

# speaker

ERIC COREY FREED

Still from Re:Visionaries Documentary



## Green Architect Eric Corey Freed knows how to inspire audiences.

**Prolific author/speaker named "Best Green Architect" by San Francisco Magazine**

Eric Corey Freed, LEED AP, Hon. FIGP, is Principal of organicARCHITECT, an architecture and consulting firm in California, with over 20 years of experience in green building.

Eric co-developed the Sustainable Design programs at the Academy of Art and UC Berkeley Extension, and currently teaches at Boston Architectural College. He is on the board of the Inland Empire Chapter of the USGBC as well as the boards of over a dozen other organizations.

He was the founding Chair of Architecture for The San Francisco Design Museum and one of the founders of ecoTECTURE: The Online Journal of Ecological Design. He is a regular contributor for Sustainable Industries Journal, Luxe, Natural Home, Metropolitan Home and dozens of other publications. Eric lectures around the country at over 70 events a year, and his work has been featured in Dwell, Metropolis, Town & Country, Natural Home and Newsweek. He has been seen on television on Fox News, HGTV, The Sundance Channel and PBS.

Eric is the author of four books, including "Green Building & Remodeling for Dummies", a bestseller with over 200,000 copies in print, and "Sustainable School Architecture." His latest, "GreenSense for your Home" won the 2011 Outstanding Book Award from the American Society of Journalists and Authors.

Eric is a leader in the field; named by San Francisco Magazine "Best Green Architect" in 2005. In 2012, he was named one of the 25 "Best Green Architecture Firms" in the US, and one of the "Top 10 Most Influential Green Architects."

### by the numbers

Audience attendees	120,000
Students taught	1000
Projects designed	420
Speaking events per year	70

**GreenSense for the Home:**  
Rating the Real Payoff from  
50 Green Home Projects

New for **2010**

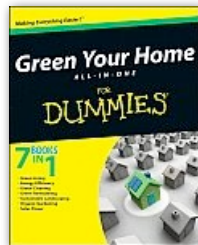
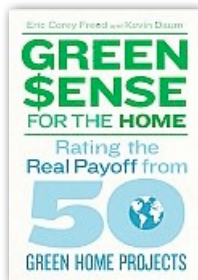
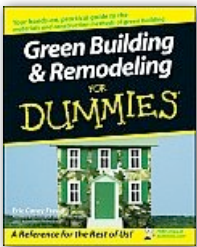
When does a green home project make financial sense? The authors of this book provide the answer to this and other questions relating to the cost (and relative value) of environmentally friendly home improvements. Eric Corey Freed and Kevin Daum are experts, respectively, in green building and in financing custom homes. In this information-packed book, they walk readers through 50 green home projects and break them down according to the positive impact they have on the environment.



Speaking to a sold out crowd in Los Angeles



## Books by Eric



## More than a Keynote

In addition to keynotes, Eric is pleased to participate in other activities surrounding an event, including media interviews, meet-and-greet events for key sponsors, cocktail receptions, and more. He wants your event to be a success.

## Information is to be shared

For all of his talks, Eric makes his slides, sources and data available. Audience members should enjoy the show and not focus on taking notes. This information is important, so it is shared with everyone.

## Target audiences

Eric likes to speak to all types of groups, from engineers to homeowners and everyone in between. Preferred groups are architects, builders, environmental groups, homeowners, organizations, corporations and trade groups. All events, from annual meetings, to corporate cocktail mixers, to large conferences are welcome.

## Book Eric for your event

Contact Eric at 415.474.7777, [eric@organicarchitect.com](mailto:eric@organicarchitect.com) or at his website, [www.rkeytex.com](http://www.rkeytex.com).



**"Eric is one of the real brains of his generation..."**

**Philip Johnson**  
Noted Architect & Critic



## Speaking Topics:

...or let Eric tailor a talk for your organization or conference.

### 1. Green Building for Dummies

An introductory overview of sustainable design and green building. Includes discussion of why green building is important and an introductory look at the lifecycle of a product.

### 2. The Myth of Sisyphus

An intermediate level discussion exploring the areas of Suburbia, New Orleans and Las Vegas as absurd environmental regions. The talk explores how to identify potential areas of energy and resource savings and maps out a plan to fix them.

### 3. Problems & Solutions

This talk walks you through the various problems with Energy, Water, Siting, Materials and Air Quality. It points out the often absurd means by which we build our buildings and then explores dozens of practical, tangible solutions for how to correct them.

### 4. Detroit, Dallas & Despotism

An advanced discussion of the plight of the modern American City. The discussion ends with a humorous and thought-provoking look at lobbyist and how they are controlling our environmental policies.

### 5. Missed Opportunities in Hospitality

An exploration of the hospitality design industry and a plan for how to cut its water and energy usage by more than half.

### 6. Hidden Lessons of Sustainable Schools

An advanced discussion of modern day school design and how to uncover ways to save energy, water and resources. This talk also suggests means to make the entire building a vehicle for learning.

Half and full day workshops also available by request.

Moderating a panel  
at the San Francisco Design Center



## What others are saying about Eric's presentations...

"Your presentation was so educational and right on target.  
Darren said you were going to be a rock star, and he was right."

Bradford Rand, President, Go Green Expo

"I have to say your talk was one of the most inspiring of the conference."

Ruth Altchek, Senior Editor, Domino Magazine

"Voices like yours are the ones that make me so proud to be a part of this movement at this crucial point in our history."

Richard L. Cartlidge Jr., Green Building Enviro Trends

## details

### travel

Airfare plus:

- 1 nights accommodation (on West Coast)
- 2 nights accommodation (elsewhere)

### a/v needs

LCD Projector, screen,  
lavalier or podium microphone

### length

Talks can range 45 minutes to 90 minutes.  
Typical length is 60 to 75 minutes.

## links

### [headshots](#)

### [bio & cv](#)

[www.rkeytex.com](http://www.rkeytex.com)

### contact

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