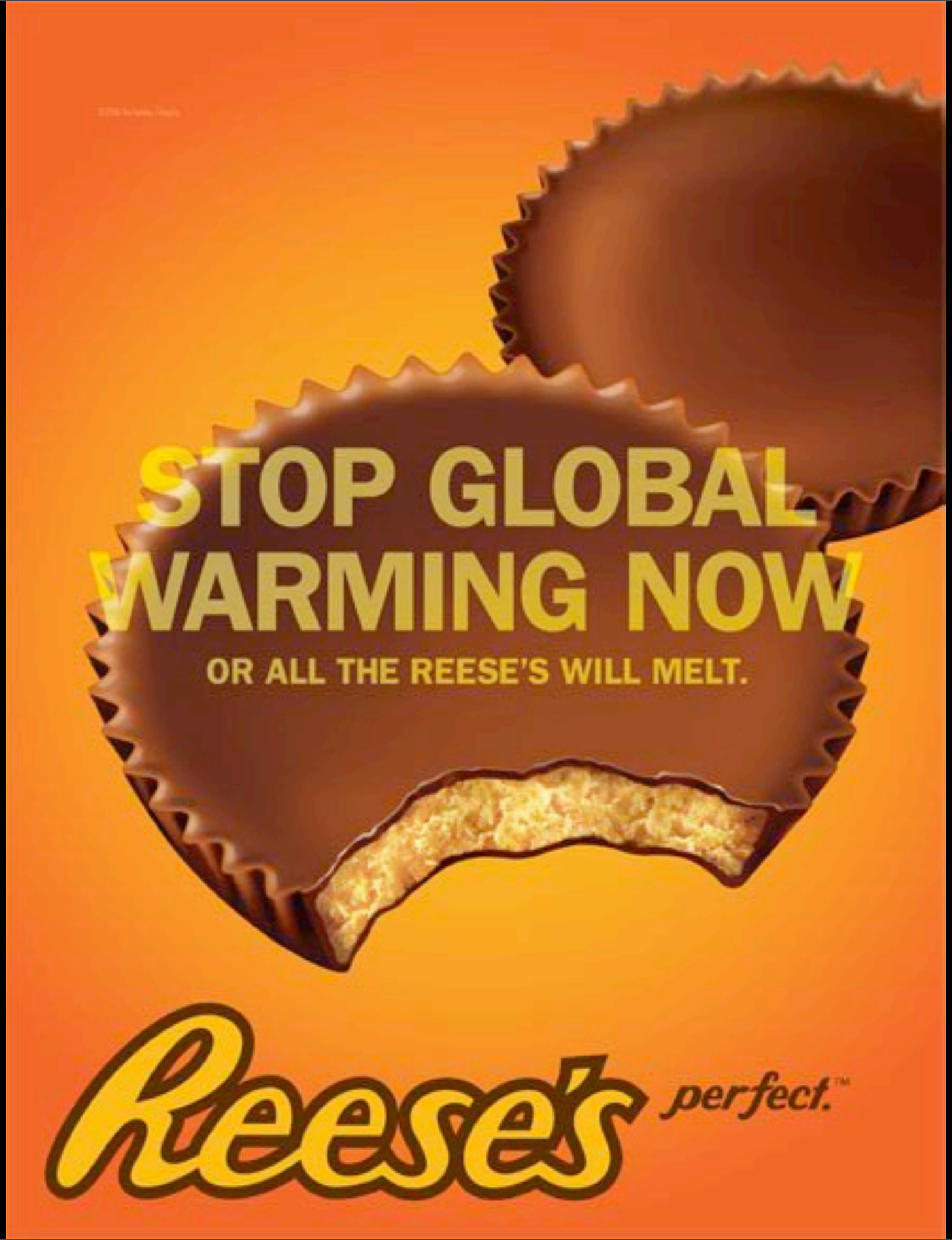
US$4.95 • C$6.95


FOREIGN OIL
U.S. ENERGY CONSUMPTION

NASA
PHOENIX
I HOPE THEY'RE NOT LOOKING FOR OIL
Int'l Herald Tribune

climate
is changing

YOU CAN HELP.
STOP
GLOBAL WARMING
WWF
Animals around the world are losing their habitats due to climate change. By choosing a hybrid or fuel efficient car, you can help prevent this. Take action right now. WWW.WWF.FI


STOP GLOBAL WARMING NOW
OR ALL THE REESE'S WILL MELT.
Reese's perfect.™

“Drill, baby, drill!”

THOMAS L.
FRIEDMAN

Hot, Flat, and Crowded

WHY WE NEED A GREEN REVOLUTION—
AND HOW IT CAN RENEW AMERICA

“Invent, baby, invent!”

1. Seek energy independence.
2. Generate 20% of our electricity from wind in 10 years.
3. Use natural gas as a bridge to renewable domestic energy technologies.

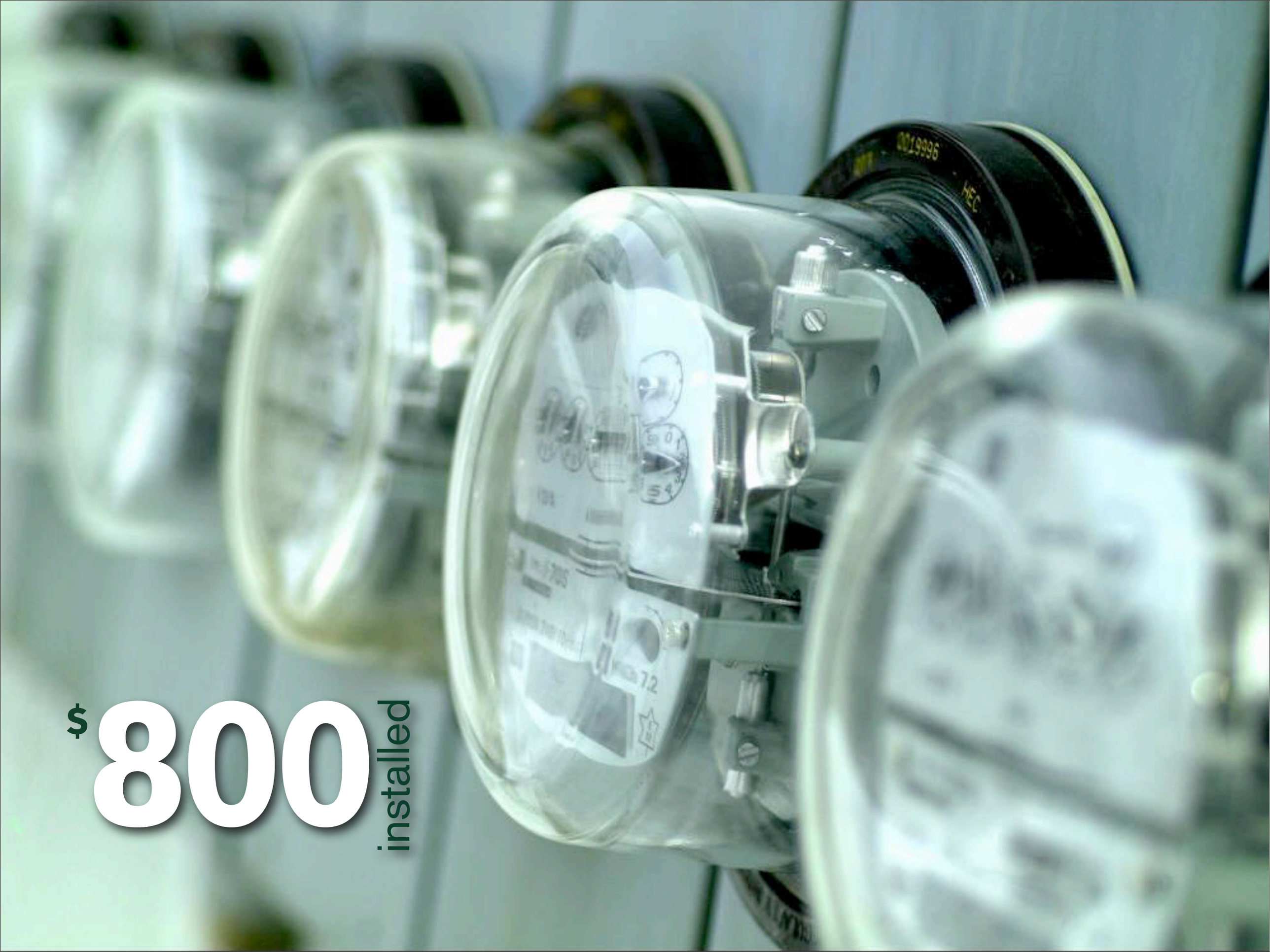
pickensplan.com

$10,000,000,000,000
invested
35x

Duke Energy®

3rd largest provider of solar

SOURCE: New York Times Magazine, June 22, 2008

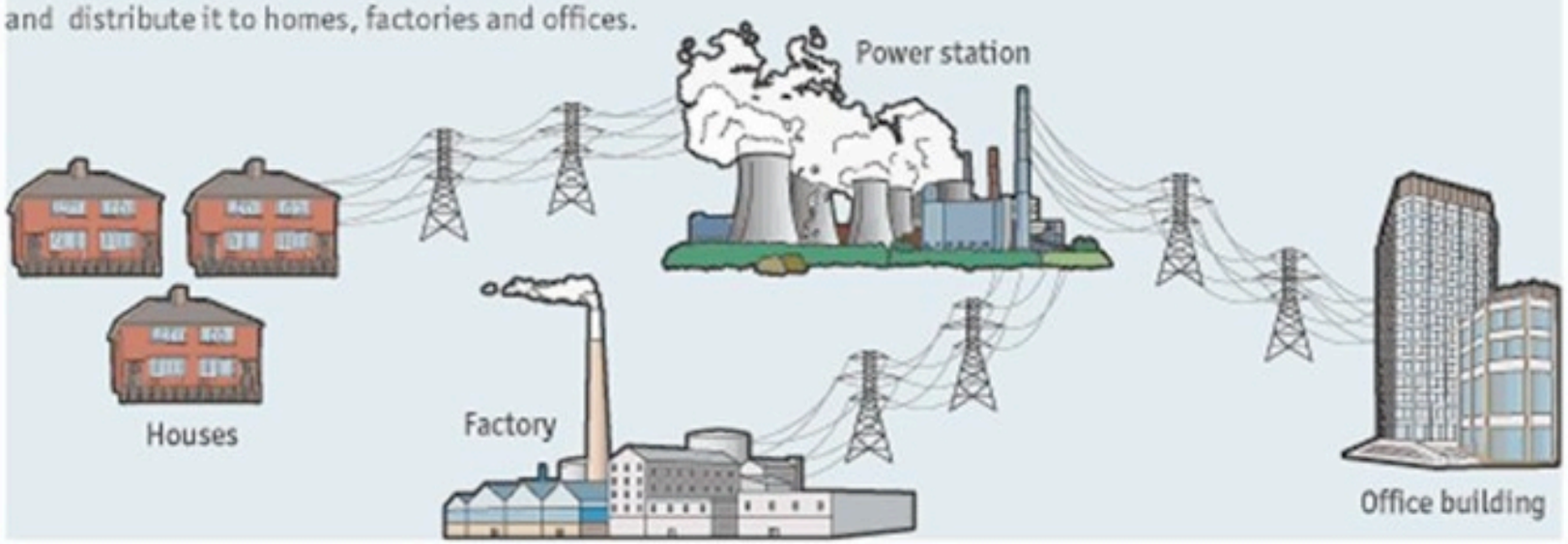


$800 installed

The shape of grids to come?

Conventional electrical grid

Centralised power stations generate electricity and distribute it to homes, factories and offices.

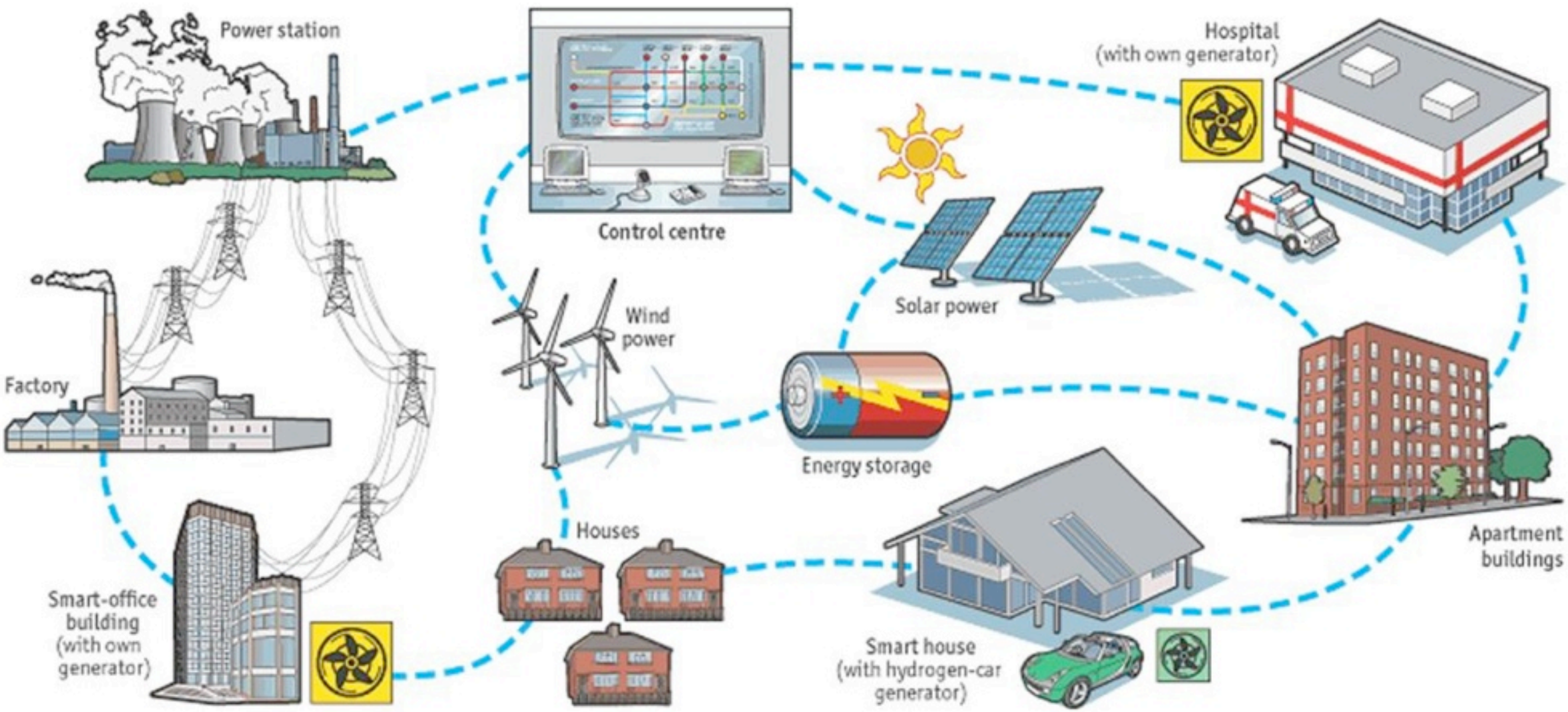


Energy internet

Many small generating facilities, including those based on alternative energy sources such as wind and solar power, are orchestrated using real-time monitoring and control systems.

Offices or hospitals generate their own power and sell the excess back to the grid. Hydrogen-powered cars can act as generators when not in use. Energy-storage technologies smooth out fluctuations in supply from wind and solar power.

Distributing power generation in this way reduces transmission losses, operating costs and the environmental impact of overhead power lines.



SOURCE: The Economist

CALIFORNIA
(Lake Mead)
SOURCE: US Department of Energy

ALL U.S. ELECTRICITY

$674,000,000,000 solar on every household once

$700,000,000,000 annual cost of foreign oil per year

SOURCE: US Department of Energy

people per square mile

5¢ KILOWATT

Doctors are Scarce

One out of three has gone to war

Be Prepared

for minor injury
for minor illness

LEARN First Aid & Home Nursing

CD

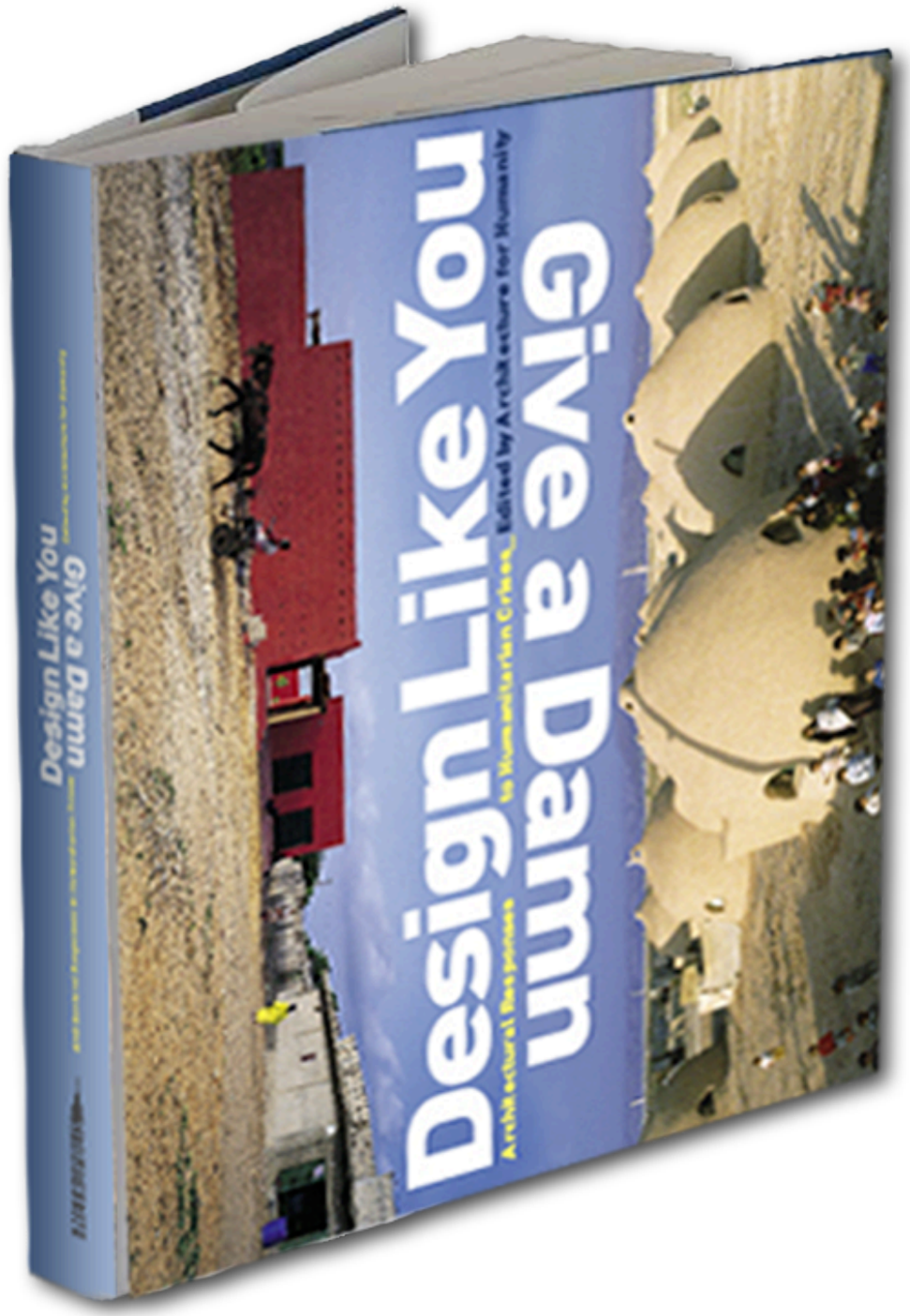
INVENT for VICTORY
ALL AMERICANS WHO HAVE AN INVENTION OR AN IDEA WHICH MIGHT BE USEFUL TO THEIR COUNTRY ARE URGED TO SEND IT IMMEDIATELY TO
NATIONAL INVENTORS COUNCIL
DEPARTMENT OF COMMERCE-WASHINGTON, D.C.

"you must be the
CHANGE
you wish to see in the
WORLD..."
-Mahatma Gandhi

VITAL ORGANIZATIONS

archiventure

urbanrevision.com



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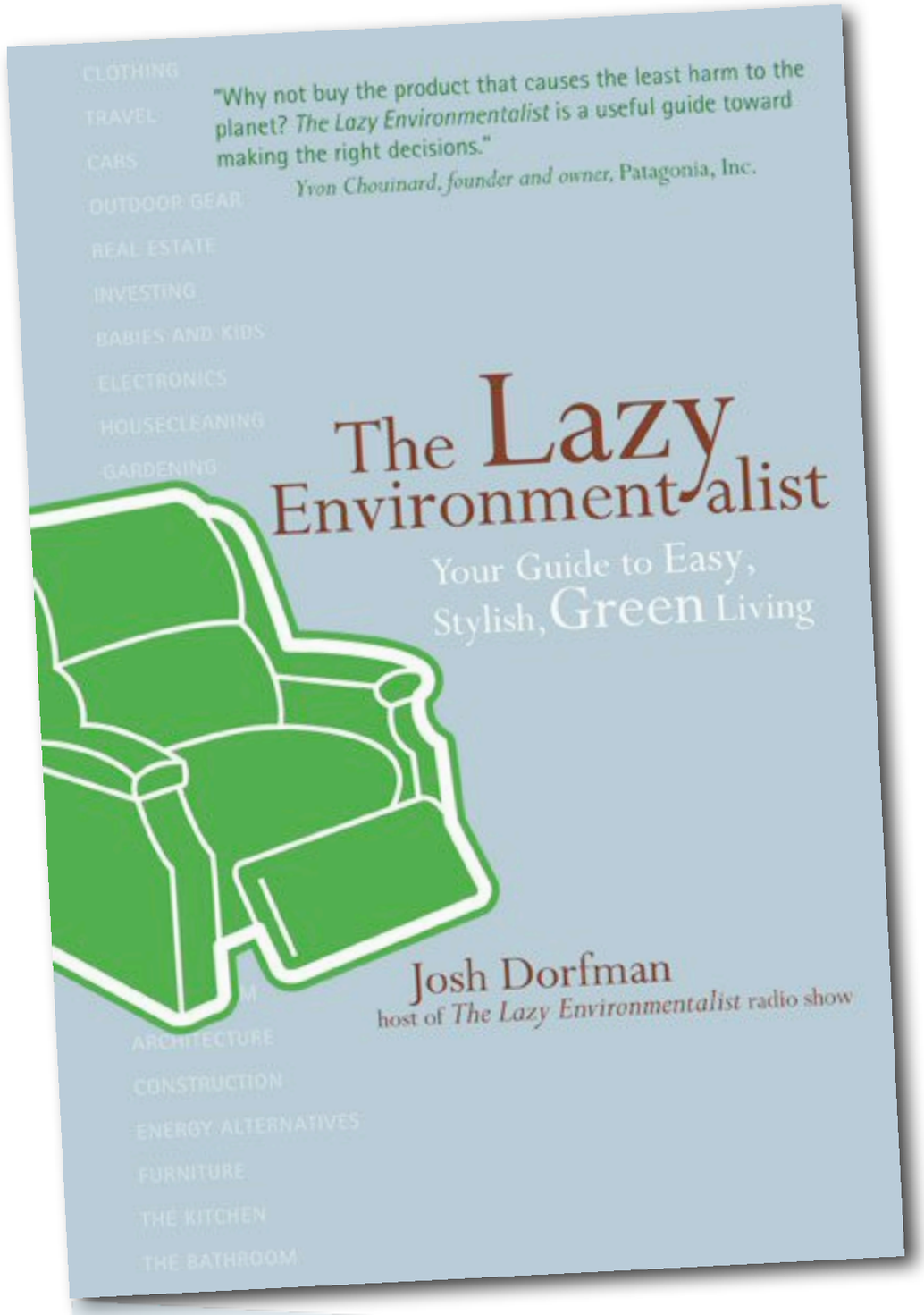

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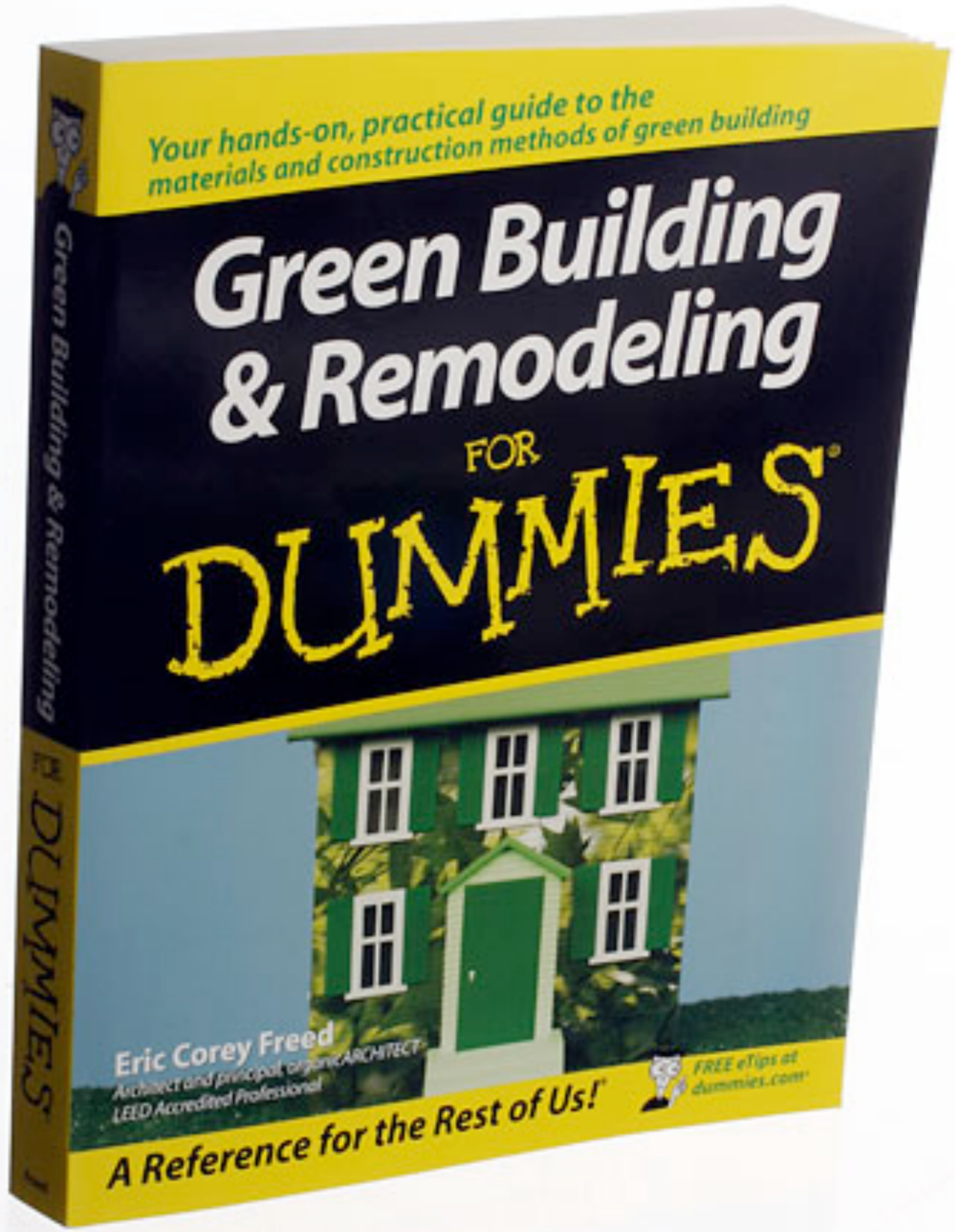


greenbuildingfordummies.com

what's next: 5 action steps

1

take action.
do something.
think big.

2

tell others. share your enthusiasm.

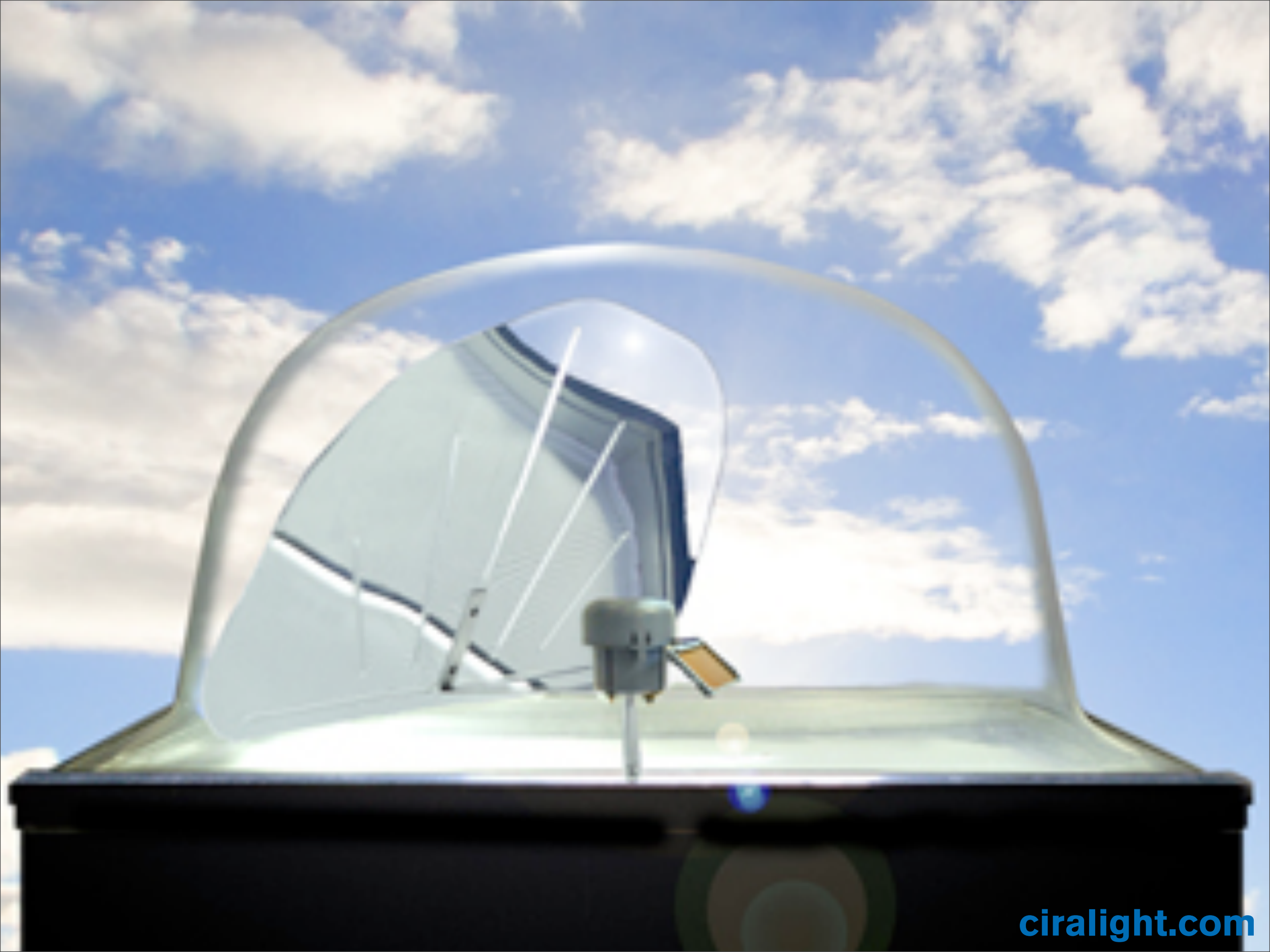
3 fill the materials library with green materials.

4 make a list of things you will not compromise.

5

become champion of one issue. innovate.

NEW MATERIALS

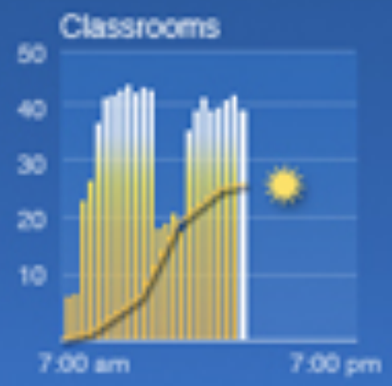

ciralight.com

Electricity

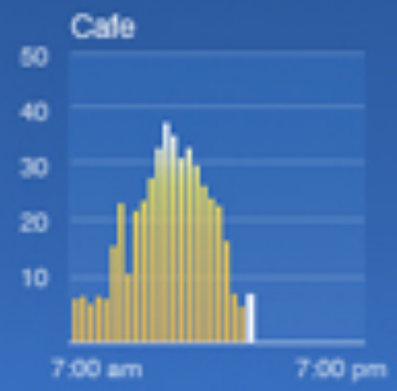
Measured in Kilowatts per hour
The kilowatt (symbol: kW), is equal to one thousand watts.

Did you know?
Most electronic devices continue to draw electricity even when turned off or left in "standby" mode. In fact, according to ENERGY STAR, the amount of electricity used nationally by idle equipment is roughly equal to the output of 17 power plants.

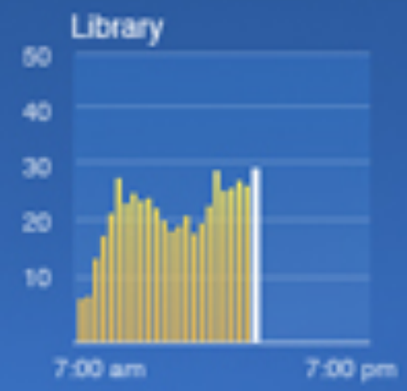
38 kw



8 kw

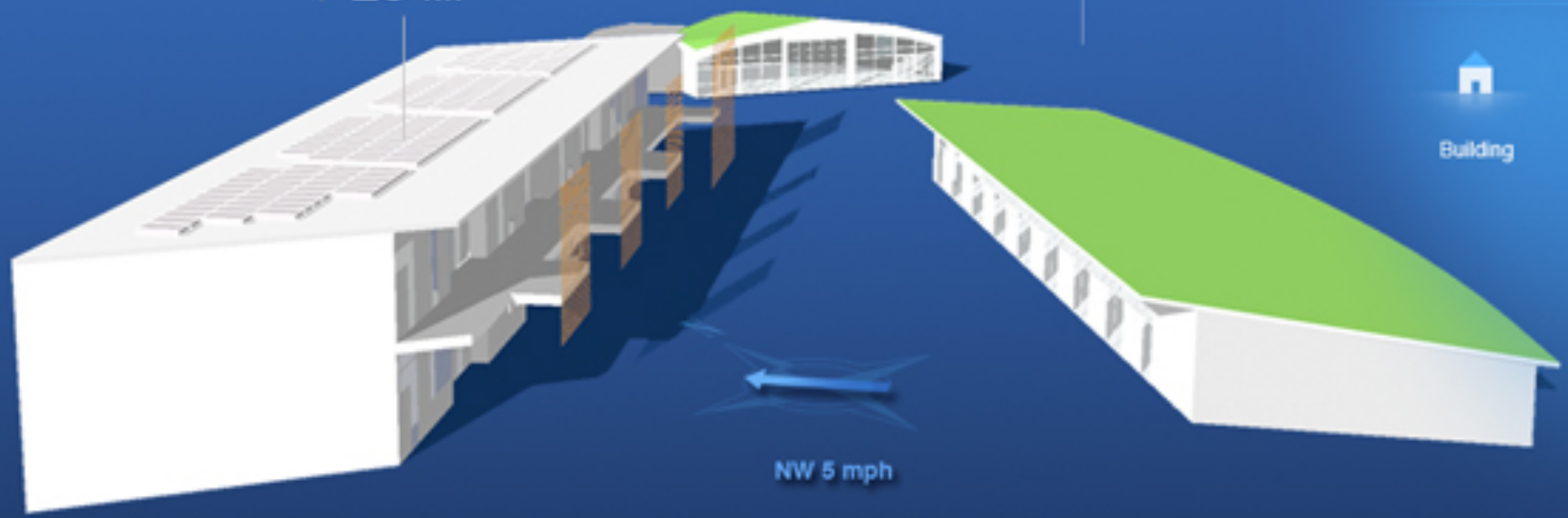


27 kw



3:00 pm

25 kw



Roof

Building

51°

58%

1 inches

7:00 am 7:00 pm 7:00 am

3:00 pm

agilewaves.com

cbf11.com

orangepiel.com

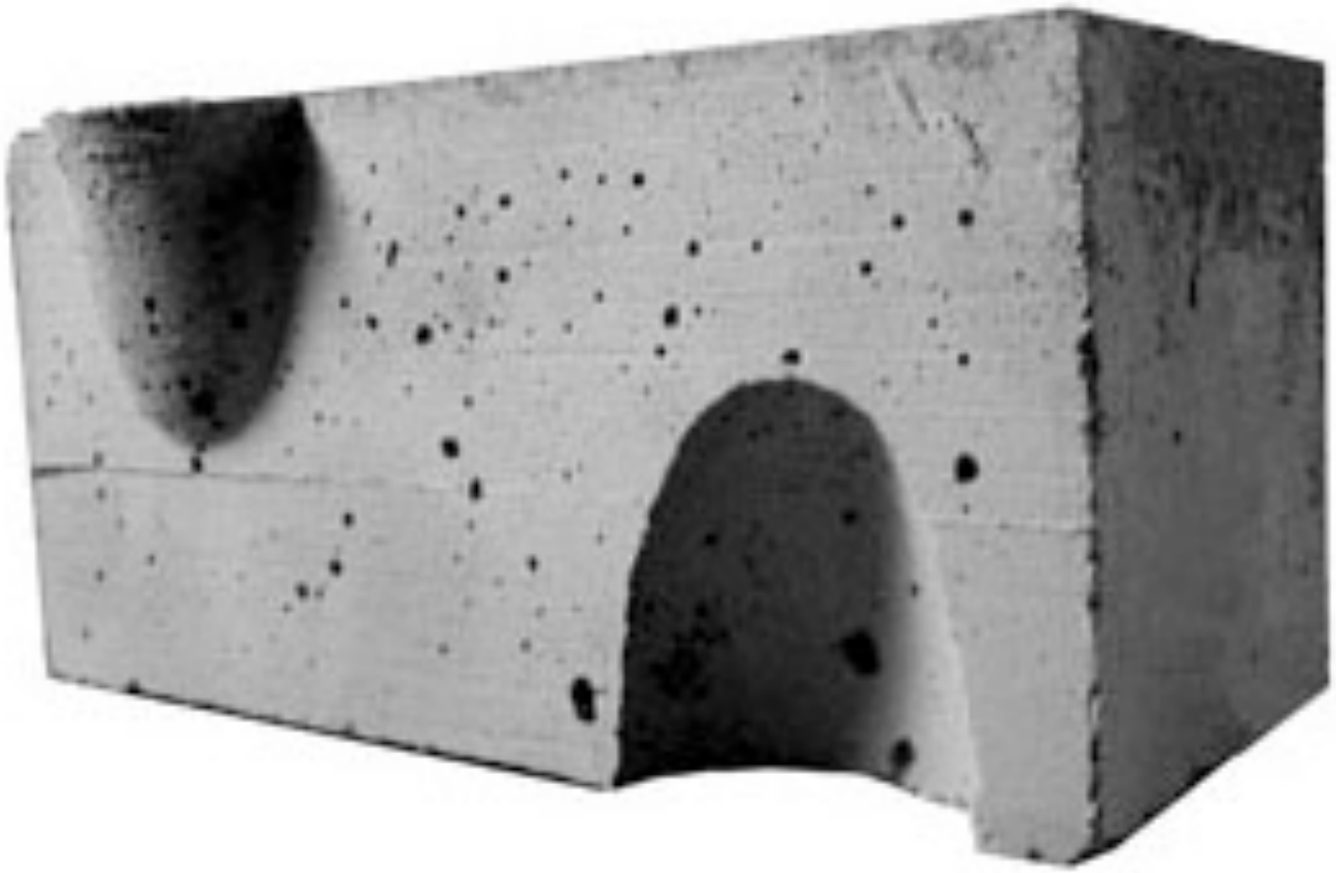
plyboo.com

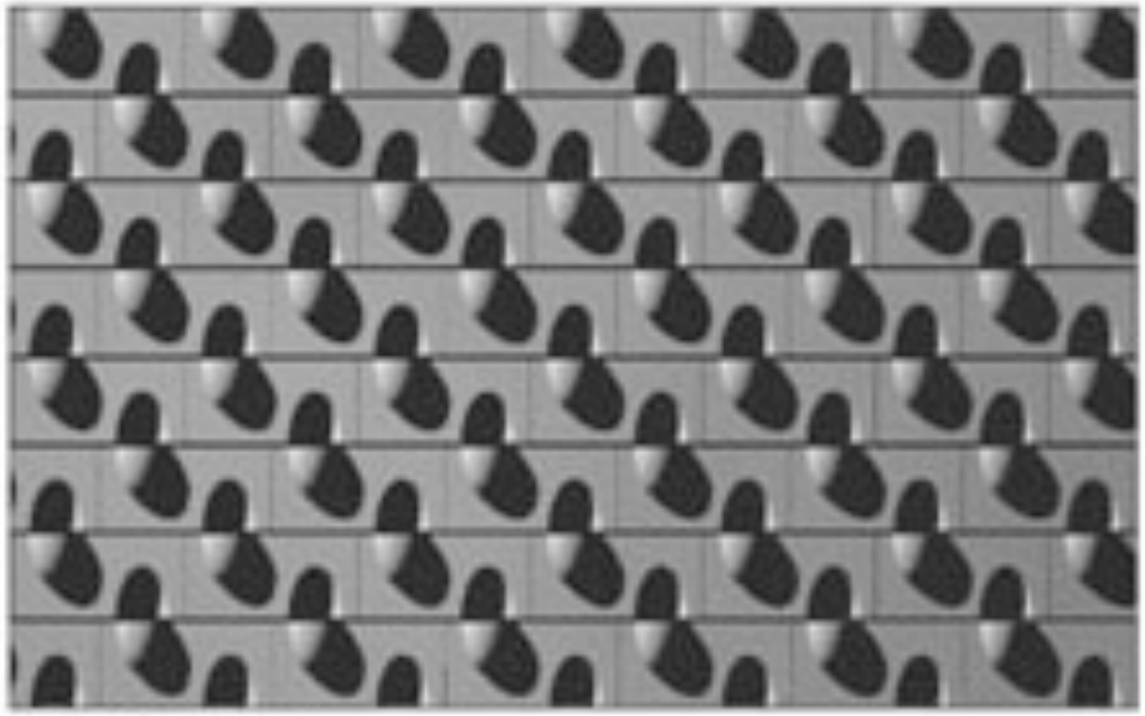
stonefruitfloors.com

eyeleds.com

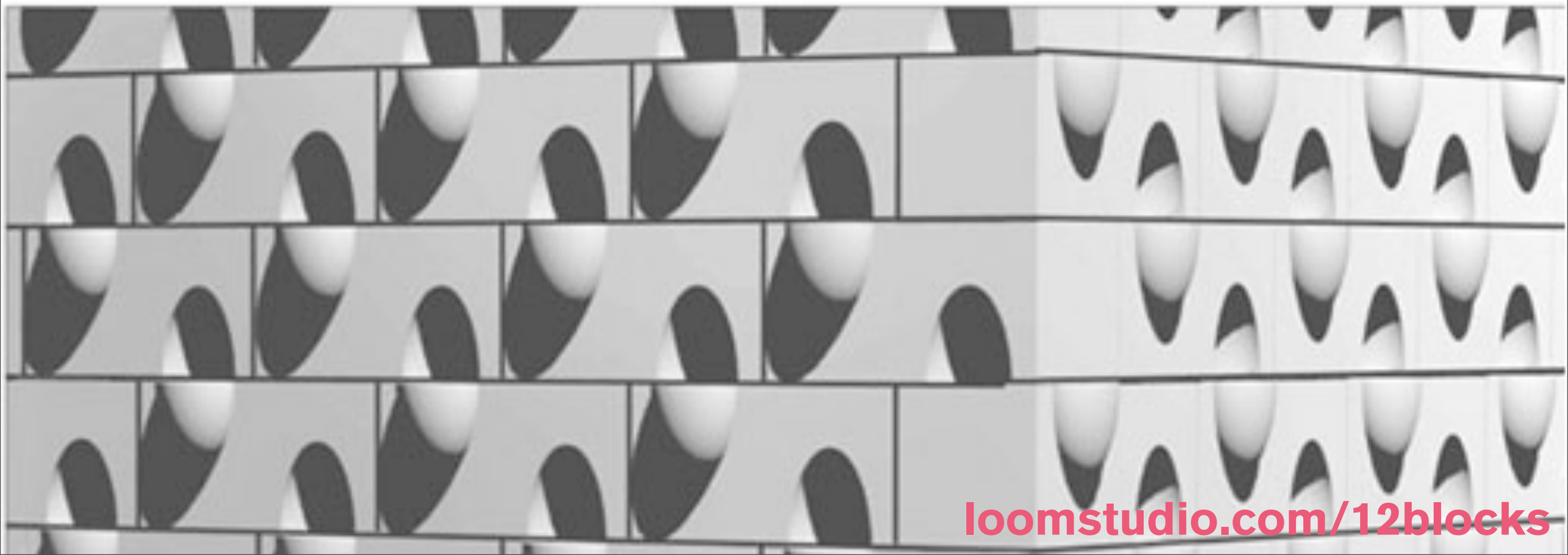
Toy bin & Bookshelf
4 months - 4 years
Chair & Table
4 - 8 years
for a second baby
Bassinet
Birth - 3 months
yiahn.com

branchhome.com





light and shadow



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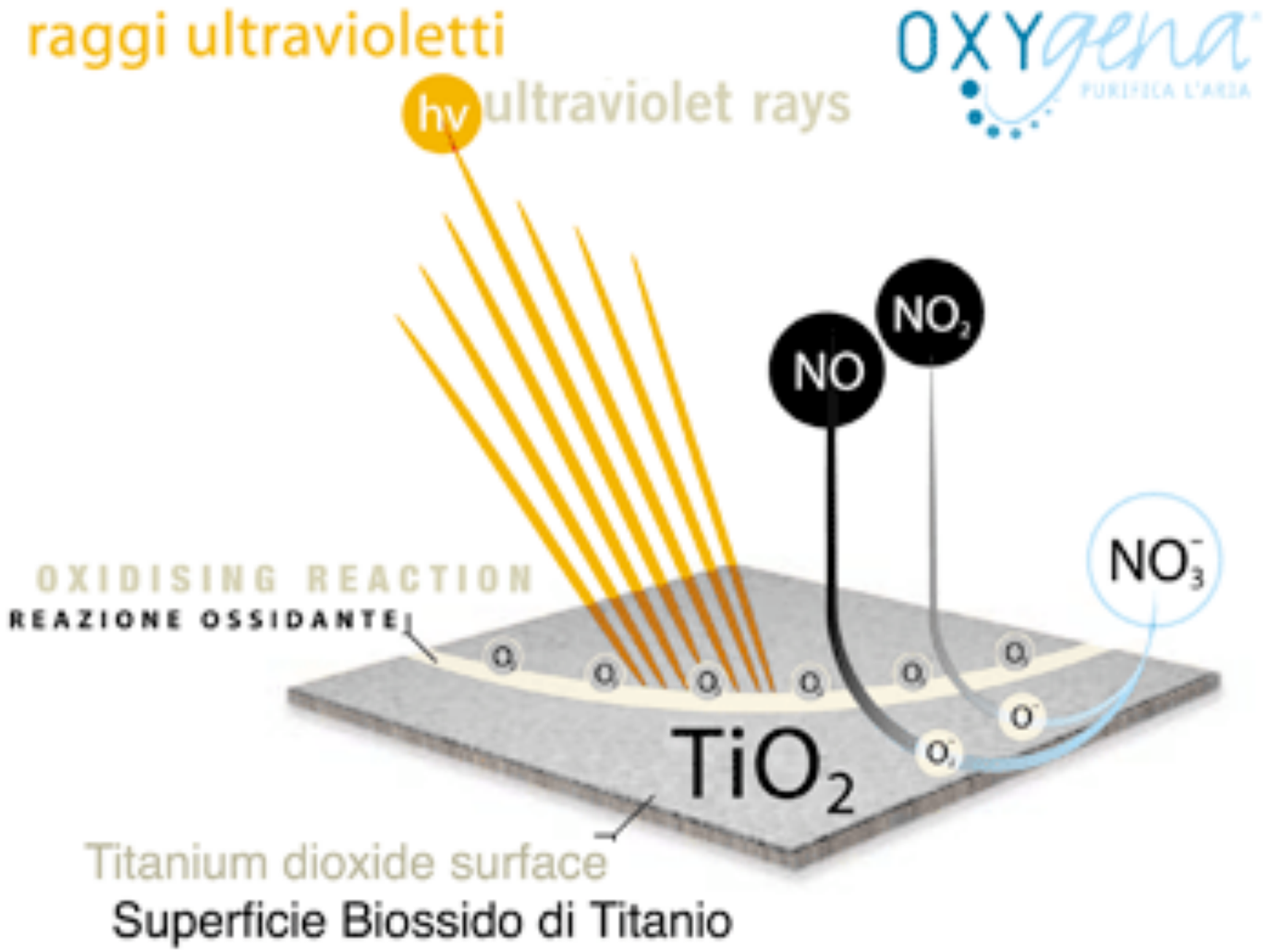
raggi ultravioletti
hv ultraviolet rays
OXYgena
PURIFICA L'ARIA
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NO_2
NO_3^-
OXIDISING REACTION
REAZIONE OSSIDANTE
TiO_2
Titanium dioxide surface
Superficie Biossido di Titanio

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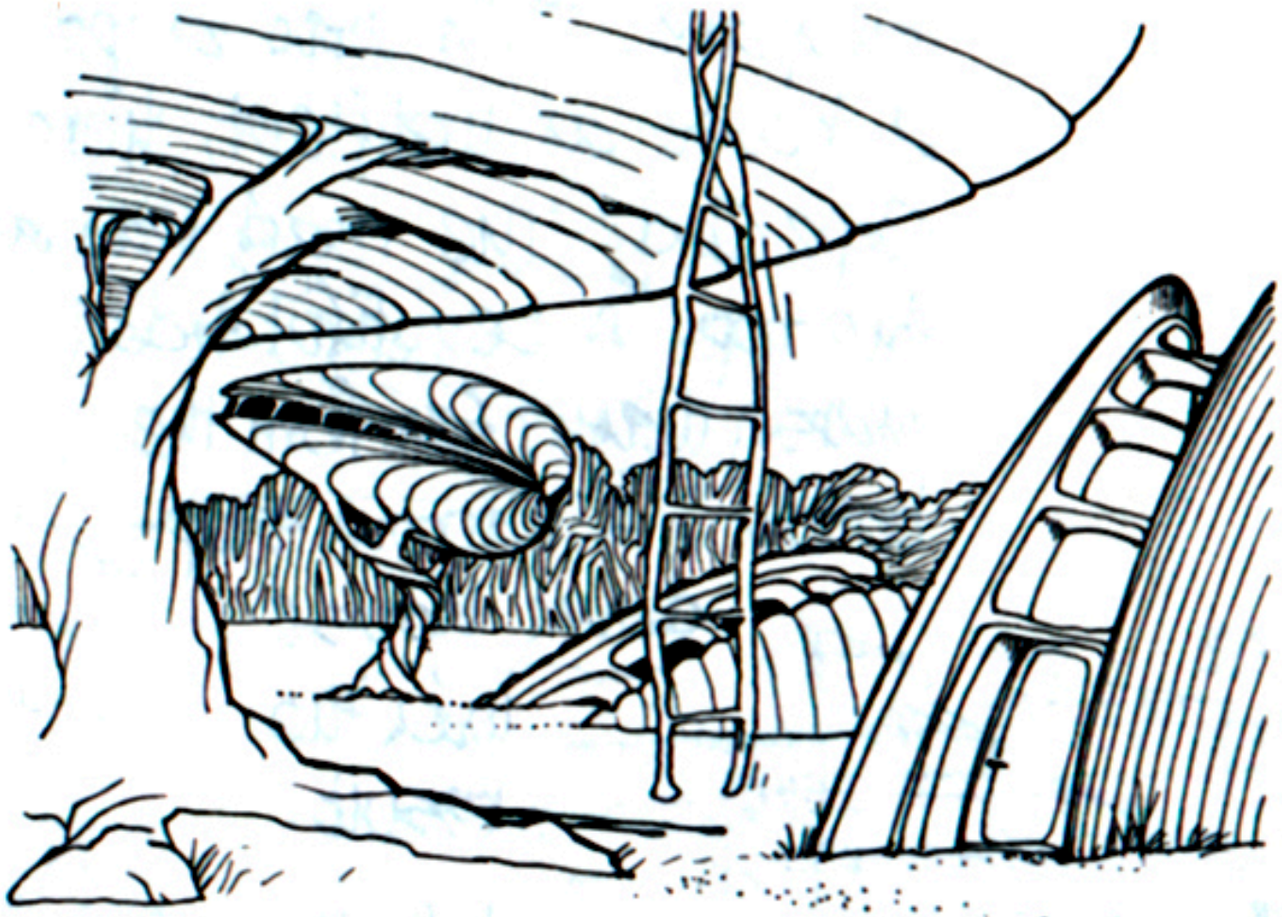

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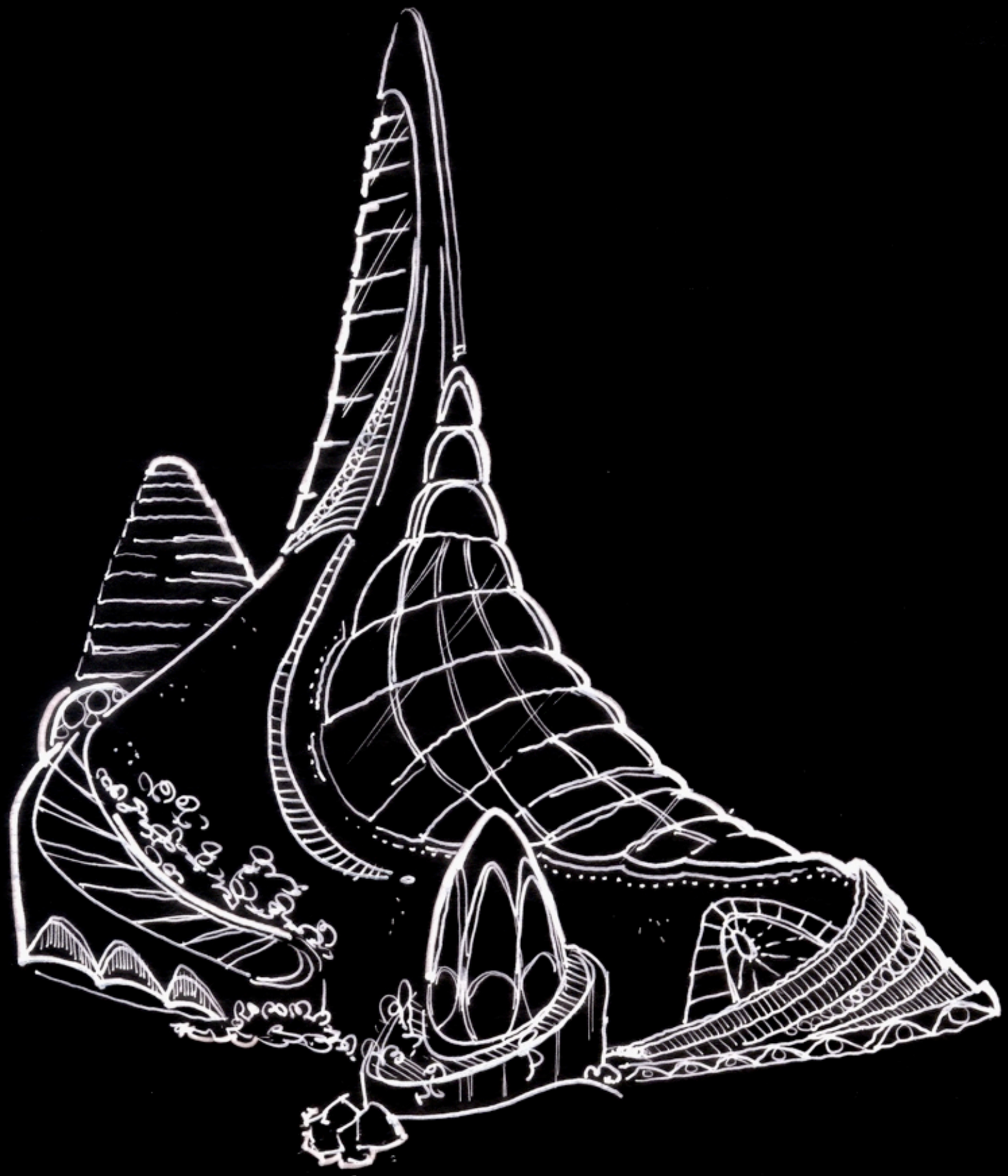
rogerdean.com



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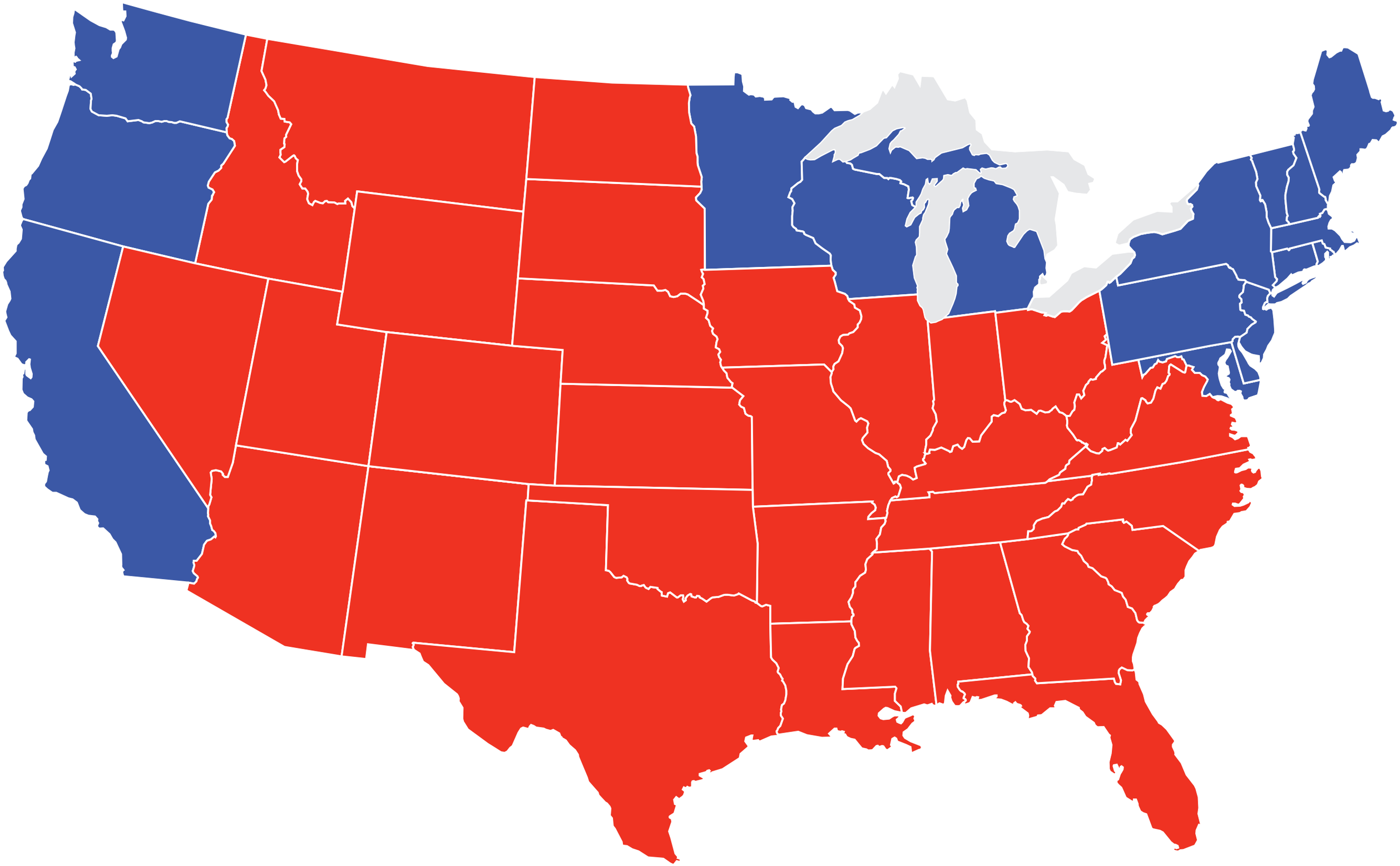
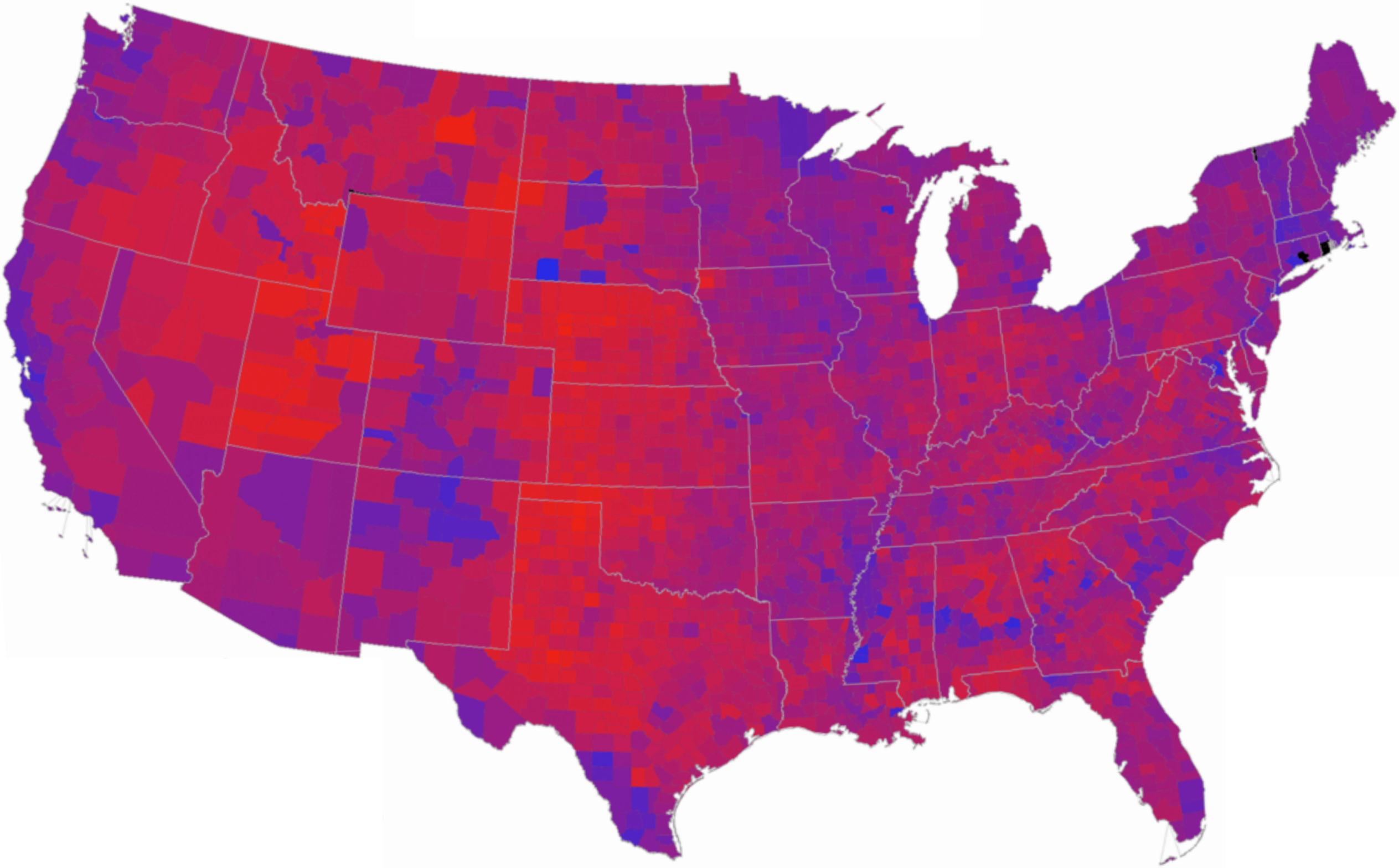
QUESTIONS ?

organic**architect**

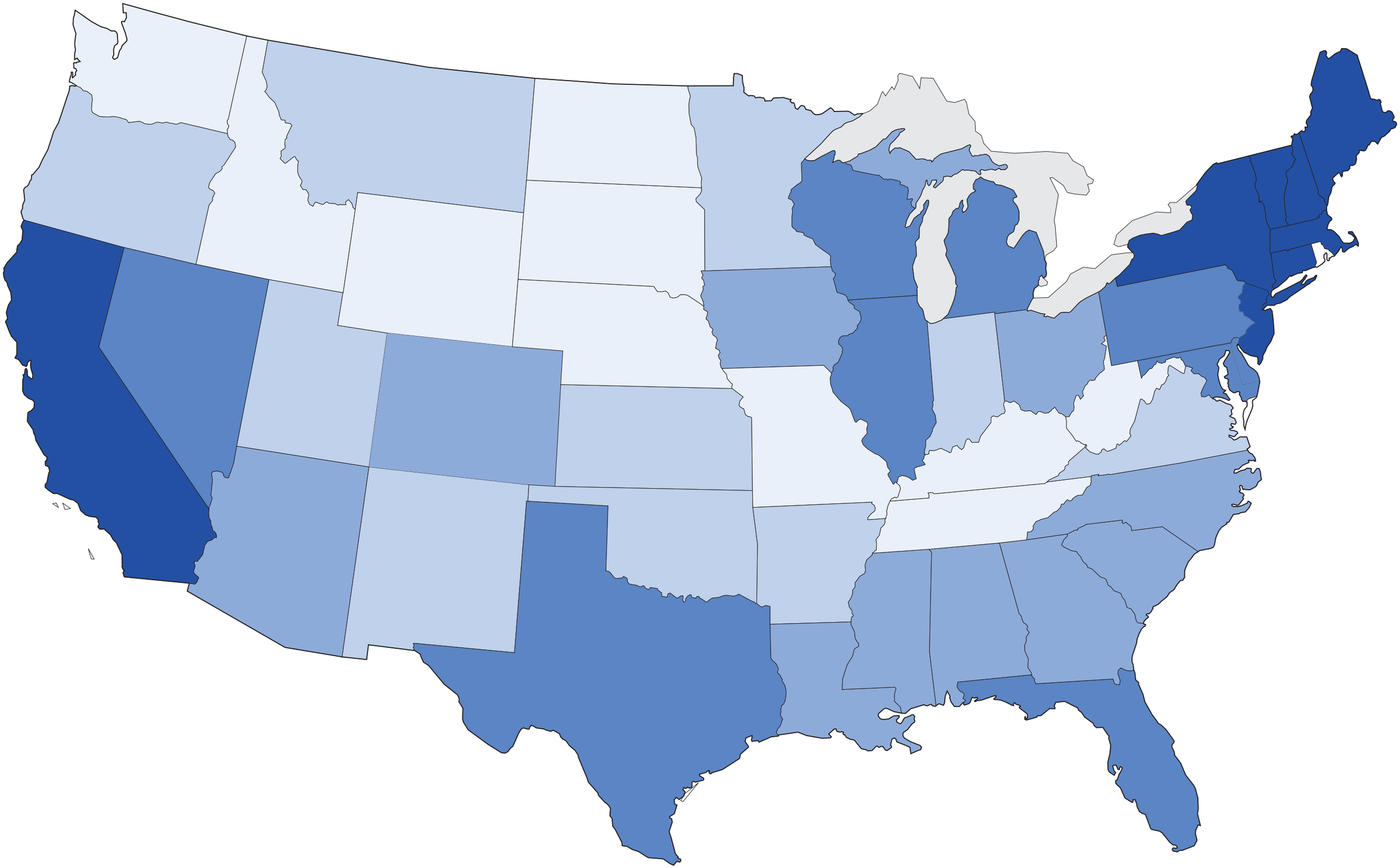
2004 ELECTION RESULTS



2004 ELECTION RESULTS



COST OF ELECTRICITY



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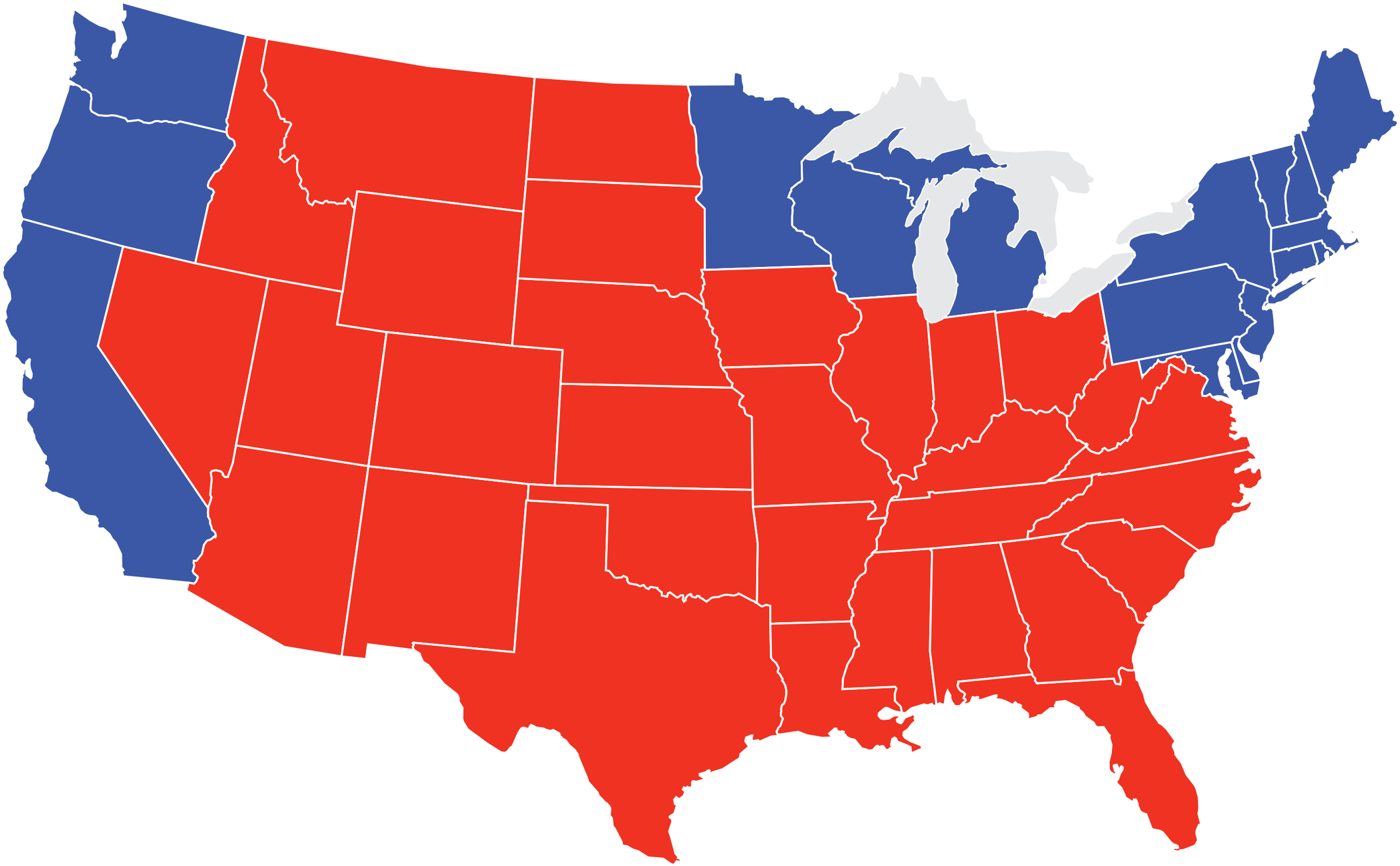
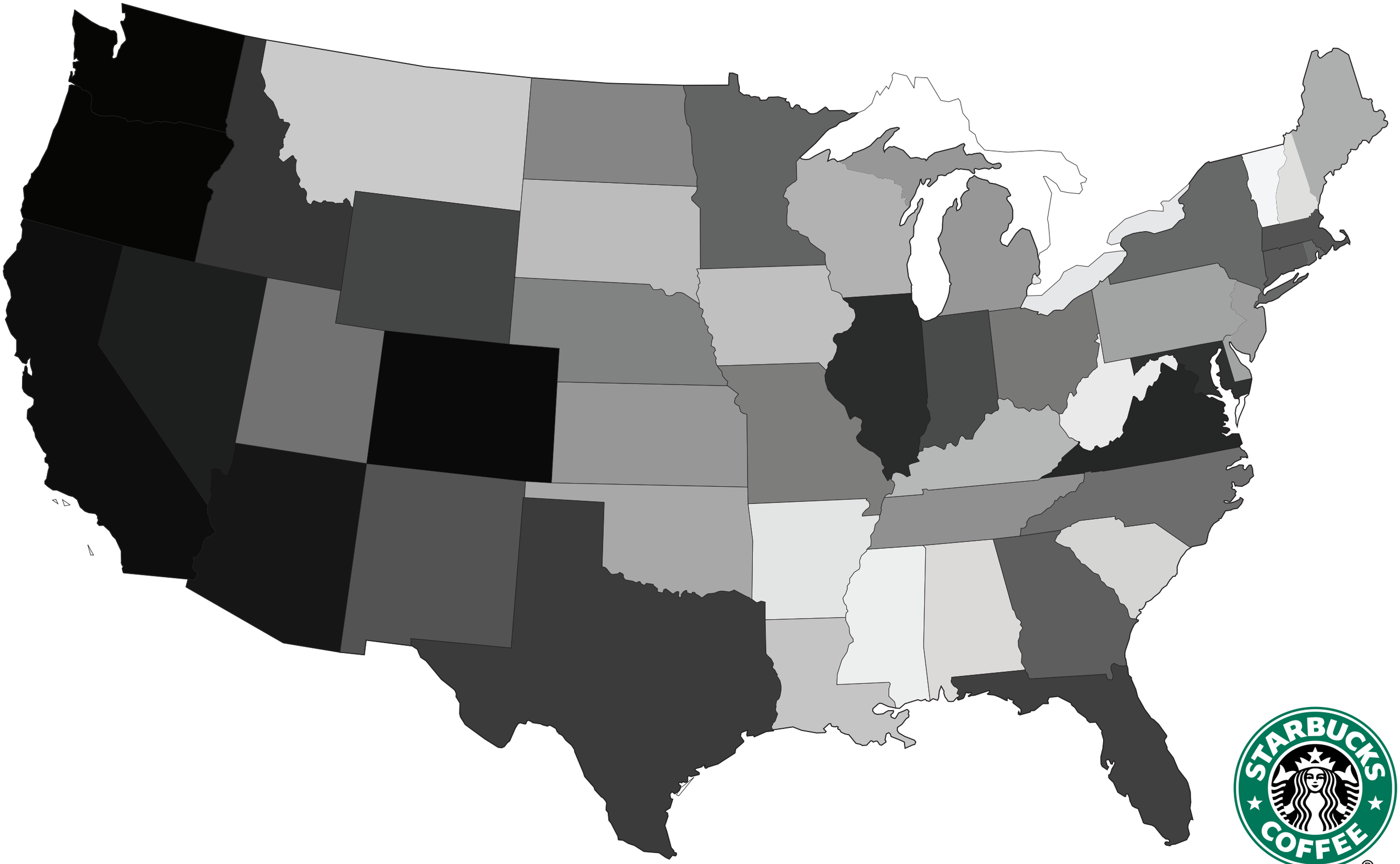
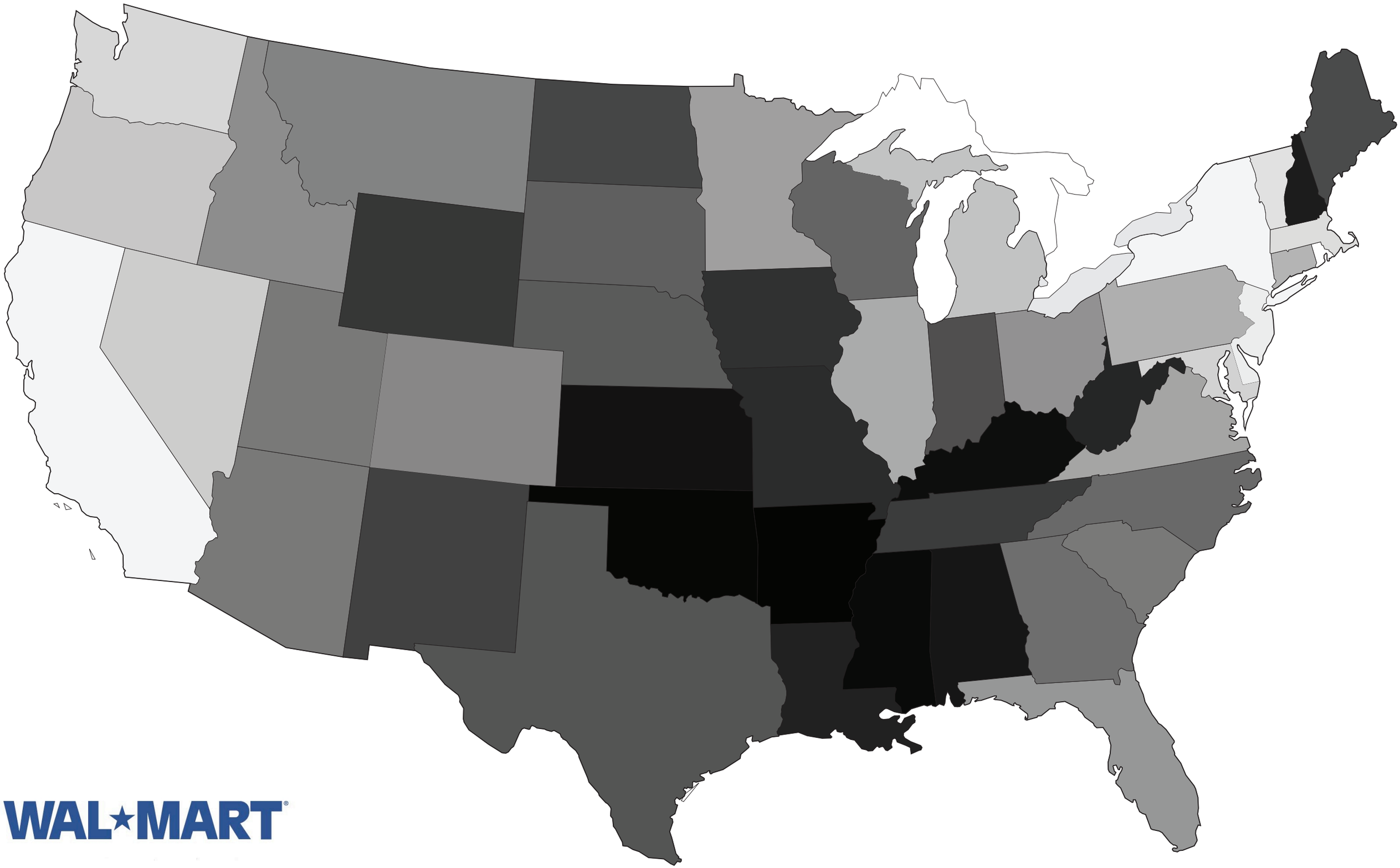


STARBUCKS PER CAPITA



WALMARTS PER CAPITA



WAL★MART

1962

WALMART GROWTH

WAL★MART