

ERIC COREY FREED

Founding Principal, organicarchitect

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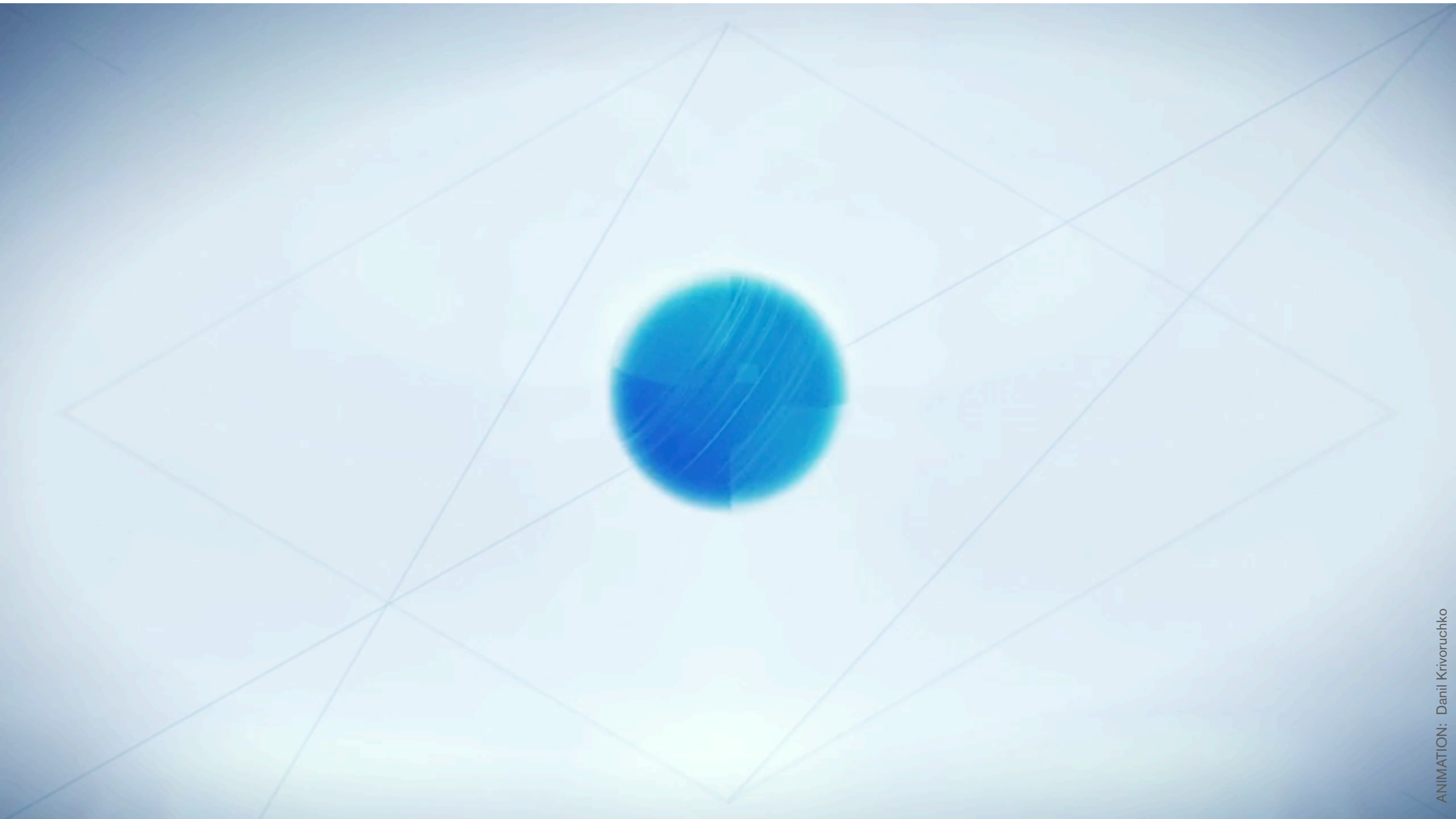
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organicarchitect

Honorary Fellow, Institute of Green Professionals
LEED Accredited Professional





Best Green Architect
2005



ACADEMY *of* ART
UNIVERSITY



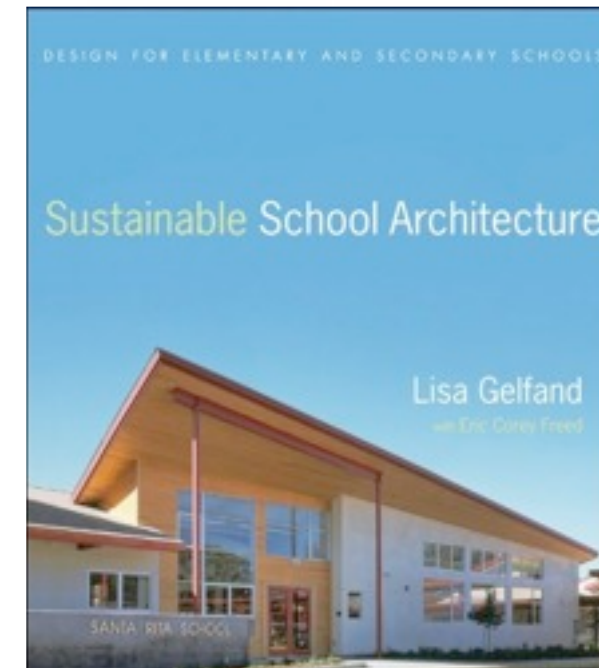
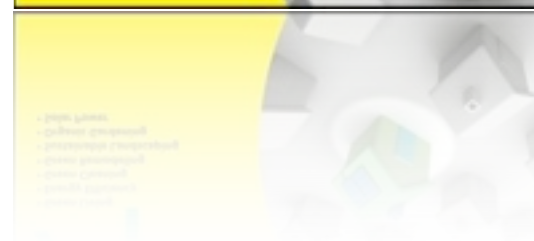
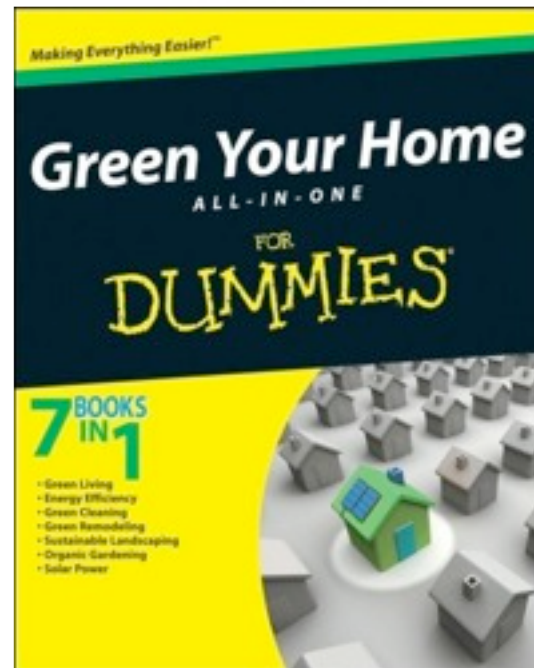
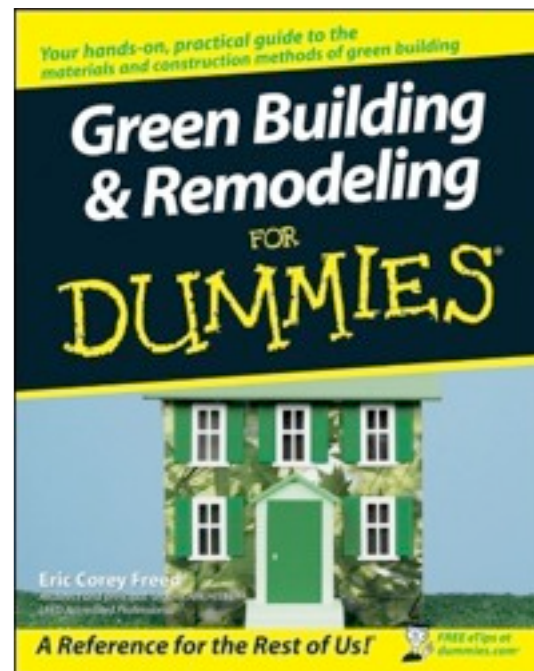
UC Berkeley Extension



BOSTON
ARCHITECTURAL
COLLEGE

UNIVERSITY OF CALIFORNIA
UC RIVERSIDE

CityUniversity
of Seattle





SEEING GREEN

THE ROOF HOLDS SECRETS AND UNTAPPED POTENTIAL WHEN IT COMES TO GREEN HOME DESIGN. TRADITIONALLY A PLACE FOR CHRISTMAS LIGHTS AND LOST FRISBEES, THE ROOF OF MOST HOMES COULD POSSIBLY PRODUCE ALL OF A HOME'S ENERGY NEEDS. THIS FEAT OF MAGIC COMES FROM SOLAR PANELS, AN OLD TECHNOLOGY.

SOLAR PANELS (AKA: PHOTOVOLTAIC PANELS, OR PV PANELS) ARE THE LATEST STATUS SYMBOL, ALONGSIDE HYBRID CARS, FOR THOSE WHO LIKE TO SHOW OFF THEIR GREEN APTITUDE. AND WITH GREEN CONSCIOUSNESS ON THE RISE, BARE ROOFS MIGHT GO THE WAY OF THE DINOSAUR. RECENTLY OVERHEARD AT A CONFERENCE: "EVERYONE WHO IS ANYONE PUTS SOLAR ON THEIR ROOFS."

LIGHT YEARS

The Earth receives more energy from the sun in just one hour than the world uses in an entire year.

SOLAR INSPIRATION

WRITTEN BY ERIC COREY FREED



CURRENT THINKING

The principle behind a solar panel is simpler than you might expect. French scientist Edmond Becquerel in 1839 first discovered the photovoltaic effect—which makes solar power possible. When sunlight strikes the panel's thin wafers of silicon, the electrons get "excited" and start moving, and this produces electrical current.

Companies are seeking ways to produce more efficient solar panels, yet all panels essentially use the same type of solar cells used since Bell Labs produced the first silicon solar panels in 1954. Consider this: It is a 53-year-old product based on a 168-year-old scientific discovery. With that kind of history, solar power is hardly a trend or a risky new alternative.







SOURCE: University of Detroit Mercy



Clean Tech Lobbying
\$12,100,000

1st six months of 2009
5x increase 2005

ExxonMobil Lobbying
\$14,900,000

23% more

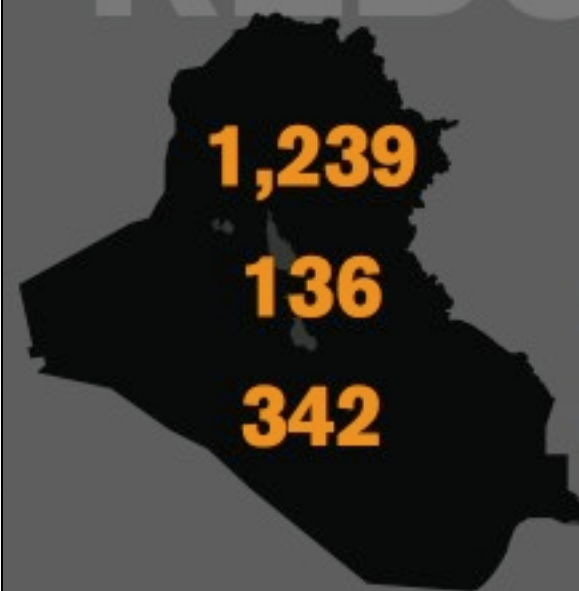
times more

Oil & Coal Lobbying

\$82,200,000

SOURCE: Center for Responsive Politics, OpenSecrets.org

REBUILDING



SCHOOLS

HOSPITALS

POLICE/FIRE

\$120B

(40% more)

COST



\$85B

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

LIVE
SAN FRANCISCO

Eric Corey Freed
ORGANIC ARCHITECT FOUNDER

MARKET ALERT
9572.16
140.12

FOX BUSINESS

INTERNET	TECHNOLOGY	TOP STORIES
AKAMAI (AKAM)	18.78	0.90
S&P 1038.30	18.80	NASDAQ 2073.20
		49.22

11:46 a ET

Eric Corey Freed
Author/Architect

LIVE
7:54 a PT

Eric Corey Freed
URBAN RE:VISION EXECUTIVE DIRECTOR

FOX FIFTY

TOP STORIES	WEATHER
UPS (UPS)	57.19
	0.03
DOW 10293.90	38.54
S&P 1088.75	6.15
NASDAQ 2139.61	17.21

Eric-Corey Freed
Author
Green Building for Dummies

American Standard
Style That Works

green//building pro

Eric Corey Freed
FOUNDER, ORGANIC ARCHITECT

smartplanet

Eric Corey Freed
Executive Director
organicARCHITECTURE

LIVE
7:54 a PT

GREENER TAXES

FOX FIFTY

TOP STORIES	WEATHER
CHARLES SCHWAB (SCHW)	18.10
	0.21
DOW 10293.30	39.14
S&P 1088.70	6.20
NASDAQ 2139.47	17.35

ERIC COREY FREED

LIVE

DOW
9570.50
141.78

FOX BUSINESS

INTERNET	TECHNOLOGY	TOP STORIES
GREEN BUILDINGS HAVE HIGHER WORKER PRODUCTIV. IN FACTORIES		
YAHOO! INC (YHOO)	17.34	0.47
S&P 1038.25	18.85	NASDAQ 2072.96
		49.46

11:46 a ET



NEXT AMERICAN
americancity.org **CITY**

**Sustainable
Industries**

**Metropolitan
Home**

LIVING WISELY > LIVING WELL
natural
HOME

dwell

K+BB THE OFFICIAL SPONSOR OF KBIS

**common
ground**

california
HOME+DESIGN

ed+c
environmental design + construction

luxe.
interiors + design®

The New York Times

San Francisco Chronicle
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

Marin Independent Journal
www.marinij.com

 **The Desert Sun**
SERVING THE COACHELLA VALLEY SINCE 1921

FT
FINANCIAL
TIMES

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SAN FRANCISCO
7

Forbes[®]
Entrepreneur[®]
MAGAZINE

FASTCOMPANY

THE SAN FRANCISCO BAY
GUARDIAN

Money
FOR YOU, YOUR FAMILY, YOUR FUTURE

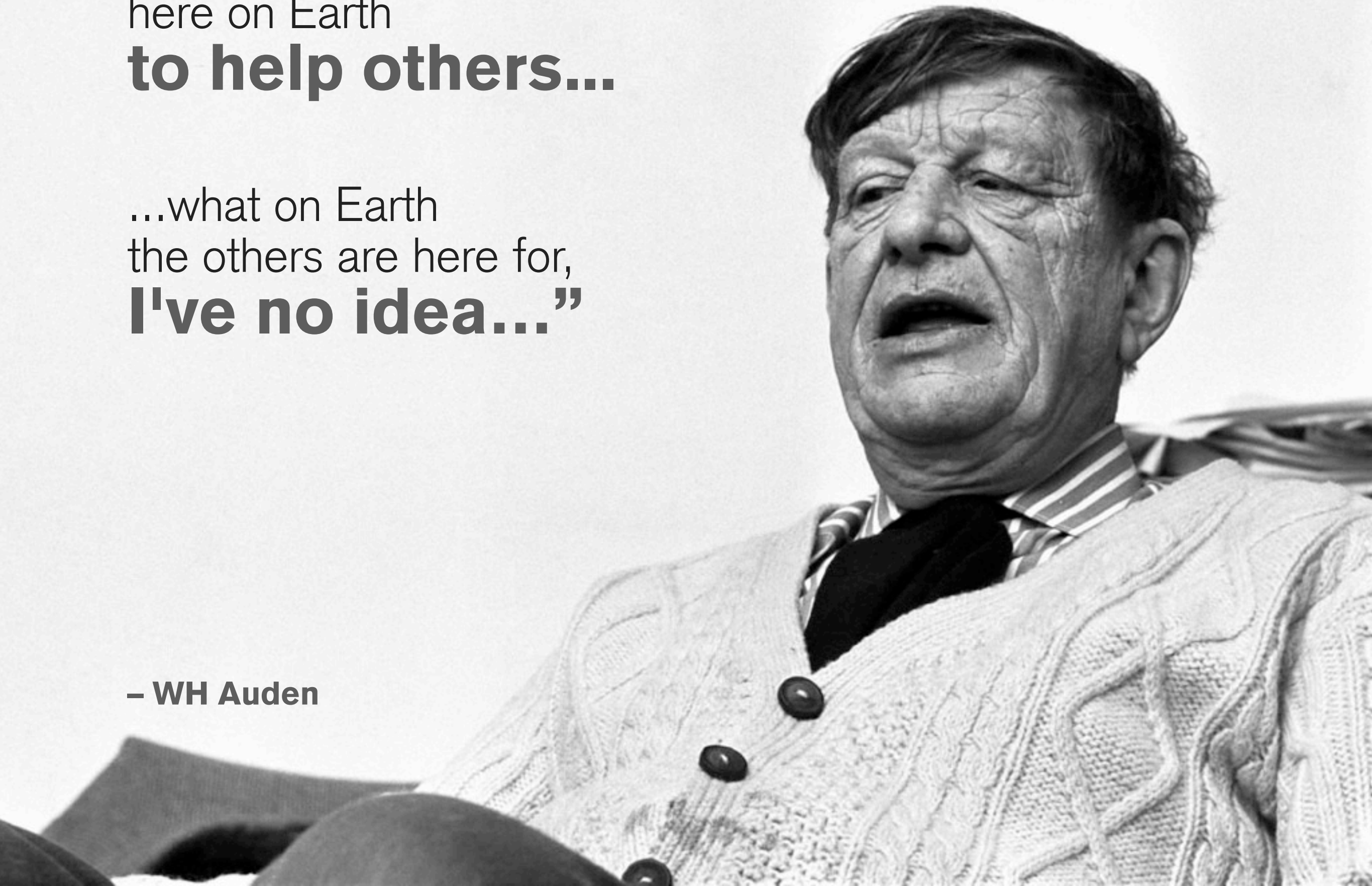


Green is
MORE

“We are all
here on Earth
to help others...

...what on Earth
the others are here for,
I've no idea...”

– WH Auden



TRUE STORY



**KOCH
BROTHERS**



- * \$100B/year
- * 60 Countries
- * 70,000 Employees
- * 800,000 barrels of crude/day
- * **“the biggest company you’ve never heard of...”**

to climate skeptic groups
\$ **73,000,000**

The Koch Brothers are the 9th Richest Americans

William Gates III	\$50.0 bil	Medina, WA	Microsoft
Warren Buffett	\$40.0 bil	Omaha, NE	Berkshire Hathaway
Lawrence Ellison	\$27.0 bil	Redwood City, CA	Oracle
Christy Walton & family	\$21.5 bil	Jackson, WY	Wal-Mart inheritance
Jim Walton	\$19.6 bil	Bentonville, AR	Wal-Mart
Alice Walton	\$19.3 bil	Fort Worth, TX	Wal-Mart
S Robson Walton	\$19.0 bil	Bentonville, AR	Wal-Mart
Michael Bloomberg	\$17.5 bil	New York, NY	Bloomberg
Charles Koch	\$16.0 bil	Wichita, KS	Koch Industries
David Koch	\$16.0 bil	New York, NY	Koch Industries
Sergey Brin	\$15.3 bil	Palo Alto, CA	Google
Larry Page	\$15.3 bil	San Francisco, CA	Google
Michael Dell	\$14.5 bil	Austin, TX	Dell
Steven Ballmer	\$13.3 bil	Seattle, WA	Microsoft
George Soros	\$13.0 bil	Westchester, IL	Hedge funds



Opposition Groups
\$24,888,282

Federal Political Campaigns (Koch PAC)
\$5,738,174

Direct Lobbying
\$37,960,000

\$9,247,500 **Mercatus Center**
\$5,176,500 **Americans for Prosperity**
\$1,967,000 **Institute for Humane Studies**
\$1,620,000 **Heritage Foundation**
\$1,028,400 **Cato Institute**
\$800,000 **Manhattan Institute for Policy Research**
\$655,000 **Washington Legal Foundation**
\$542,500 **Federalist Society for Law and Public Policy Studies**
\$365,000 **Foundation for Research on Economics and the Environment**
\$360,000 **Pacific Research Institute for Public Policy**
\$325,000 **Tax Foundation**
\$290,000 **Independent Women's Forum**
\$283,125 **Texas Public Policy Foundation**
\$215,000 **American Council for Capital Formation**
\$210,000 **George C. Marshall Institute**
\$205,000 **Reason Foundation**

\$175,000 **Fraser Institute**
\$175,000 **Institute for Energy Research**
150,000 **Frontiers of Freedom**
\$130,000 **National Center for Policy Analysis**
\$125,000 **American Council on Science and Health**
\$113,800 **Atlas Economic Research Foundation**
\$110,000 **Capital Research Center**
\$100,000 **American Enterprise Institute**
\$85,000 **Independence Institute**
\$75,000 **American Legislative Exchange Council**
\$70,427 **Goldwater Institute**
\$70,000 **Property and Environment Research Center**
\$60,000 **Mackinac Center for Public Policy**
\$60,000 **Center for the Study of Carbon Dioxide and Global Change**
\$40,000 **Americans for Tax Reform**
\$30,000 **State Policy Network**
\$14,030 **Media Research Center**
\$10,000 **John Locke Foundation**
\$5,000 **National Taxpayers Union Foundation**

U.S. Senators receiving more than \$10,000 since 2004 election cycle

\$ DeMint, James W (R-SC) \$20,000
\$ Murkowski, Lisa (R-AK) \$20,000
\$ Lincoln, Blanche (D-AR) \$18,000
\$ Burr, Richard (R-NC) \$15,500
\$ Chambliss, Saxby (R-GA) \$15,000
\$ Coburn, Tom (R-OK) \$15,000
\$ Roberts, Pat (R-KS) \$15,000
\$ Thune, John (R-SD) \$15,000
\$ Inhofe, James M (R-OK) \$13,500
\$ Vitter, David (R-LA) \$12,500
\$ Cornyn, John (R-TX) \$12,500
\$ Shelby, Richard C (R-AL) \$11,500

U.S. Representatives receiving more than \$20,000 since 2006 election cycle

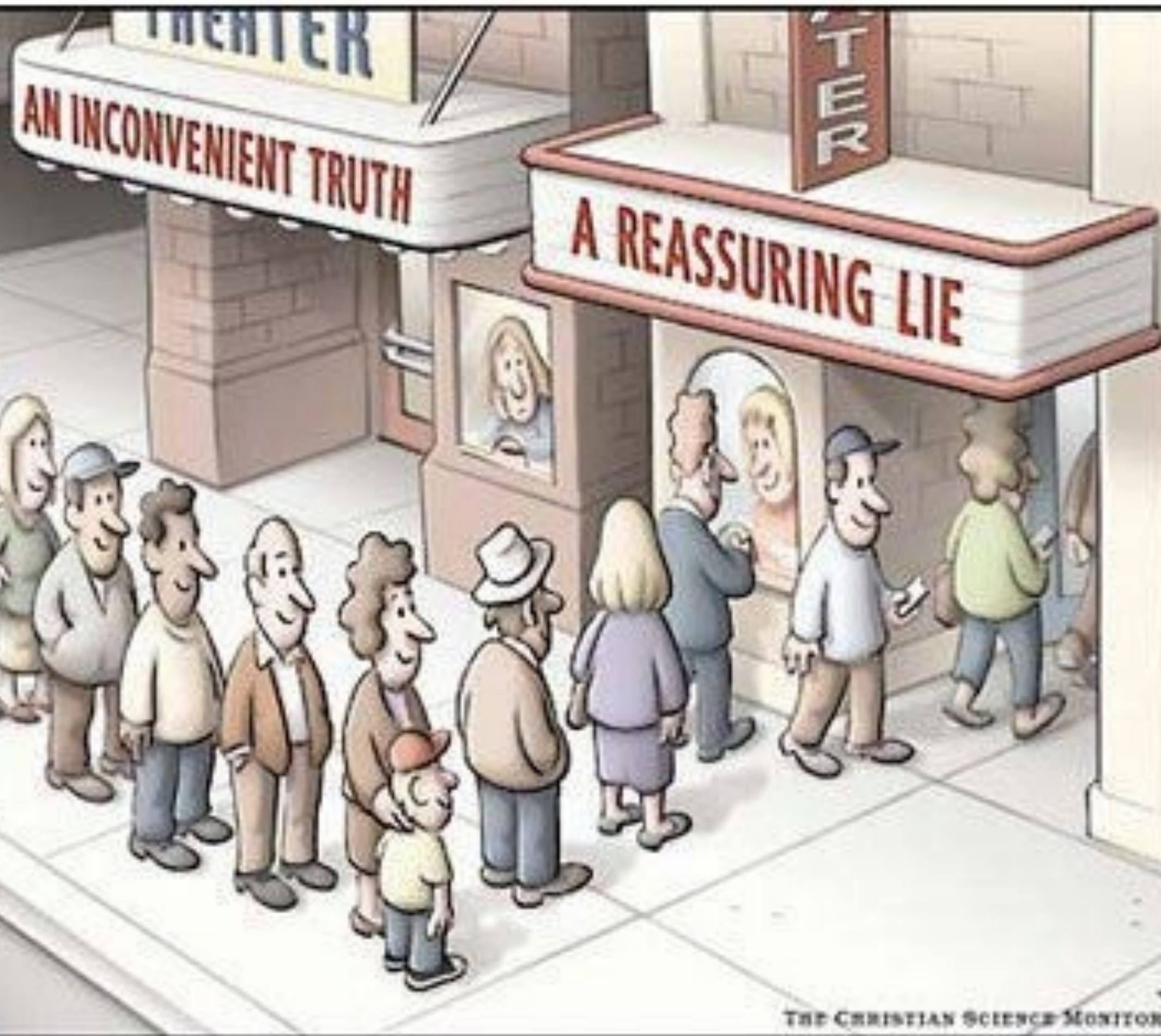
\$ Cuellar, Henry (D-TX) \$30,500
\$ Cantor, Eric (R-VA) \$28,000
\$ Barton, Joe (R-TX) \$26,500
\$ Blackburn, Marsha (R-TN) \$25,000
\$ Boehner, John (R-OH) \$25,000
\$ Kline, John (R-MN) \$25,000
\$ Davis, Geoff (R-KY) \$24,000
\$ Boyd, Allen (D-FL) \$21,500
\$ Boren, Dan (D-OK) \$20,500

Koch Funding to Opposition Groups
IRS 990 Tax Forms, Data compiled from years 2005 to 2008
Charles G. Koch Foundation, Claude R. Lambe Foundation, David H. Koch Foundation
<http://www.greenpeace.org/kochmoney>

Campaign Contributions and Lobbying Expenditures:
Center for Responsive Politics, <http://www.opensecrets.org/>









STILL: Mr. Blandings Builds His Dream House
PICTURED: Cary Grant & Myrna Loy

\$3,000,000

-OR-

\$4,000,000





10 homes

for people in need



DON'T MAKE RICH PEOPLE
FEEL GUILTY

STILL: Mr. Blandings Builds His Dream House
PICTURED: Cary Grant & Myrna Loy



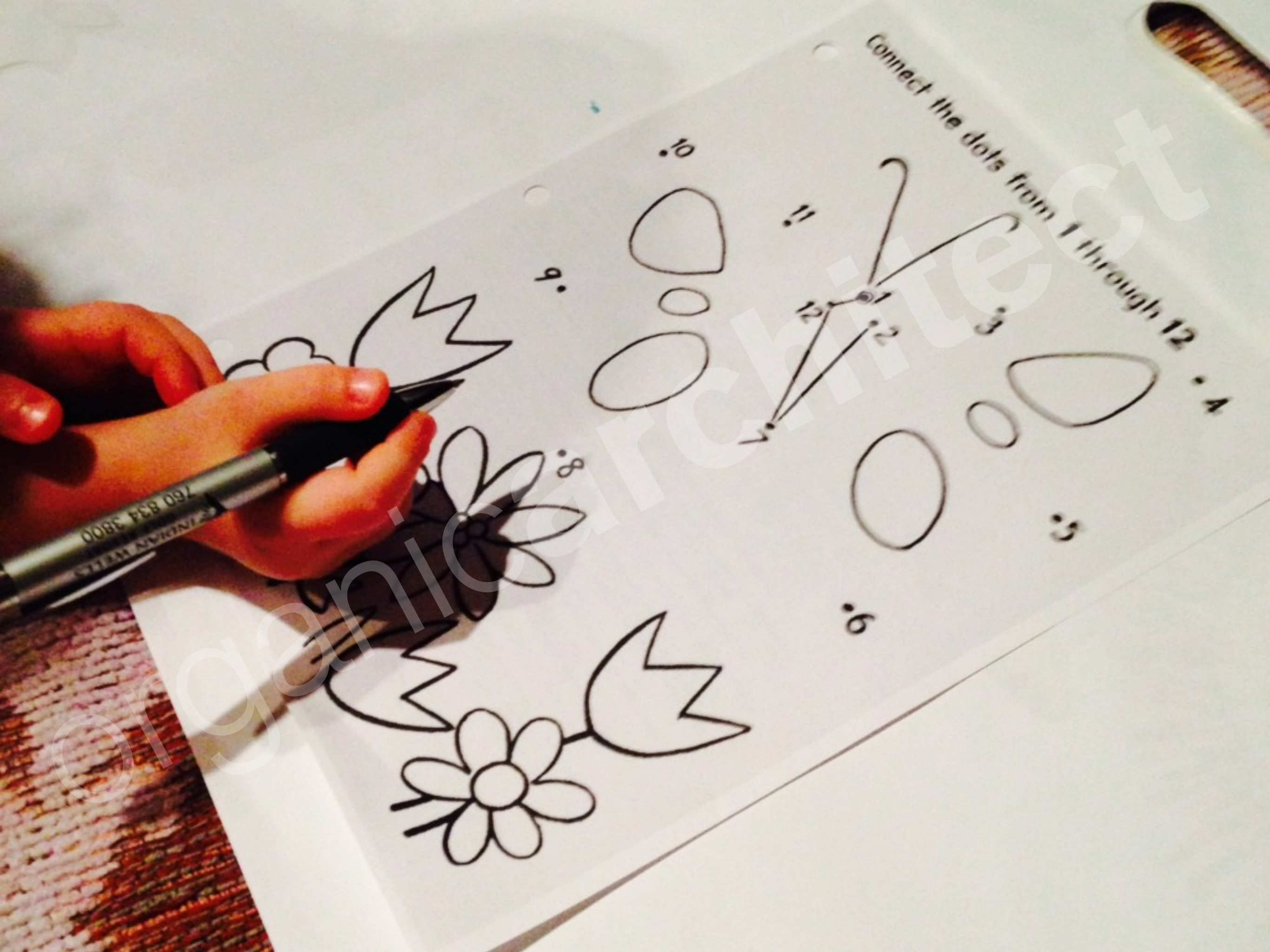


Will work for
Balsamic
Vinegar











Special Olympics







U.S. GREEN BUILDING

LEED PLATINUM

2009

organicsarchitect



organic architect





7

Solar PV

H2 Fuel Cells

Living Walls

Bio-Remediation

Law
Gar



**what will my
client think?**



a dirty word





January 8, 2013

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gun control lobbying effort just now

FROM AP: Ray Romano loves his 'Parenthood' role

2 minutes ago

FROM AP: A

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HOTTEST YEAR ON RECORD!



Comments (4,430) | Shares (1,274) | [Climate Change](#)

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Happy New Year! 5 Drone Deaths Per Day

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GETTING WARMER

After Bout Of Freakish Weather, Optimism That U.S. Will Finally Engage On Climate Change



Time Running Out: U.N. Issues Frightening Emissions Report

August 6, 2013

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AP: Federal agent accused of Hawaii murder takes stand

27 minutes ago

FROM AP: APNewsBreak: Romney warns ag

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mpic News At 2:09 p.m. EDT 2 minutes ago

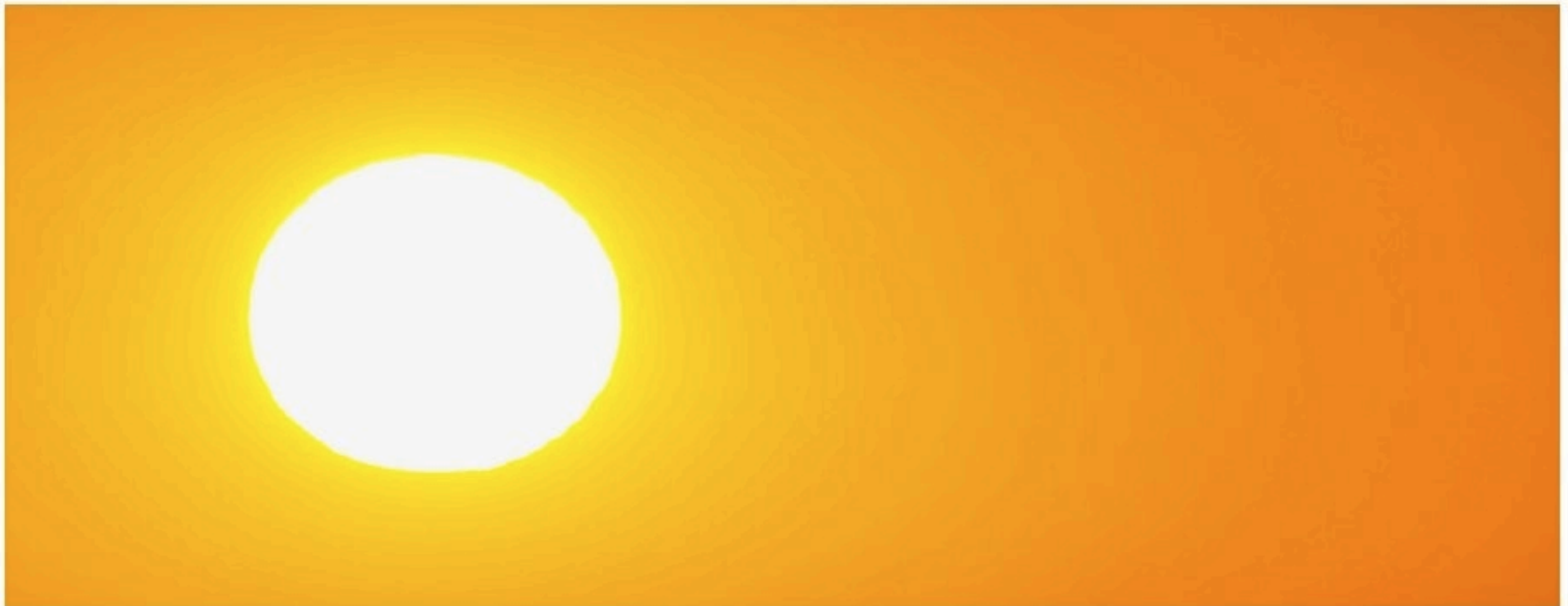
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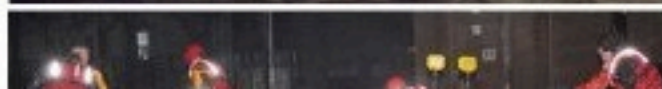
FROM AP: AP Top Technology News At 1:27 p.m. EDT... just now

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UNDER SIEGE

AT LEAST 33 DEAD... MILLIONS WITHOUT POWER... PUBLIC TRANSIT DOWN



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FROM @gabrielsherman: Just back to NYC. I haven't watched Fox News in 6... 1 minute ago



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'CLIMATE FISCAL CLIFF'



Comments (689) | Shares (357) | AP

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Marlo Thomas Bill Maher

More Republicans Abandon Grover Norquist's Anti-Tax Pledge

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Guilt in \$8M Facebook shares case 1 minute ago

FROM AP: Obama aims to tackle pollution, climate change 1 minute ago

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'WE NEED TO ACT'



CONCRETE
INDUSTRY

tons

per year
for every person
on Earth

1
LUMBER INDUSTRY

6 trees
per year
for every person
on Earth

Before it's too late. wwf.org





STEEL

6000

pounds
per year
for every person
in US



ExxonMobil

3,921,000 per day
barrels



**“The Stone Age
didn't end because
we ran out of stones.”**

Former Saudi oil minister
Sheik Ahmed Zaki Yamani



IT DEFINITELY DOES SOMETHING

CO₂
B-Gone

Aerosol Spray

NET WT. 12.5 OZ (354 g)

INSTRUCTIONS:
SPRAY TWICE AND
HOPE FOR THE BEST

Essence

Quick Fix

organicohitect

ARTIST: Colin Dunn, colindunn.com

A photograph of a melting ice cream cone on a dark asphalt surface. The ice cream is a light green color and is melting into a large puddle on the left side of the cone. The waffle cone is on the right side. The text "climate effects" is overlaid in a green, sans-serif font on the left side of the image, partially over the melting ice cream.

climate
effects



organica architect







NBC News: February 26, 2013

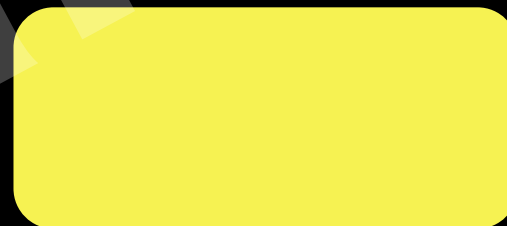
IN DEFENSE OF FOOD

AN EATER'S MANIFESTO



MICHAEL POLLAN

AUTHOR OF
THE OMNIVORE'S DILEMMA

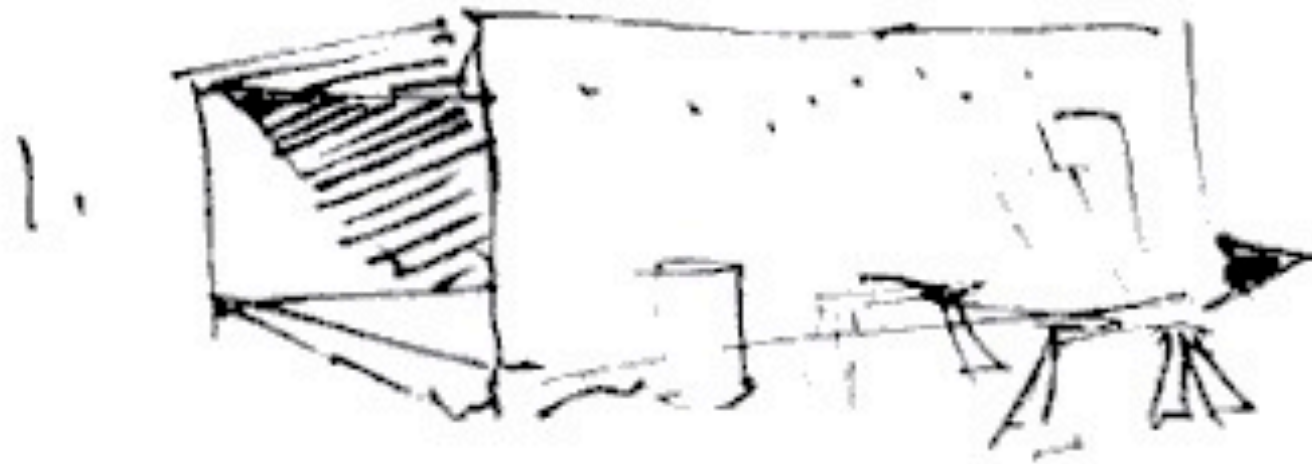


IN DEFENSE OF BUILDINGS

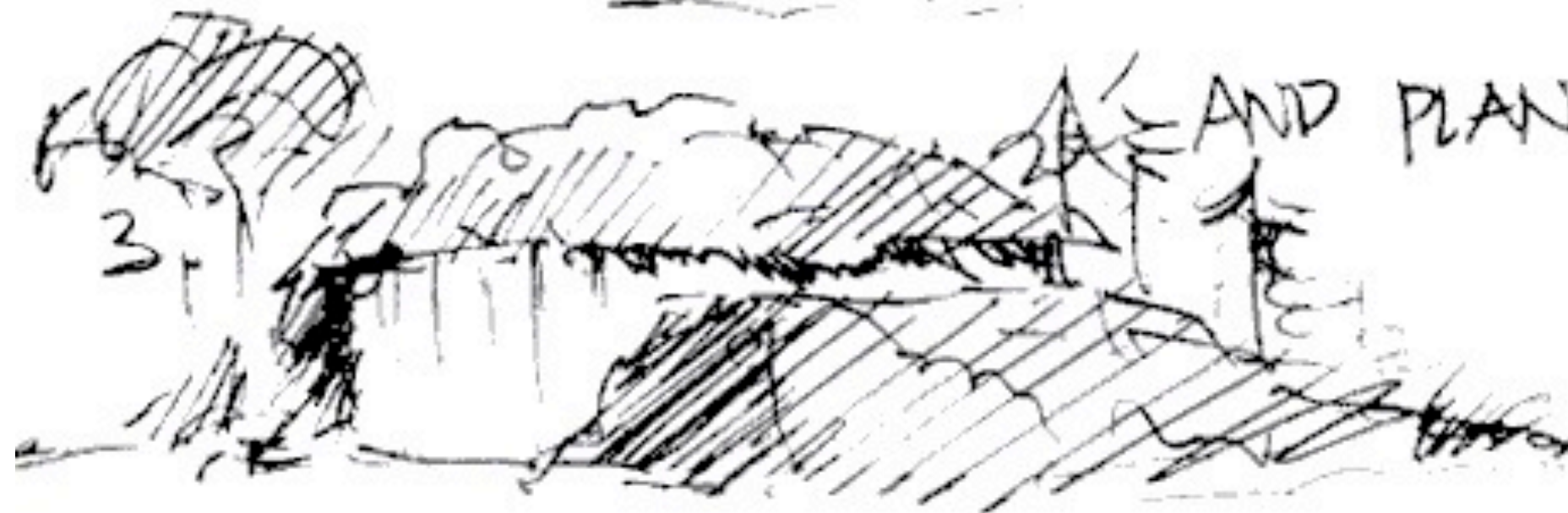
**Build buildings.
Not so spread out.
Restore nature.**

THE OMNIVORE'S DILEMMA

It means simply this: 2



BUILD A STRONG,
WATERPROOF
BUILDING.
INSULATE IT.
COVER IT WITH
EARTH.



AND PLANT IT WITH
NATIVE
PLANTS.







Weltschmerz

/velt•sch•mare•z/ (ˈvɛltʃmɛɹts)

mental depression or apathy
caused by comparing the
actual state of the world
with an ideal state (in your mind)





everything
you've used
(is still here)









douche



**World's Largest Man
1903**

"Big Joe"
THE LARGEST MAN IN THE WORLD



**Random Policeman
2012**



TERROR...

**ON THE
ROOFTOPS!**

The HIDEOUS
SUN DEMON

A black and white movie title card for 'The Hideous Sun Demon'. The title is written in a large, white, stylized font with a rough, hand-painted texture. The words 'The HIDEOUS' are on the top line, and 'SUN DEMON' is on the bottom line. The background is a dark, grainy image of a forest with trees and foliage. The text is centered and stands out prominently against the dark background.







PHOTO: Yves Marchand & Romain Meffre

Regional Chamber of Commerce and Industry
by Chartier-Corbasson Architectes

every building should...



GROW
your own food



GENERATE
your own energy



CLEAN
your own water

organicaarchitect

A close-up, shallow depth-of-field photograph of a pool table. In the foreground, a dark purple pool ball with a white circular patch and the number '4' in black is in sharp focus. The ball sits on a vibrant blue felt surface. In the background, several other pool balls of various colors (yellow, orange, red) are scattered on the table, but they are out of focus. A red and white striped lamp hangs from the ceiling, casting a warm glow. The background shows the wooden railings and walls of a pool hall.

PROCESS

your own waste



organic architect

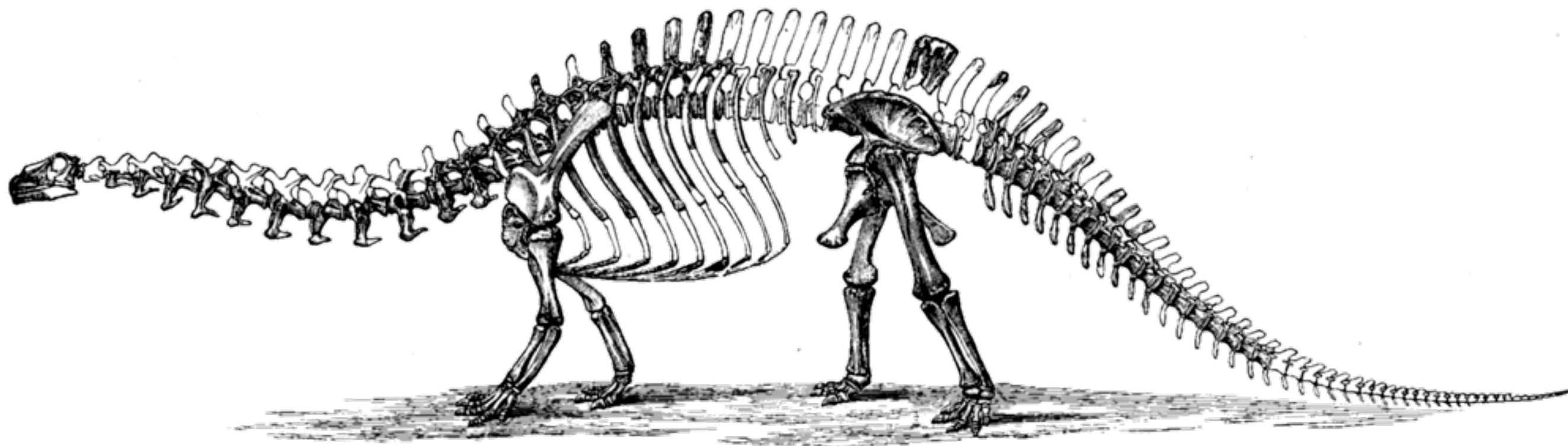
SEQUESTER

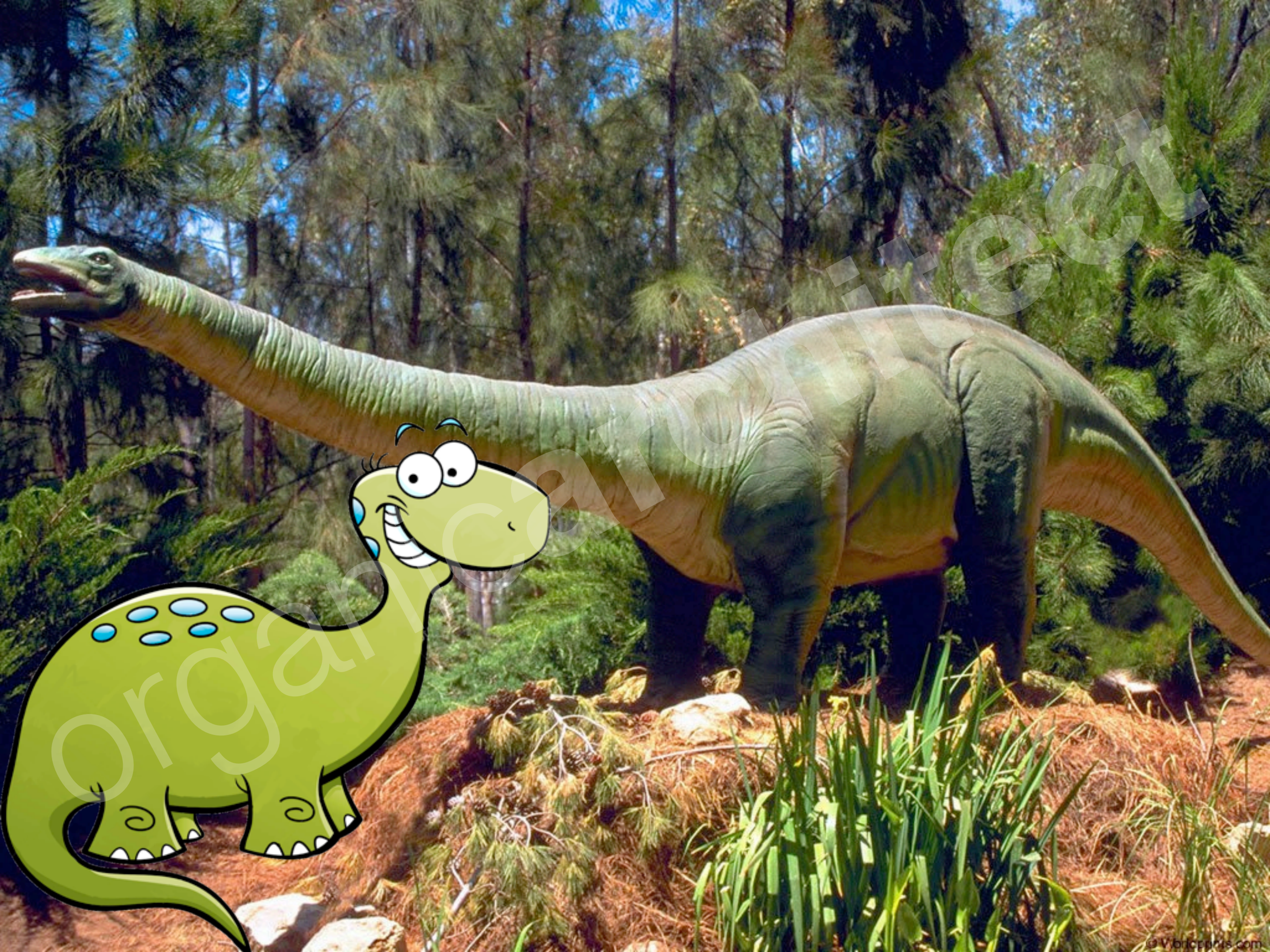
your own
carbon













organic architect

this is
DEAD

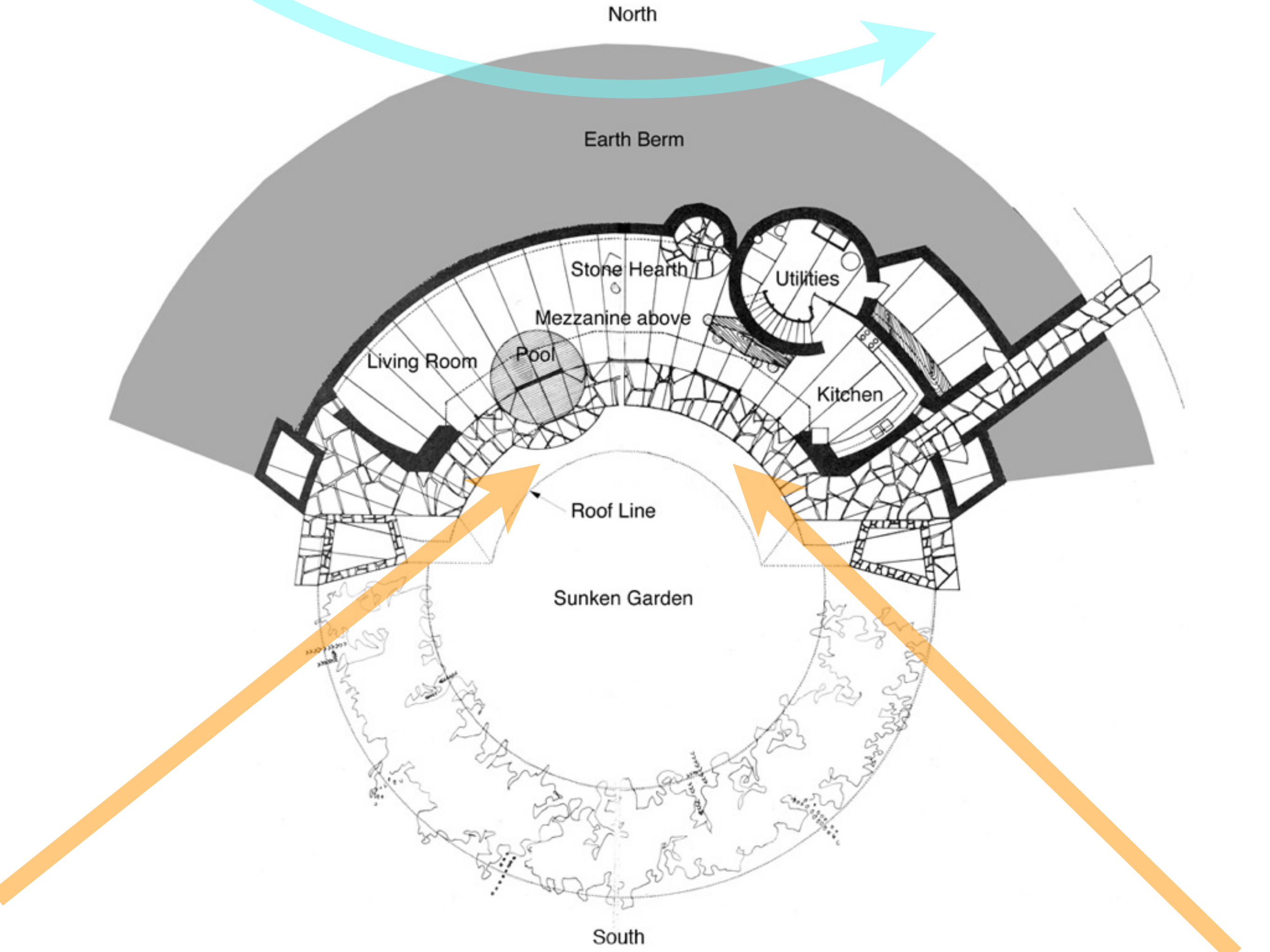


















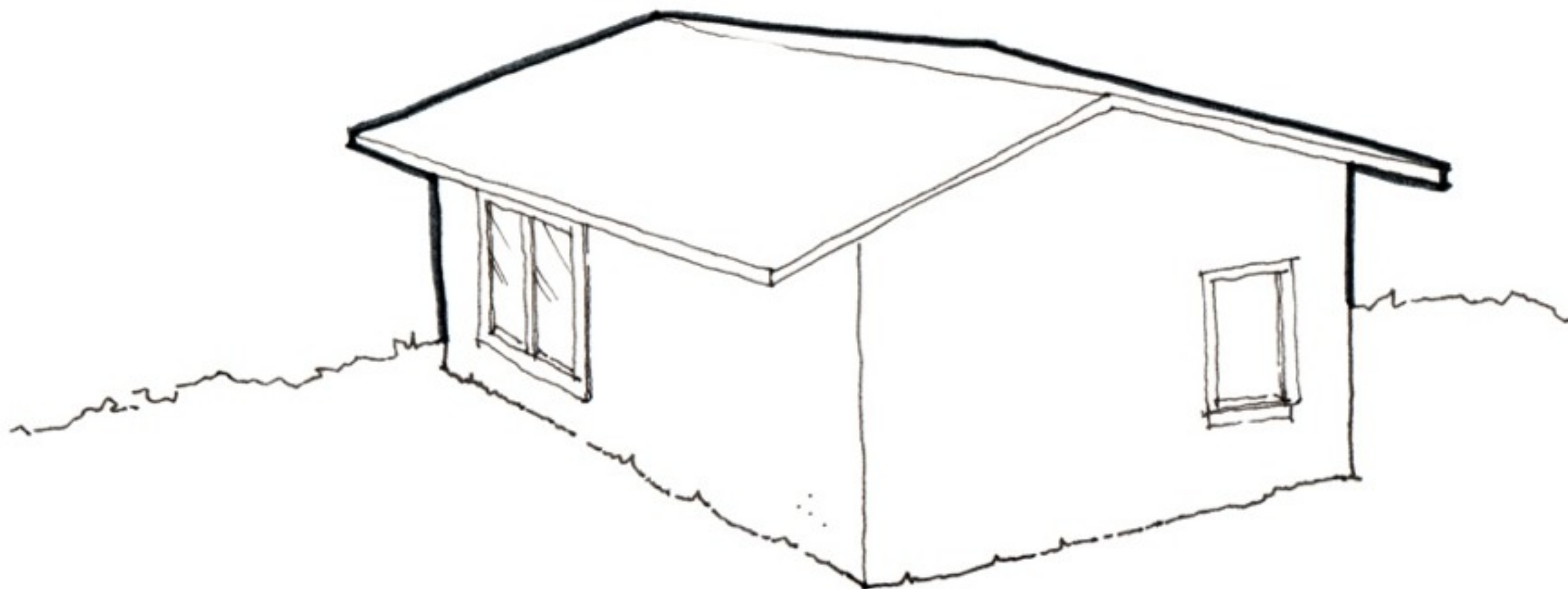


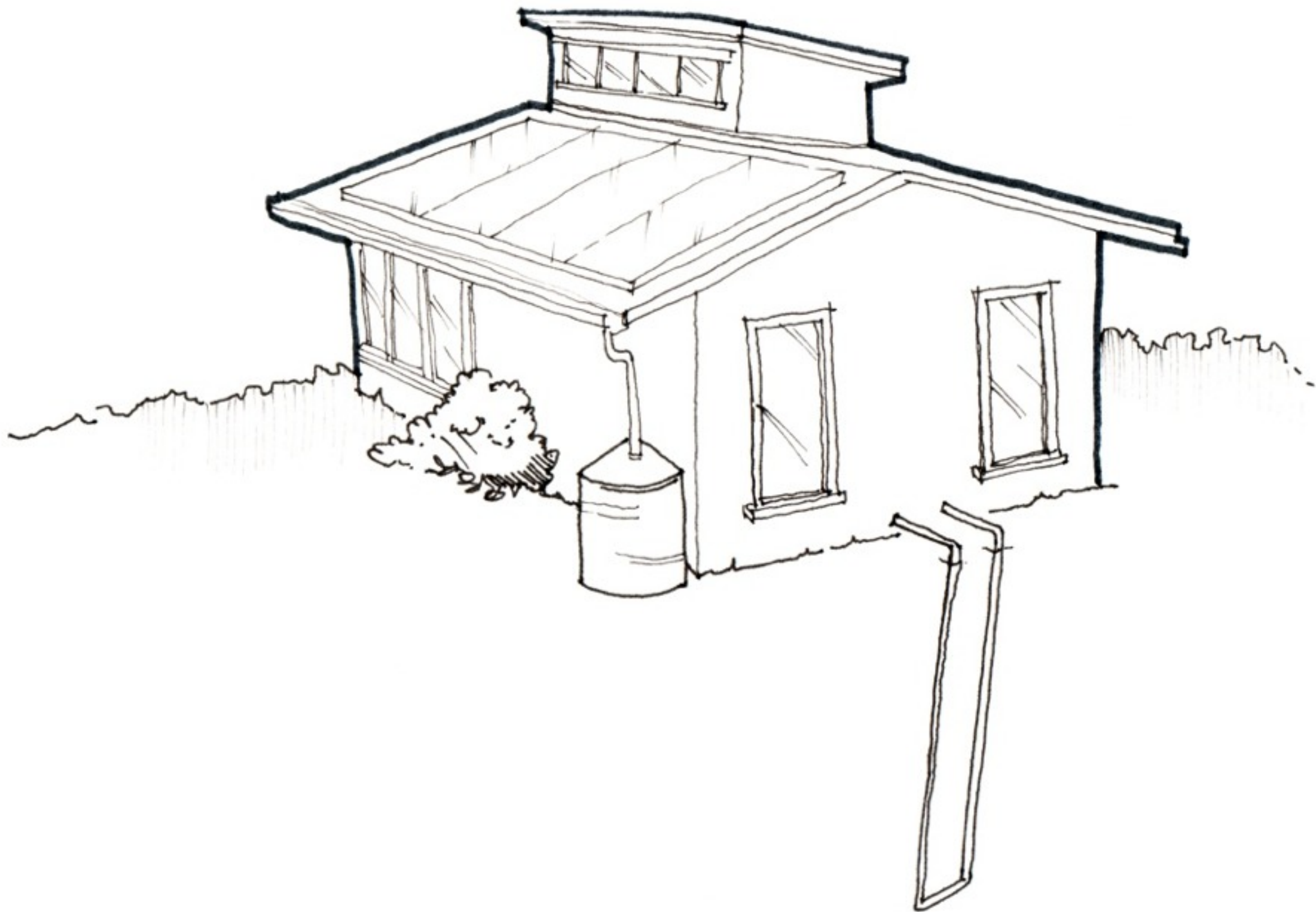
formaldehyde
VOCs
drought
smog
asthma
carbon
mining
pesticides
climate

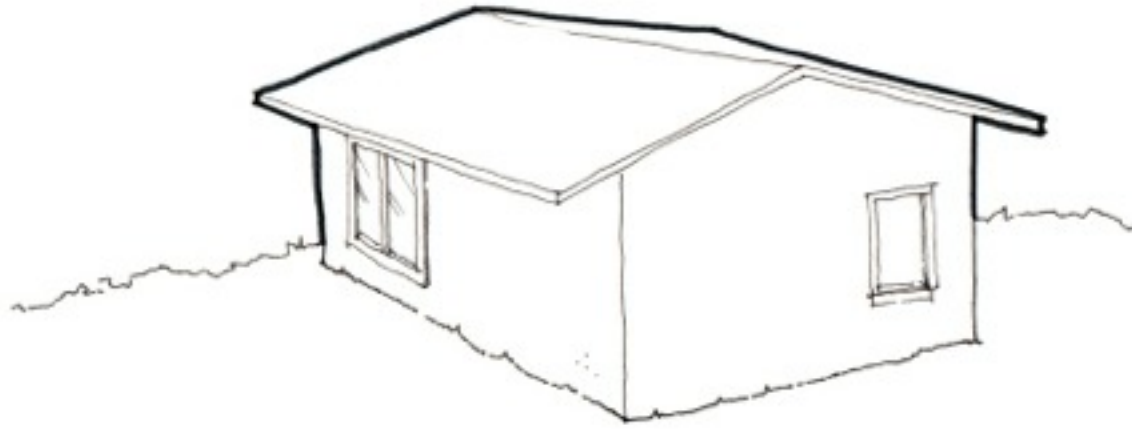








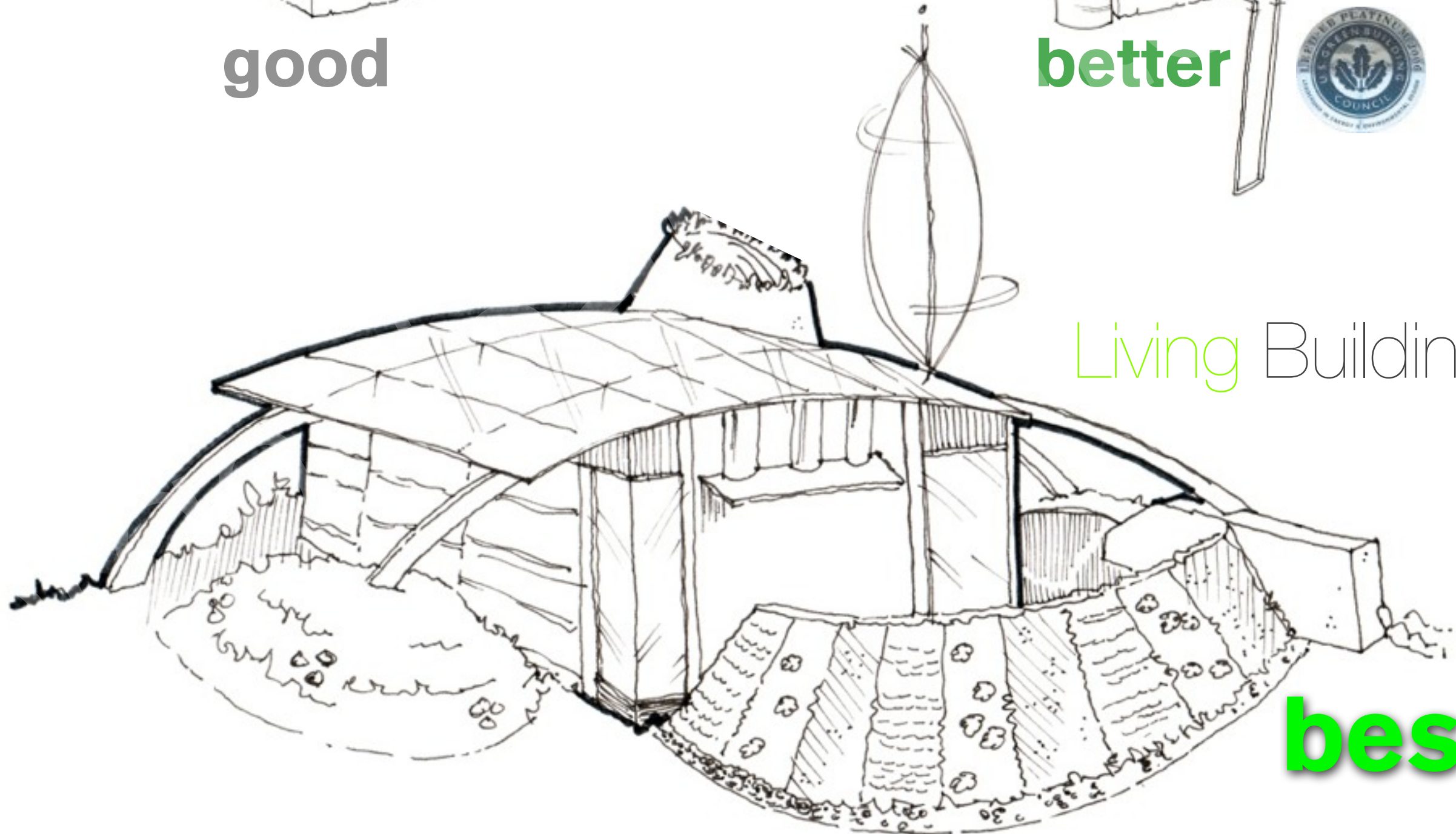




good



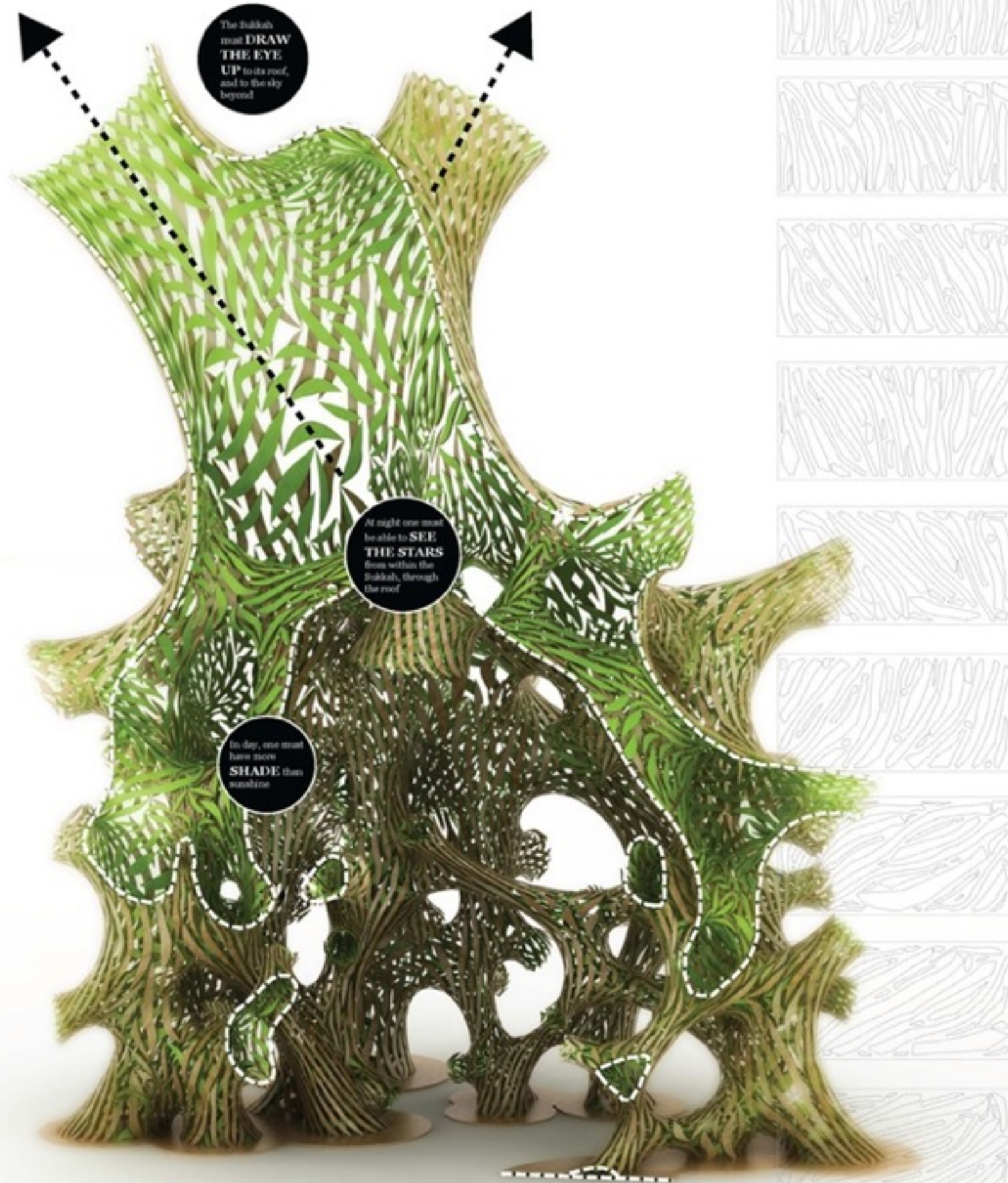
better



Living Building

best





Humidity level: **Wet** - Curve: **Max**

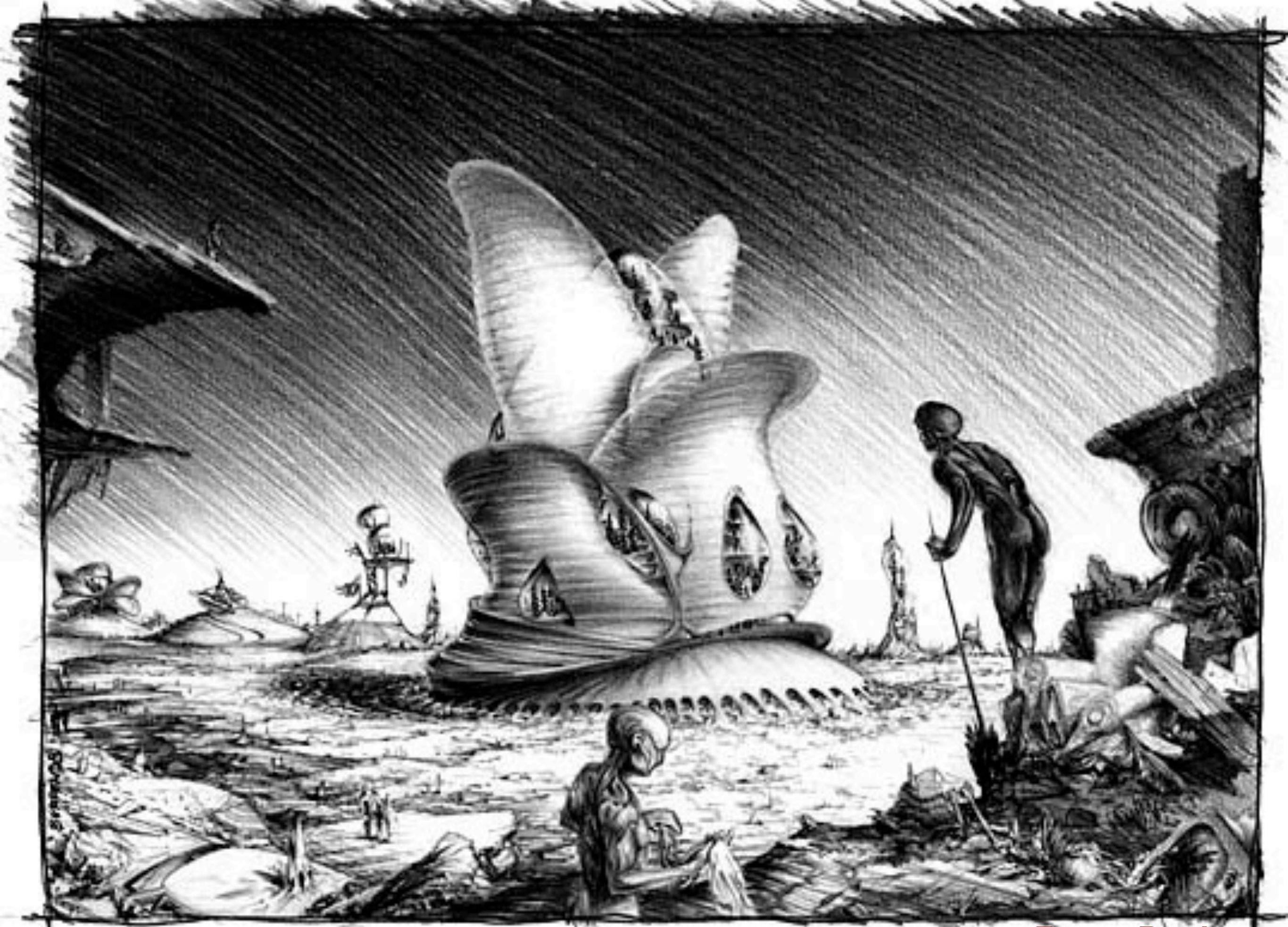


Humidity level: **Medium** - Curve: **Opening up**





James Hubbell



Ernest Burden



Now with fresh oxygen.



donovan
Get intimate.

One bdrm to 2+den residences & Cityhomes

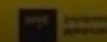
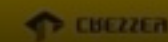
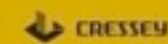
NOW SELLING

Open 12-5pm daily (closed Friday)

donovanlife.com ■ 604.696.9030

PRESENTATION CENTRE
1295 Seymour Street
(Seymour & Drake)

BRANTFORD ST				
SEYMOUR ST		donovan		WILSON ST
RICHARDS ST				
ROBERT ST				



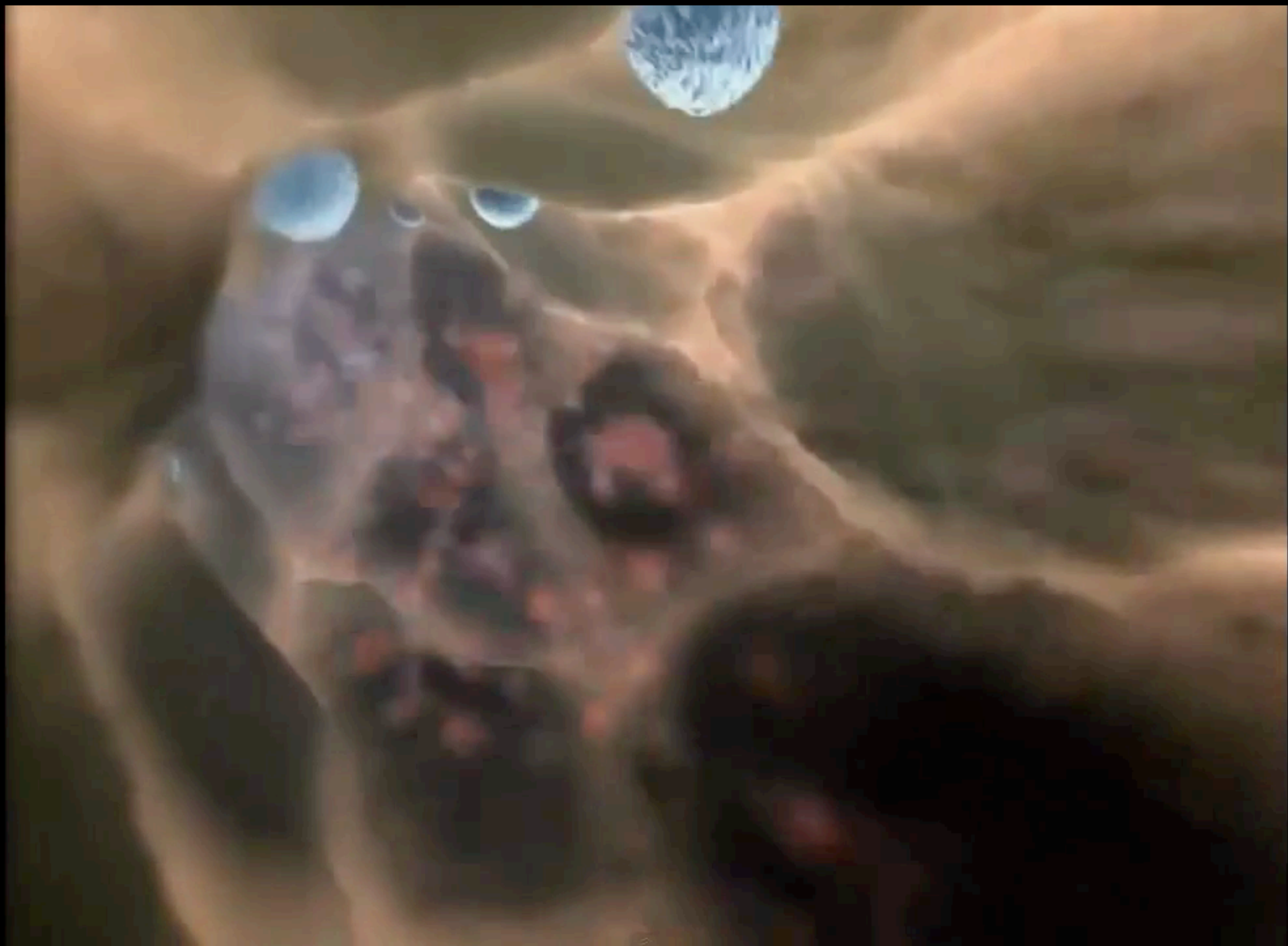
ROBERT ST				
RICHARDS ST				
SEYMOUR ST				



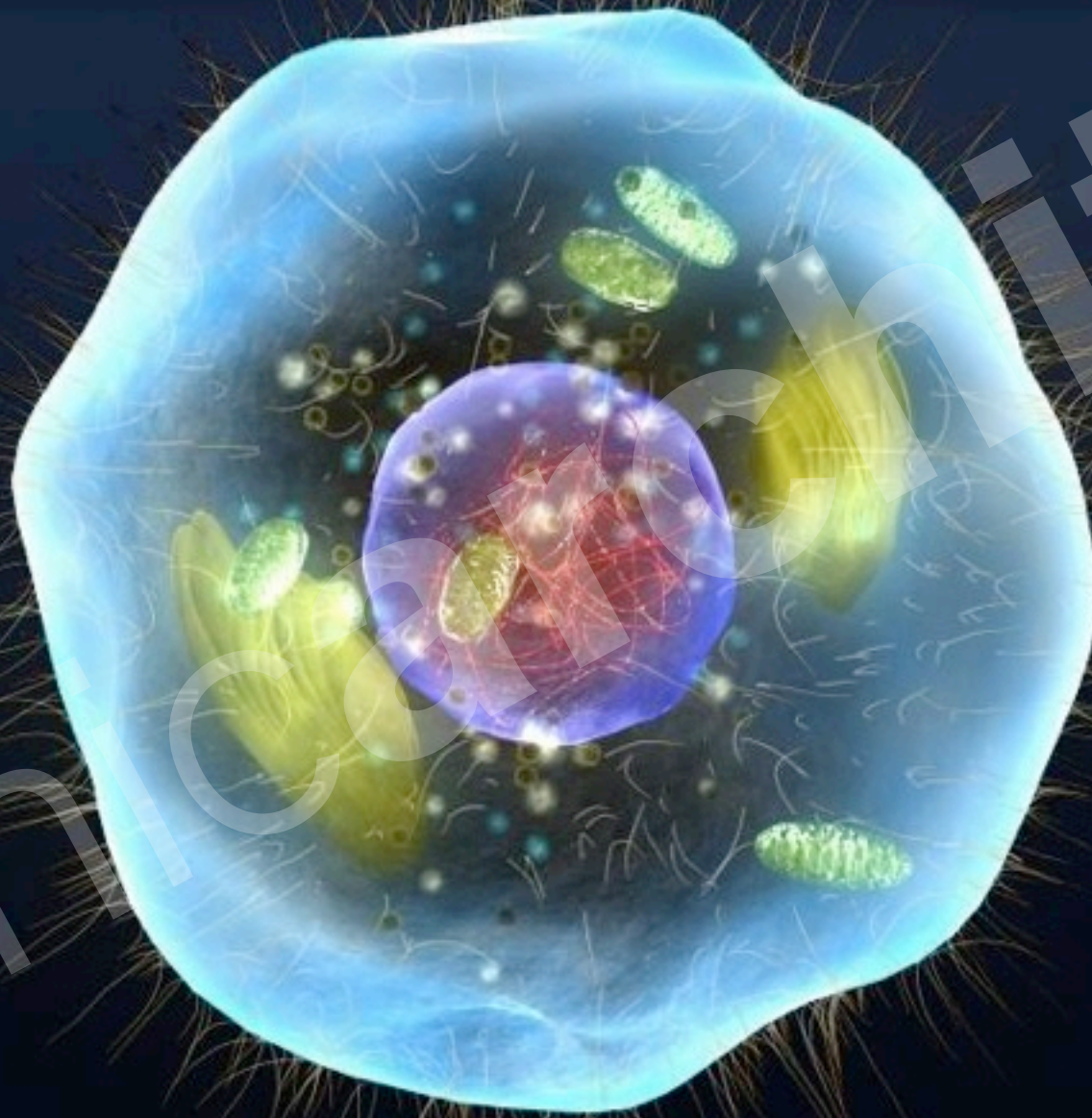


IMAGINE

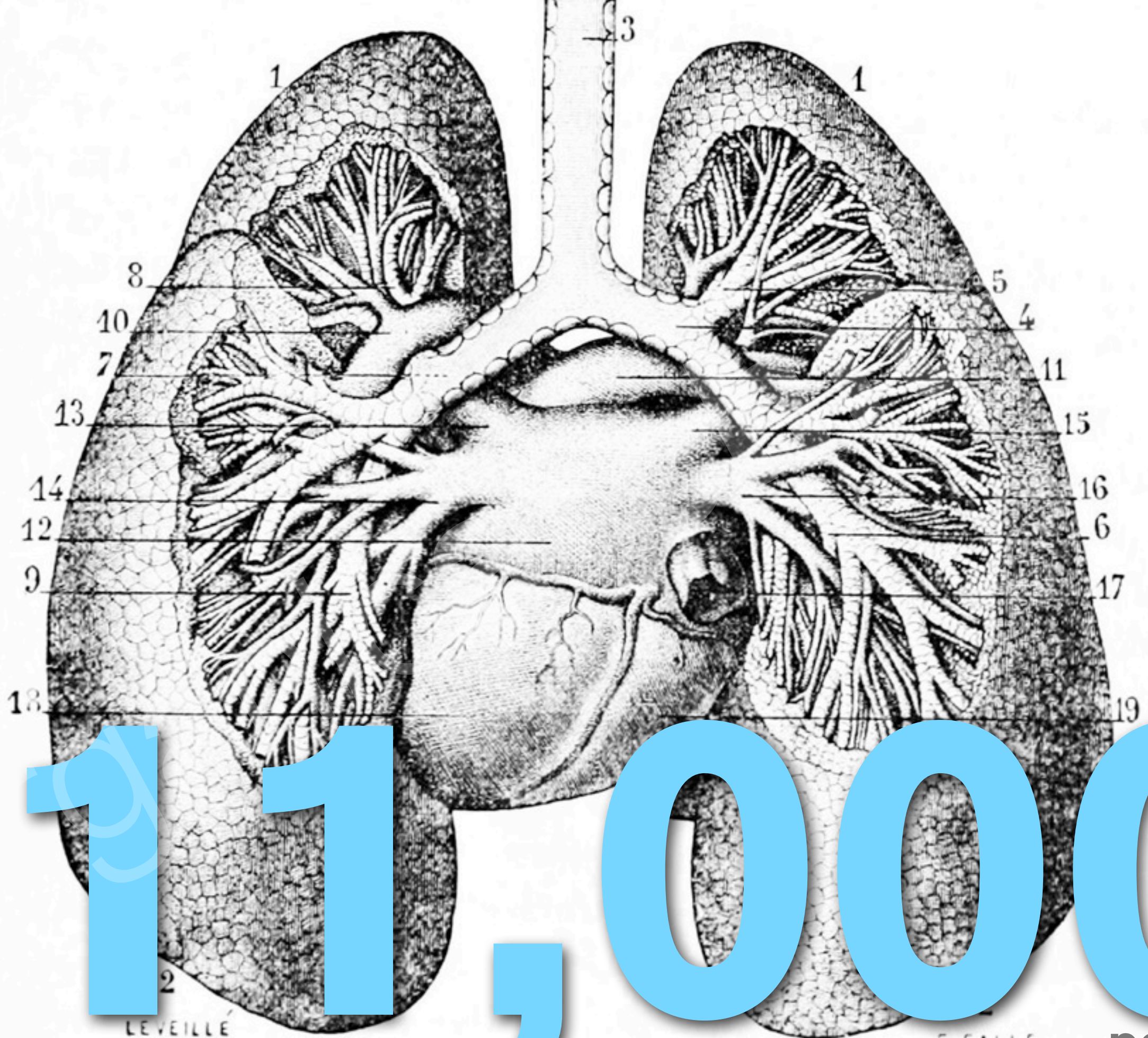




50,000,000,000,000 cells
per day



per day

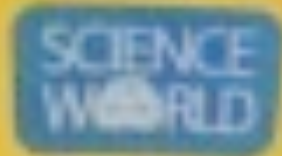


11,000 liters
per day

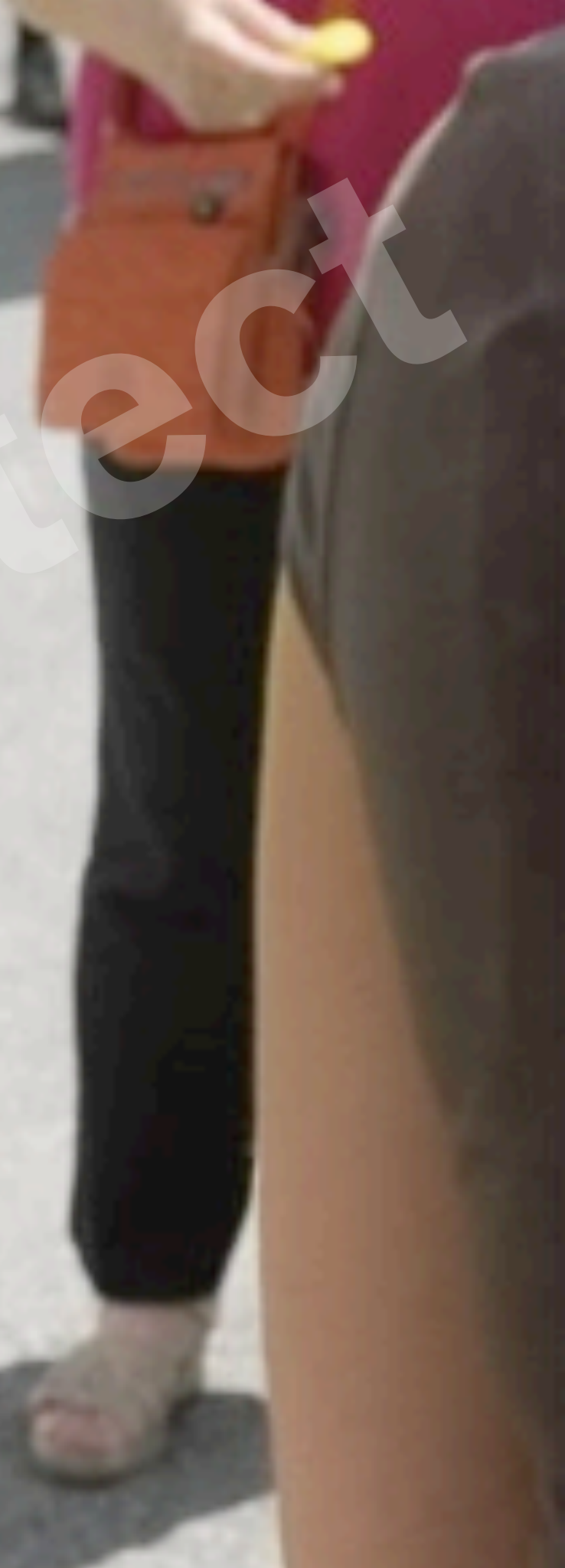


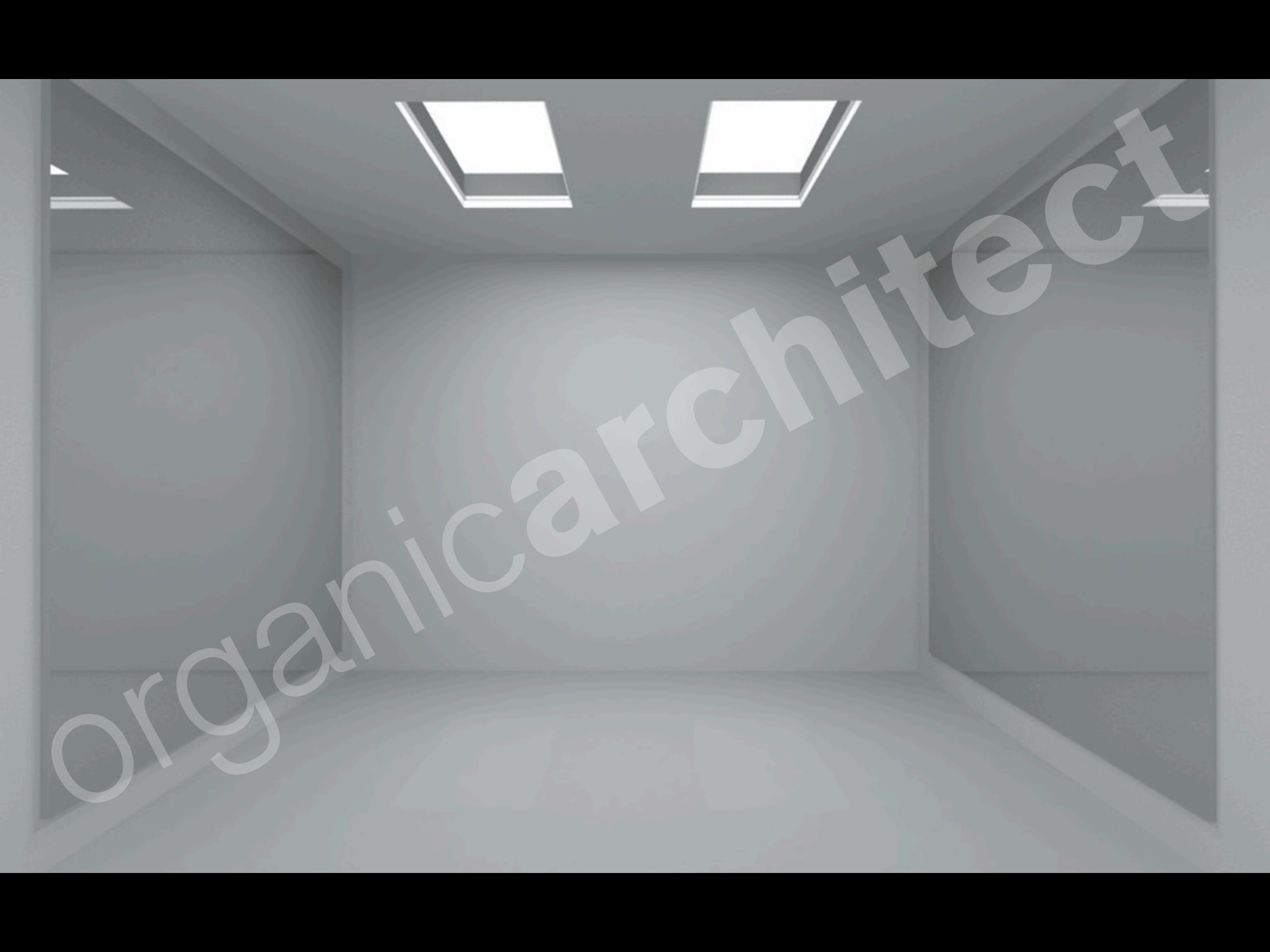
14
times

**YOU FART
A BALLOON'S
WORTH OF GAS
A DAY**



We can explain.





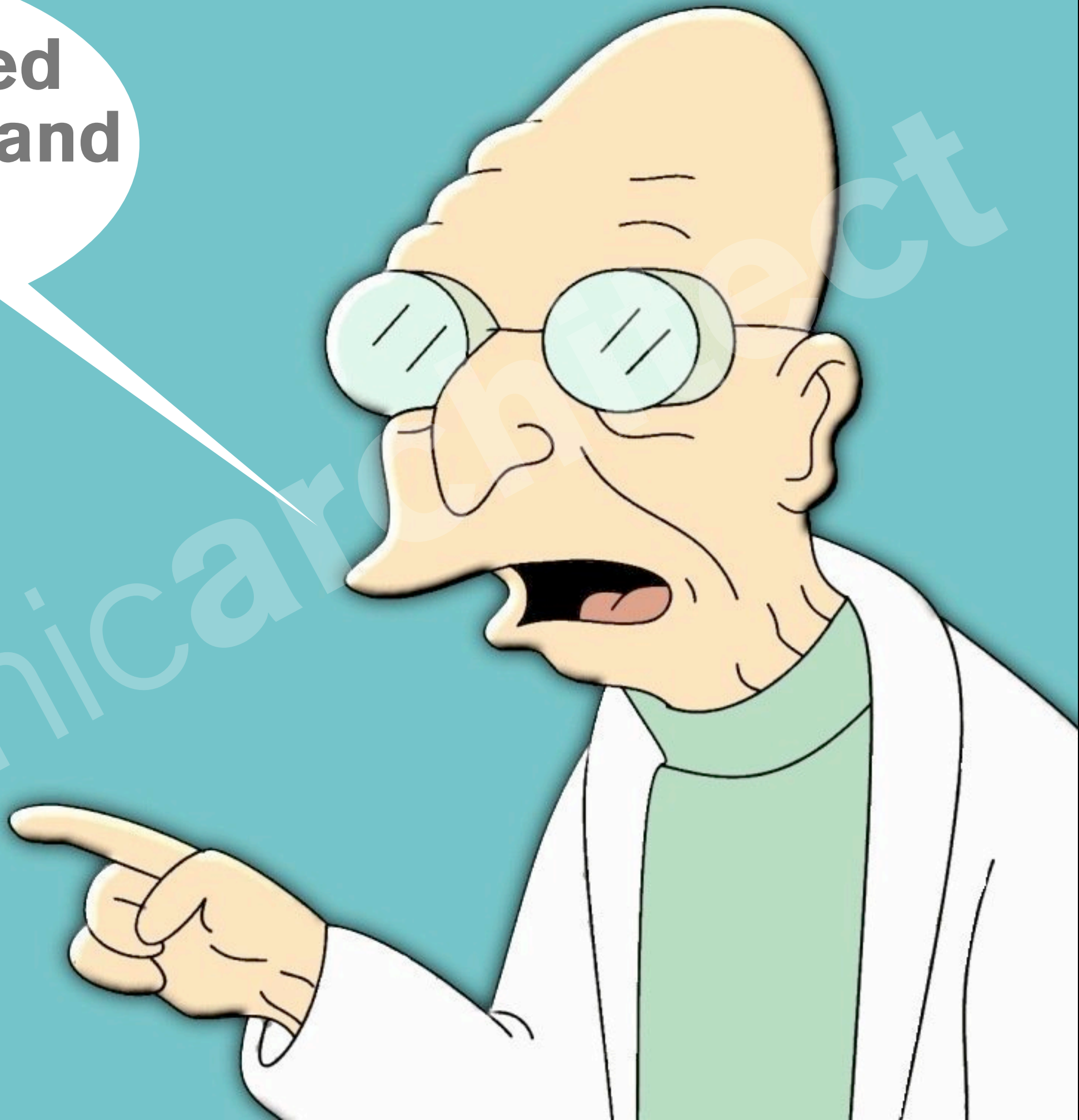




A photograph of a person sitting on a silver folding chair. The person is wearing a light blue long-sleeved shirt and light brown pants. Their back is to the camera, and their belly is very large and protrudes significantly from their pants. On the back of the chair, there is a yellow label that reads "NAL. T4" and a white tag that reads "CONTROL ROOMS", "GRID FLOOR", "T4", "GOODS RECEIVED", "08/11/04", and "02 OF 10". The background is dark and out of focus.

oh, you're fat?

**have you tried
eating right and
exercising?!**





84 hard capsules

alli[®]
60 mg hard capsules
orlistat

weight loss aid
can help you lose more
weight than dieting alone



**have you tried
eating right and
exercising?!**




Simply
Organic.

cayenne

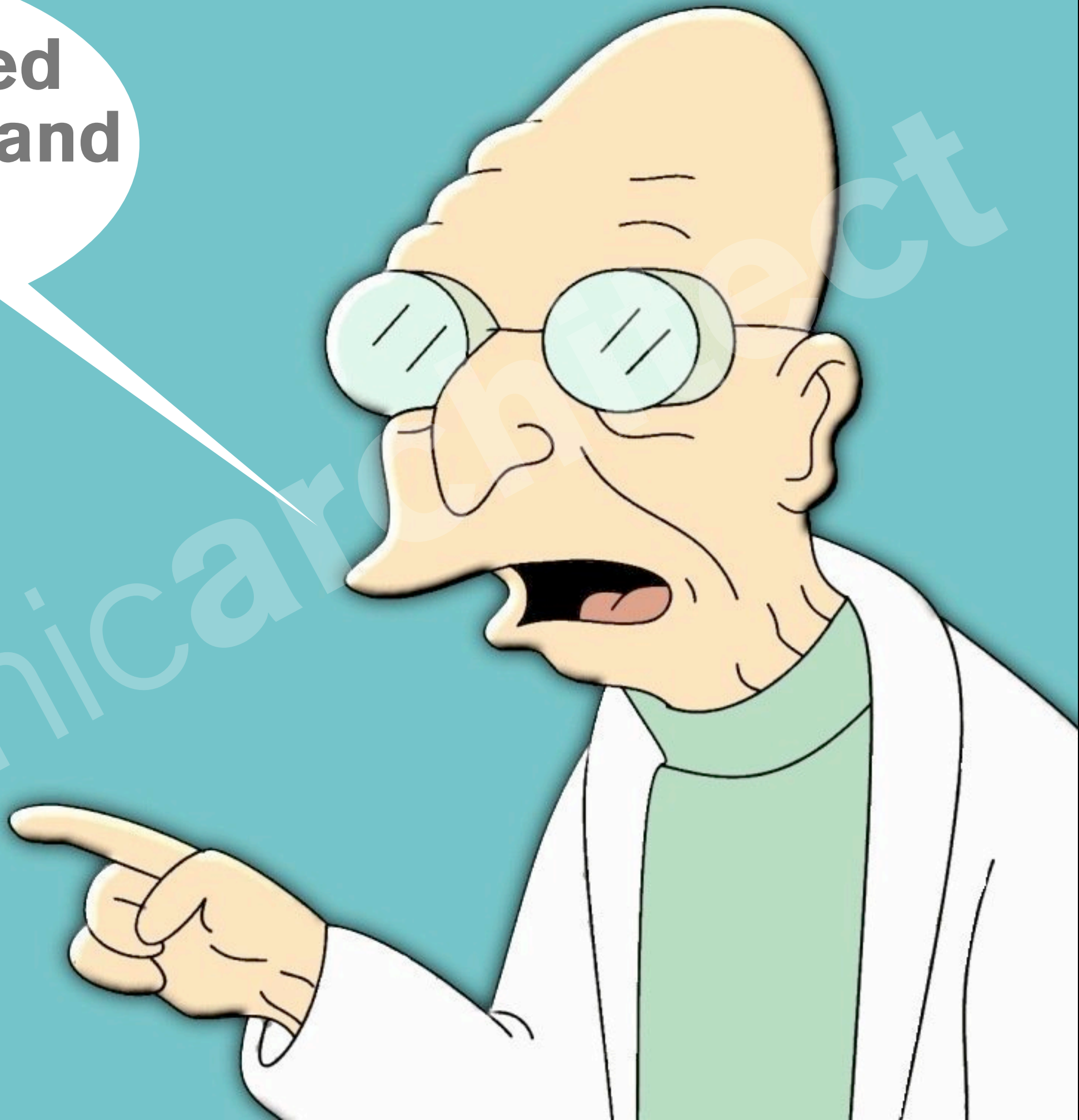
NET WT. 2.89 OZ. (82g)

**have you tried
eating right and
exercising?!**





**have you tried
eating right and
exercising?!**







**have you tried
cutting emissions
and fossil fuels?!**

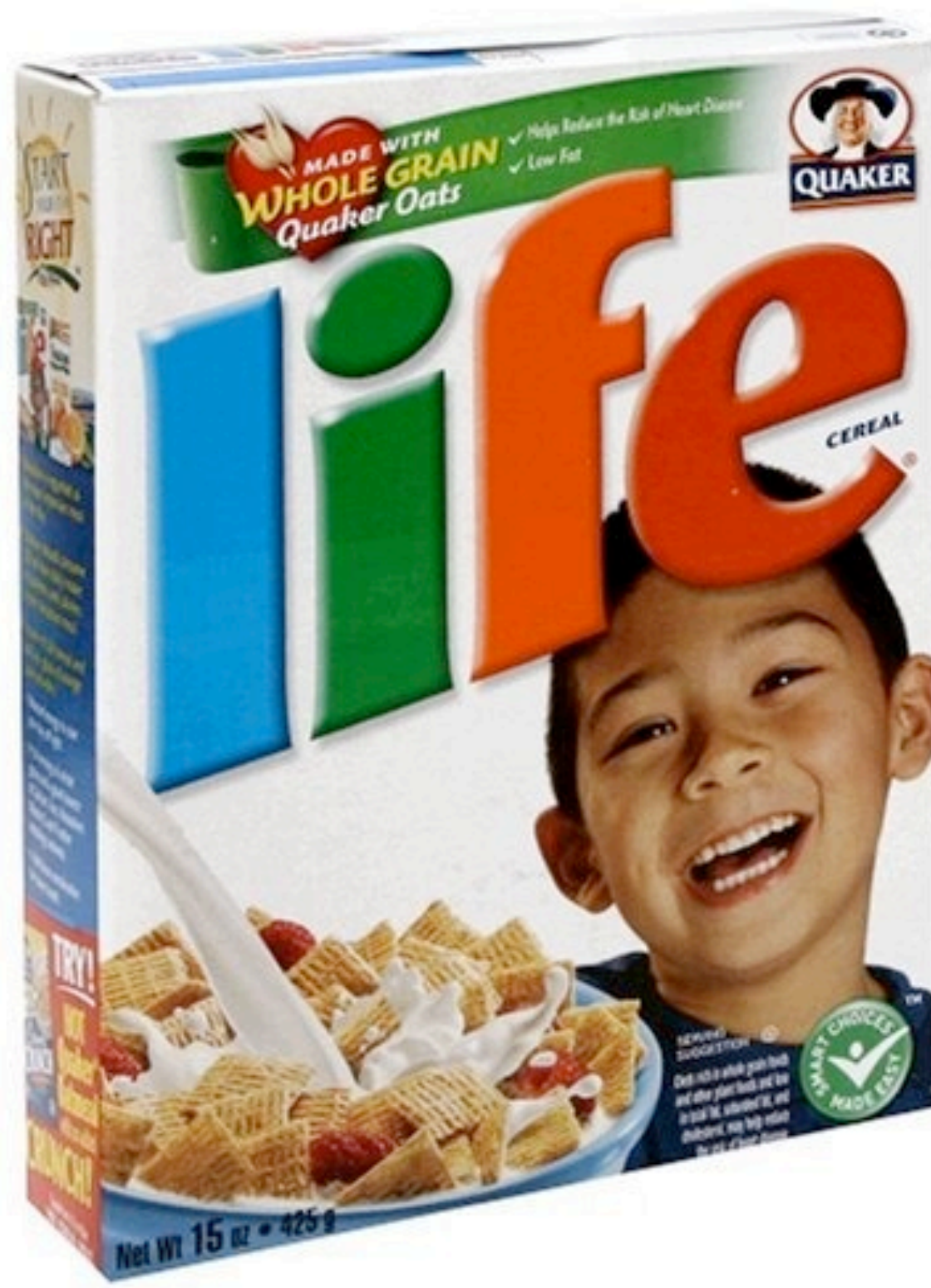


CLEAN

COAL?

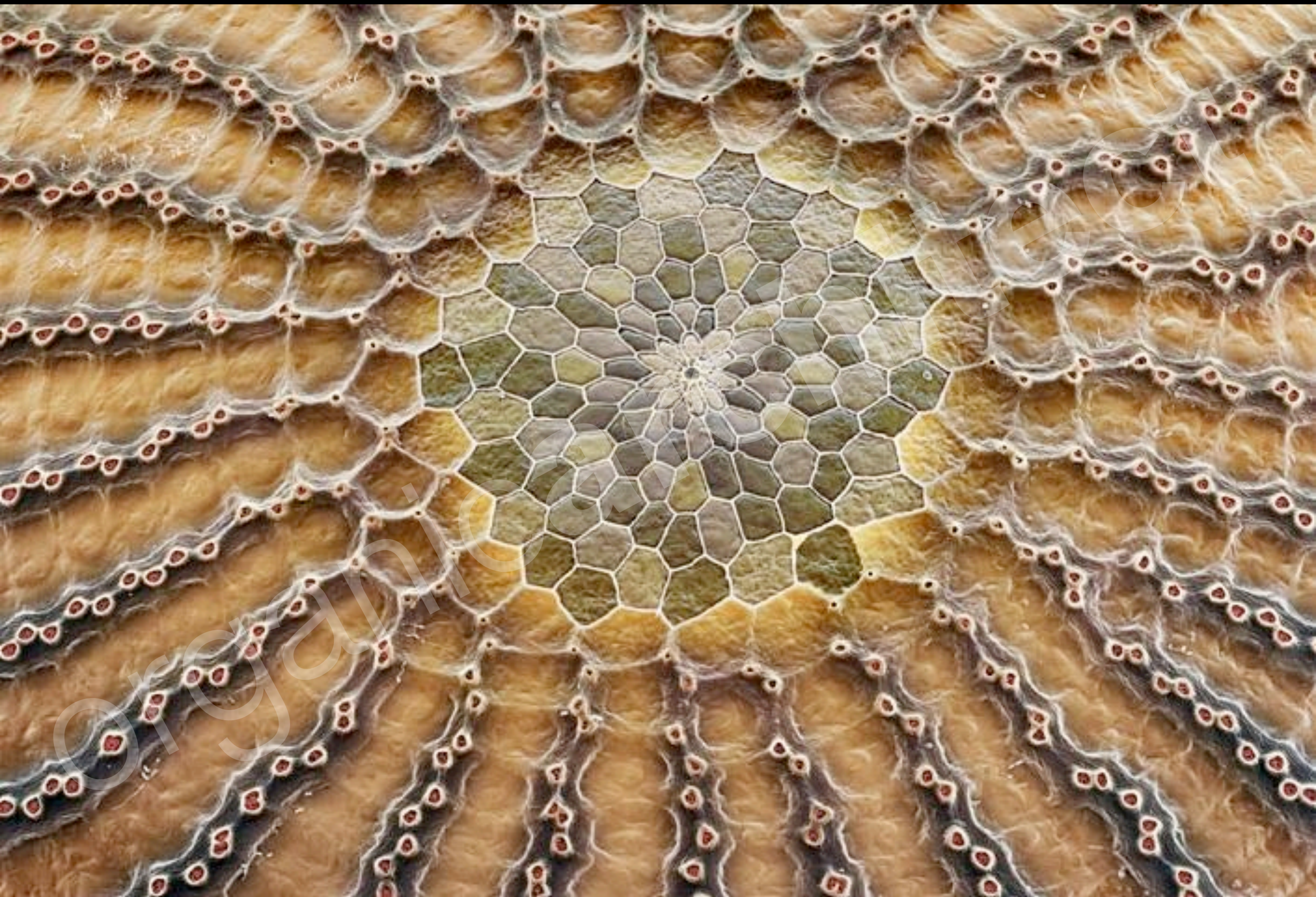












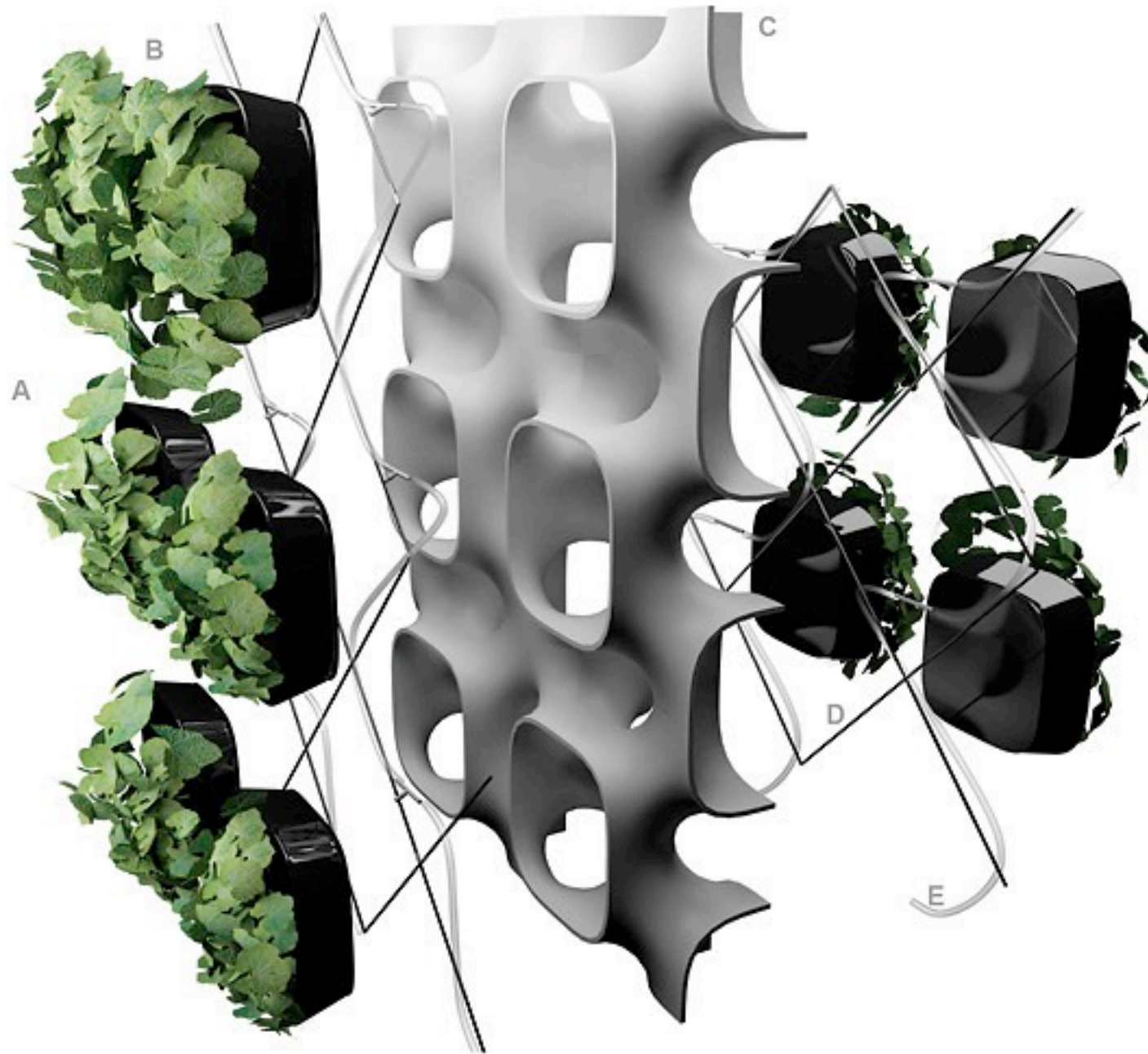






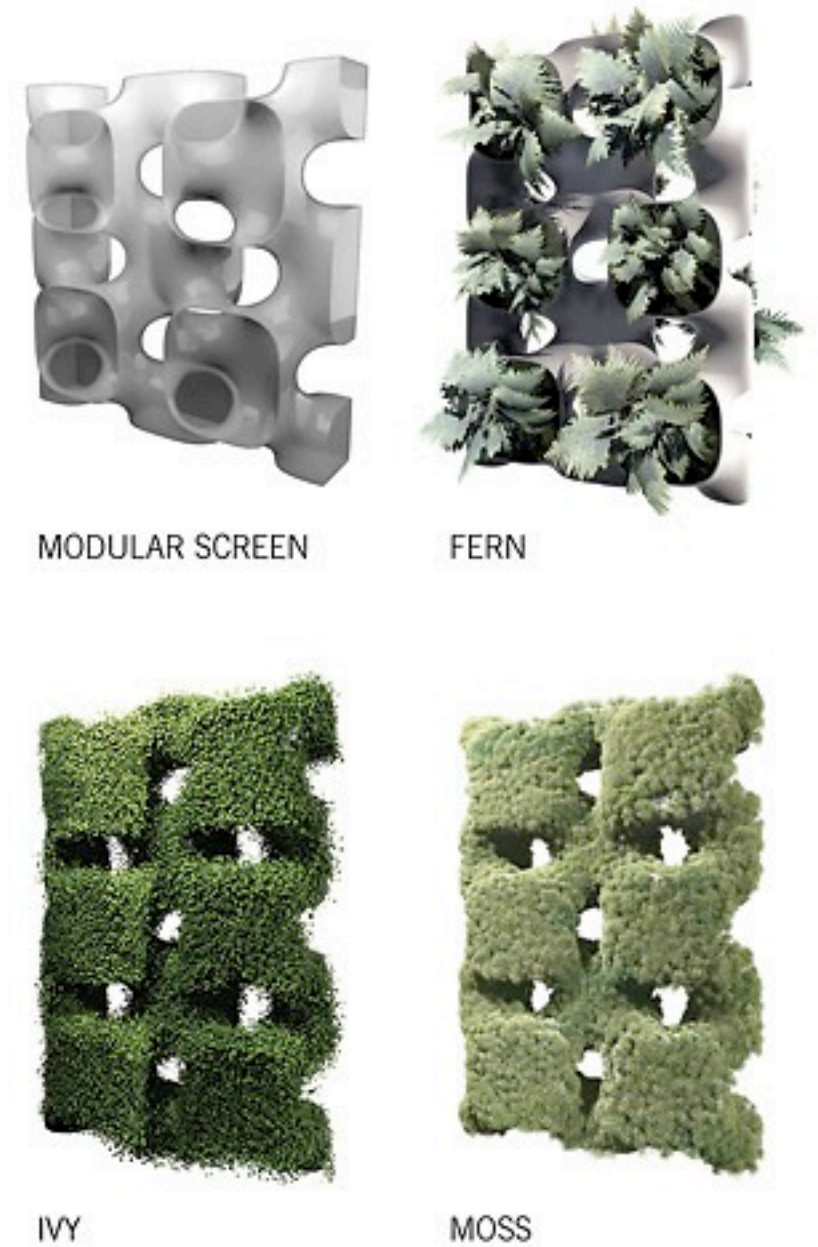
PHYTOREMEDIATION SYSTEM INTEGRATION

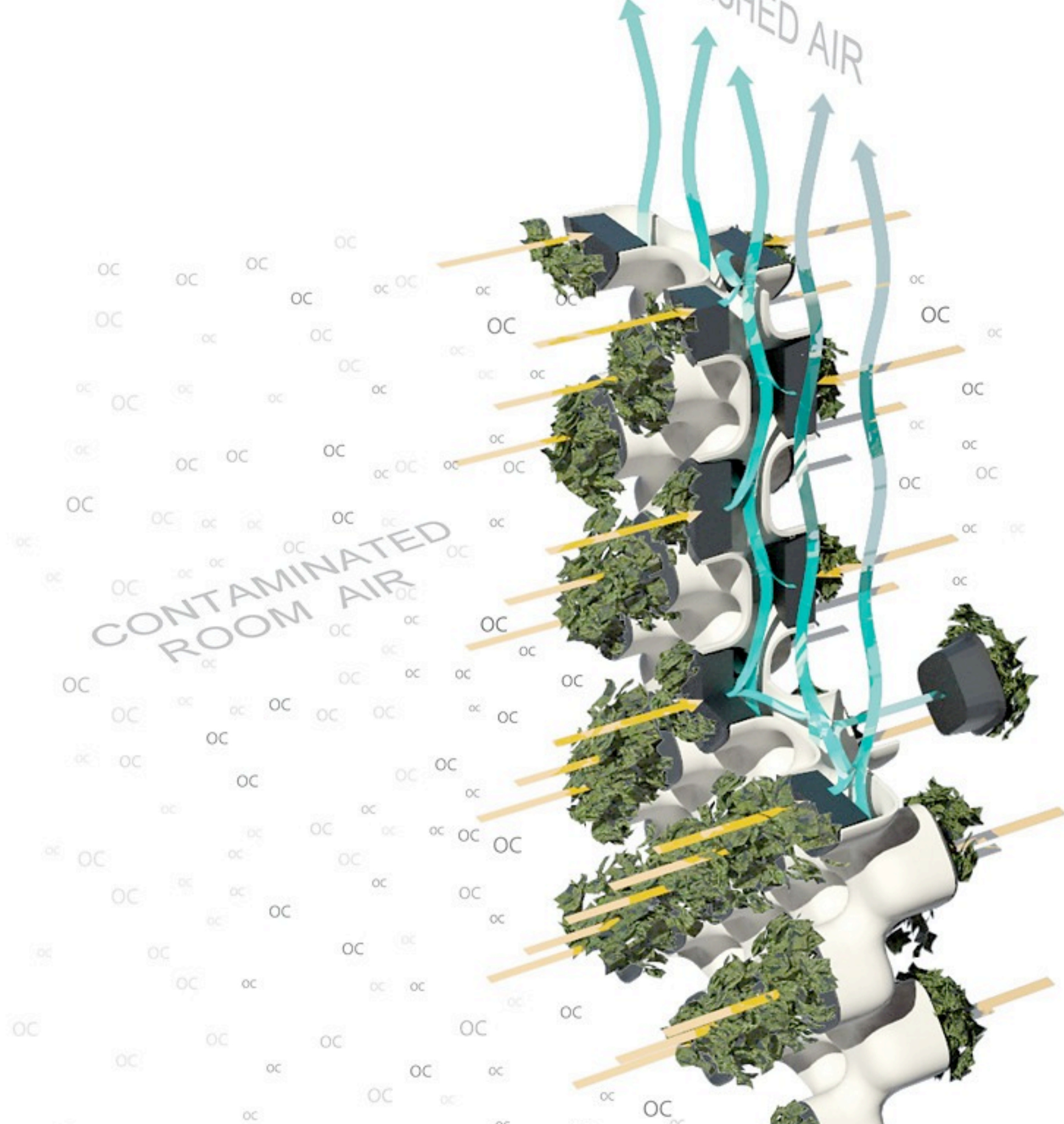
A self-supporting, double sided modular product that functions as a duct and plenum, augmenting the air cleaning capacity of common plants.



AMP System Components

- A plants
- B active bio and phyto - filtration
- C plenum-duct module
- D irrigation and system support frame
- E drip irrigation system





4 billion years of research and development...





15 acres could yield

10 mW solar energy

270 people's oxygen

78,000 pounds of CO₂

106,650 pounds of corn

630,000 pounds of strawberries



**soil
more important
than oil**

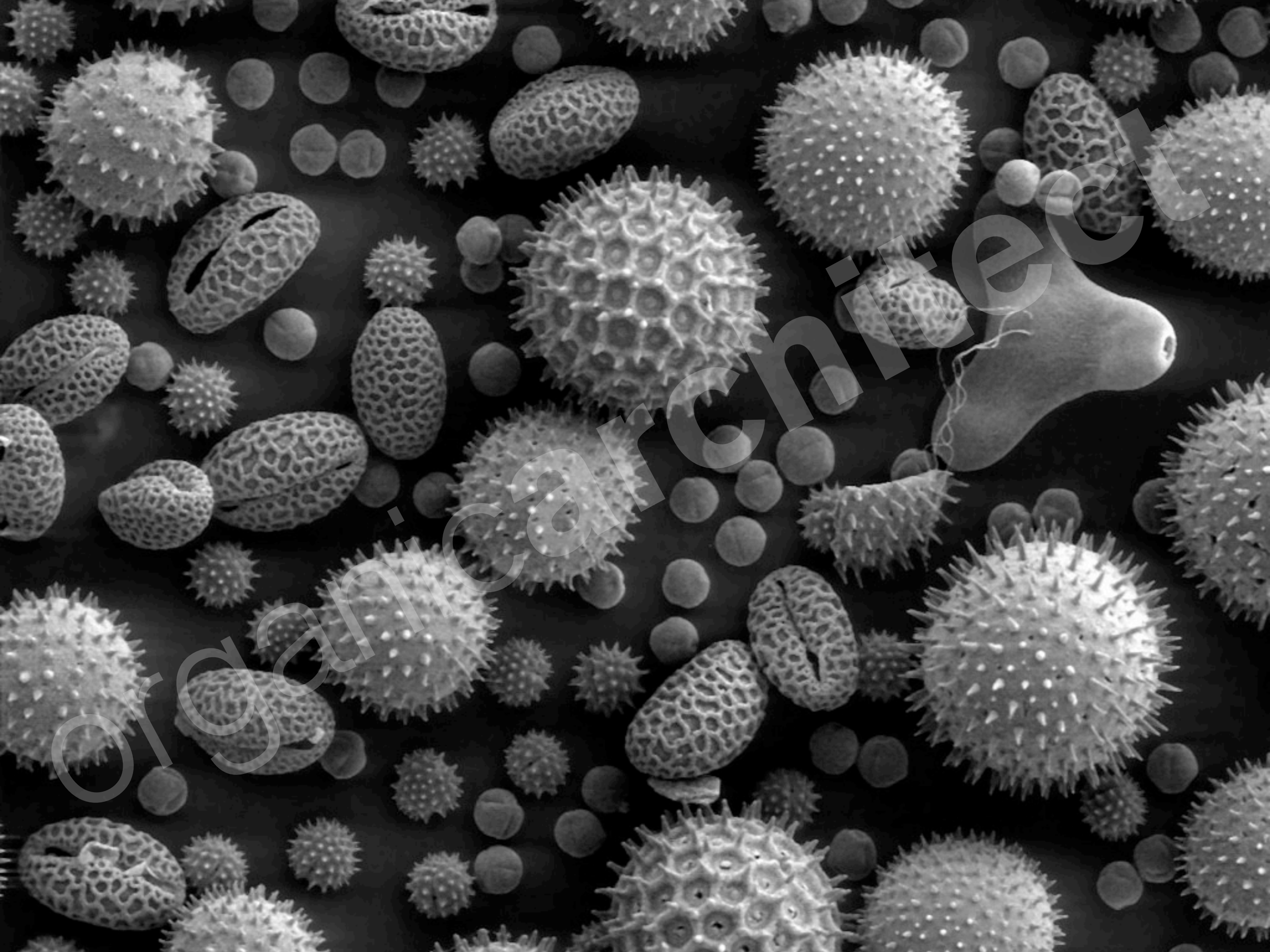






organica architect















Hobbit House
Wales, UK
Simon Dale & Jasmine Saville



California Academy of Science
San Francisco, California
Renzo Piano

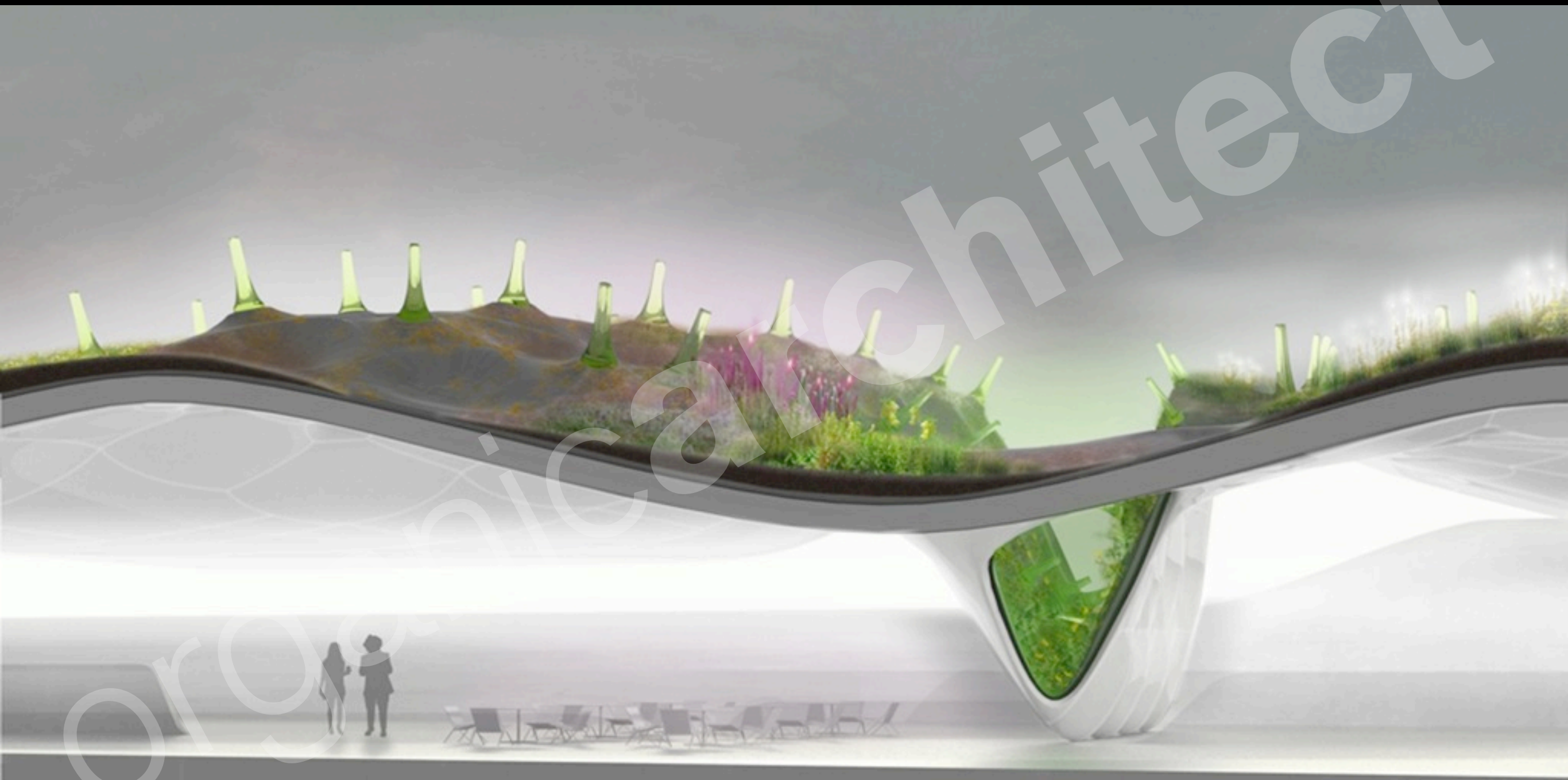


Nanyang Academy of Fine Arts
Singapore, Malaysia



ACROS Prefectural International Hall
Fukuoka, Japan
Emilio Ambasz & Associates





Hydrophile Project
Stockholm, Sweden
servo architects



“A
**chicken in every pot and
a car in
the garage.”**

– Herbert Hoover, 1928



“An organic, hormone-free
chicken in every pot and
a zero-emission plug-in for
the garage.”

– Herbert Hoover, 2013

SECOND BILL OF RIGHTS

EVERY AMERICAN HAS THE RIGHT TO:

- 1. A JOB**
- 2. AN ADEQUATE WAGE AND DECENT LIVING**
- 3. A DECENT HOME**
- 4. MEDICAL CARE**
- 5. ECONOMIC PROTECTION DURING SICKNESS,
ACCIDENT, OLD AGE OR UNEMPLOYMENT**
- 6. A GOOD EDUCATION**

– FDR, January 1944

**“The establishment of
an American standard of living
higher than ever before known.”**



TURN THE QUESTION AROUND

“Do you want a green roof?”

**“You want to keep
paying for heat?”**

SUSTAINABLE



**redesign
renew
regenerate**

Longwood Gardens
Kennett Square, Pennsylvania
Architect: Kim Wilke Associates
GSky Plant Systems Inc.



THINK





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eric@organicarchitect.com



ericcoreyfreed



Linked in® twitter

turning the effort into a full-time job

dodosapiens.com

Peter Busby

Managing Director, Perkins + Will

Christina Weber

Community Development, DIRT

Jeff Joslin

Director of Current Planning, City of SF



@ericcoreyfreed
#citiesalive