



ERIC COREY FREED

Founding Principal, organicarchitect

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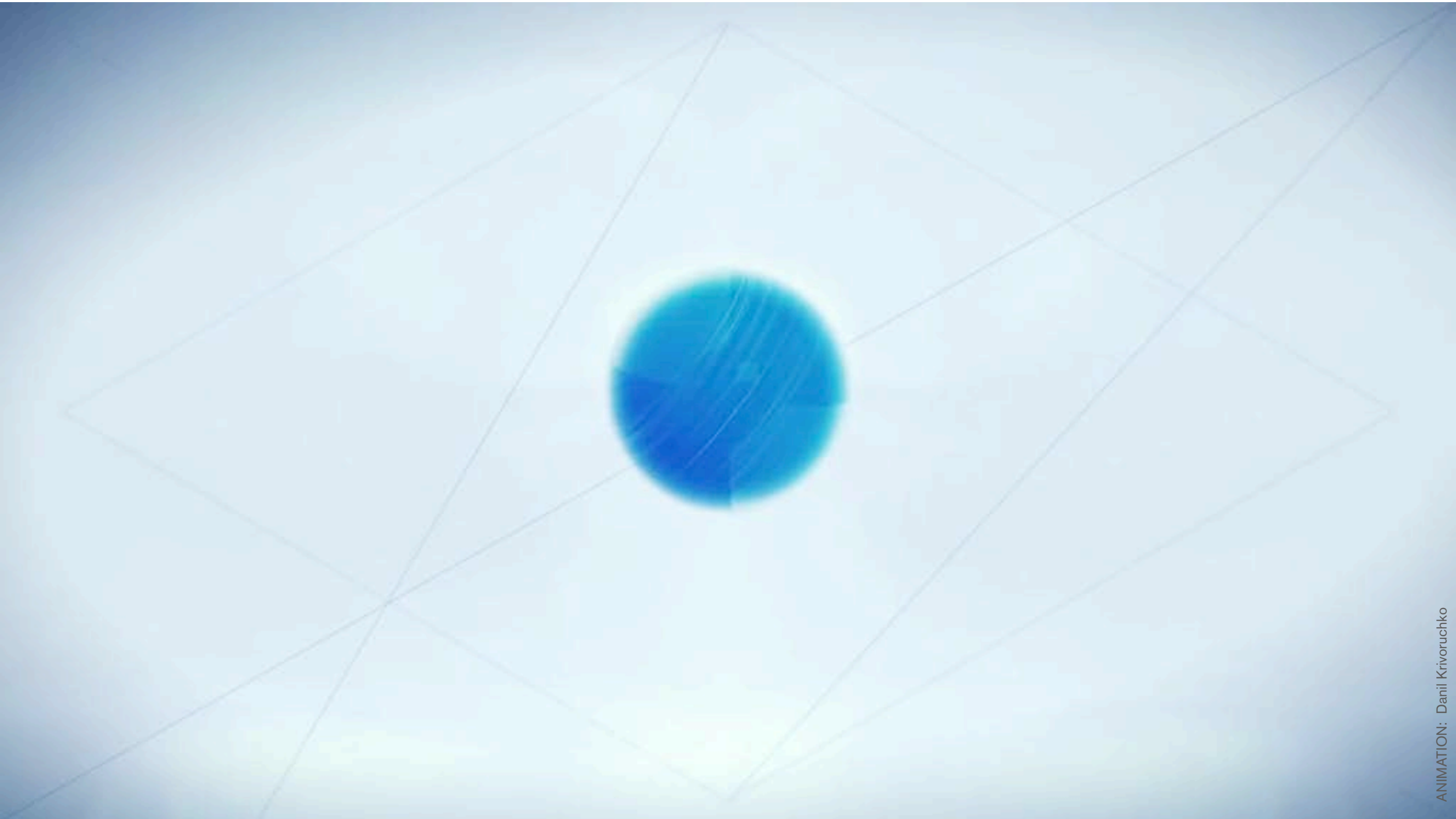
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ericcoreyfreed

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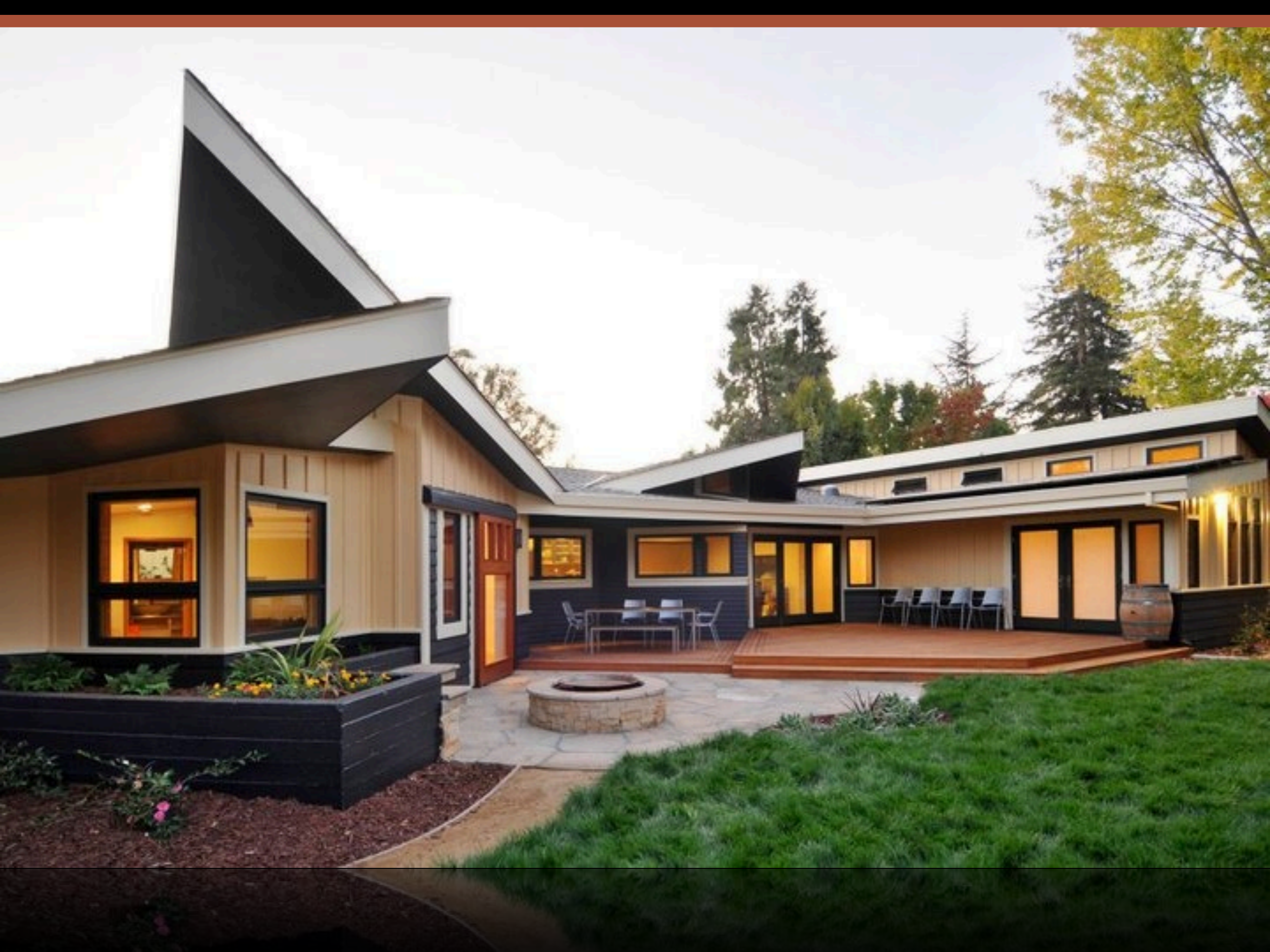
dodosapiens.com



ericcoreyfreed

FOUNDING PRINCIPAL
organicarchitect

Honorary Fellow, Institute of Green Professionals
LEED Accredited Professional





Best Green Architect
2005



ACADEMY *of* ART
UNIVERSITY



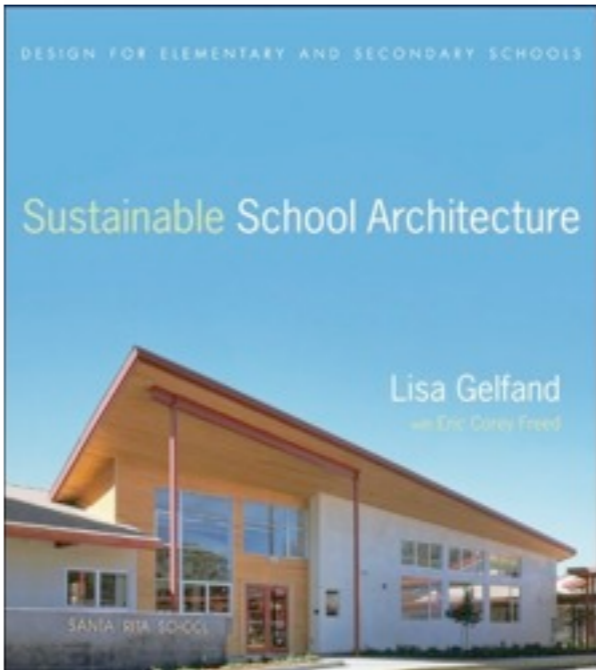
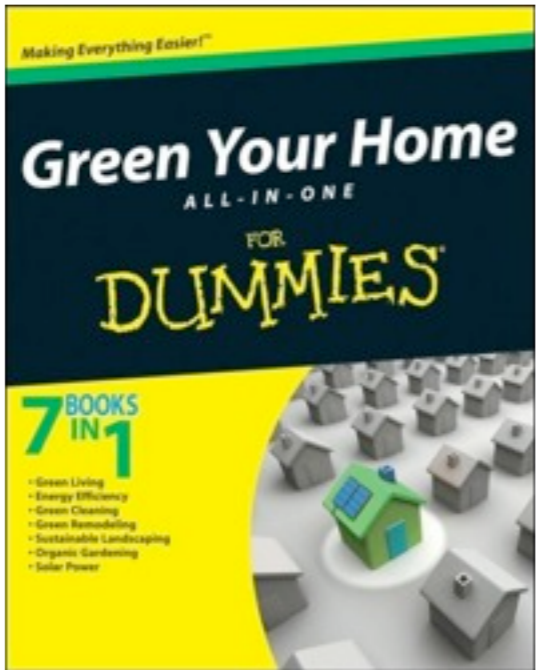
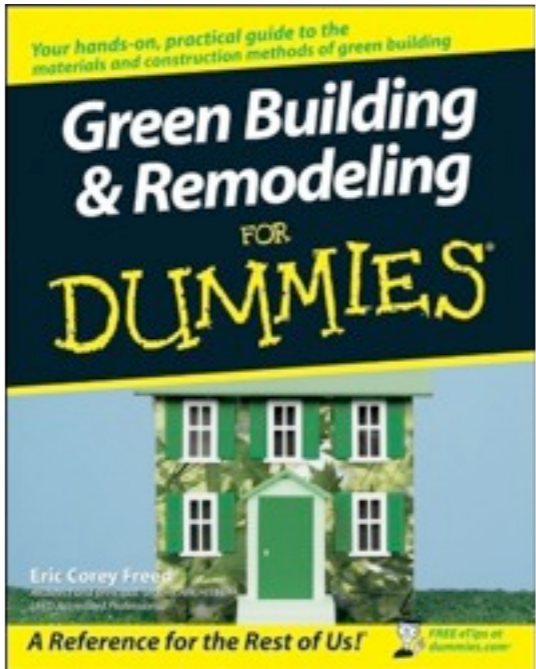
UC Berkeley Extension



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

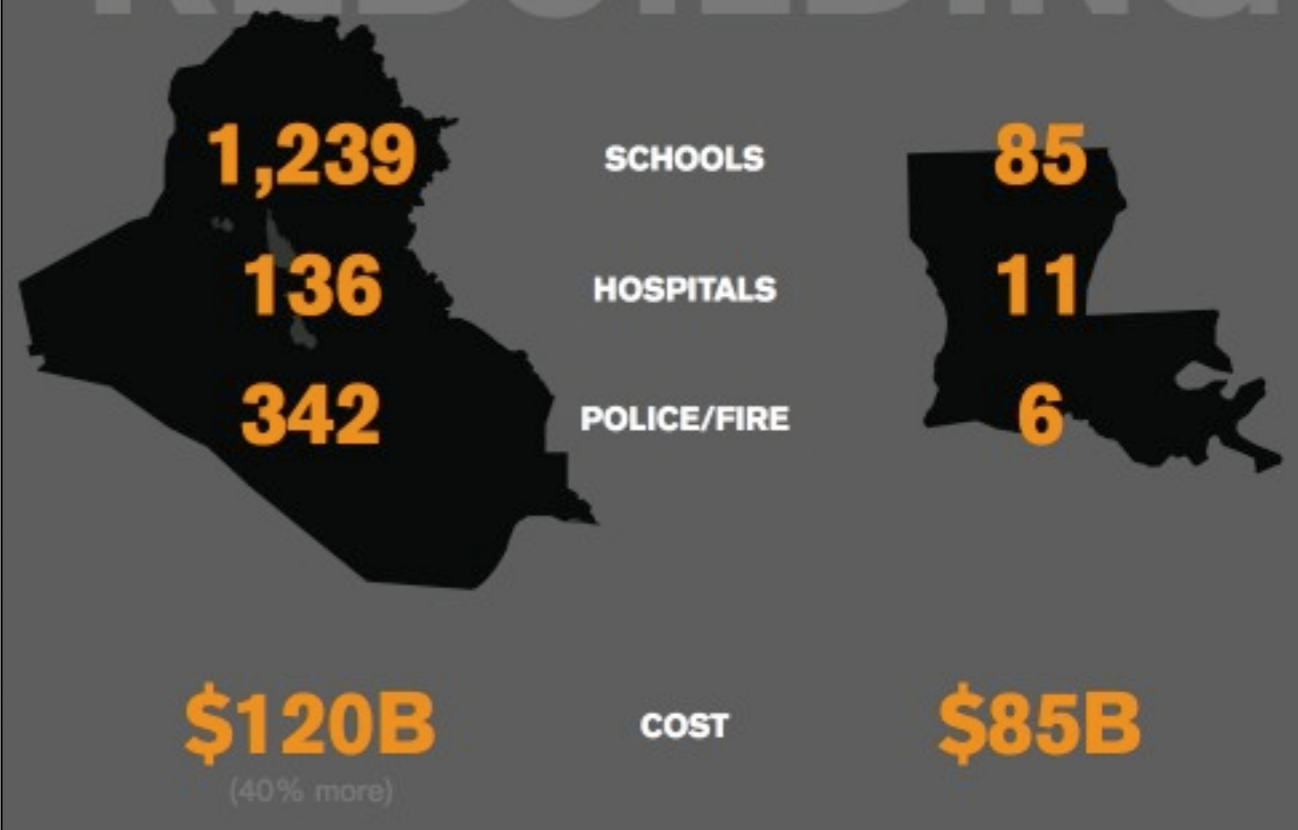
times more

\$82,200,000

Oil & Coal Lobbying

SOURCE: Center for Responsive Politics, OpenSecrets.org

IRAQ LOUISIANA REBUILDING



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

LIVE
SAN FRANCISCO

MARKET ALERT
9572.16
140.12

FOX BUSINESS

Eric Corey Freed
ORGANIC ARCHITECT FOUNDER

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

FOX FIFTY TOP STORIES WEATHER

Eric Corey Freed
URBAN RE-VISION EXECUTIVE DIRECTOR

UPS (UPS) 57.19 0.03

DOW 10293.90 38.54 S&P 1088.75 6.15 NASDAQ 2139.61 17.21

CONSERVATION
MAKE YOUR LIFE EASIER.
WORLD A BETTER.

American Standard
Style That Wait

Eric-Corey Freed
Author
Green Building
for Dummies

green//build//pro

Eric Corey Freed
FOUNDER, ORGANIC ARCHITECT

smartplanet

Eric Corey Freed
Executive Director
organicARCHITECTURE

LIVE
7:54 a PT

FOX FIFTY TOP STORIES WEATHER

GREENER TAXES

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

FOX FIFTY TOP STORIES WEATHER

**GREEN BUILDINGS HAVE HIGHER
WORKER PRODUCTIV. IN FACTORIES**

YAHOO! INC (YHOO) 17.34 0.47

DOW 9570.50 141.78

S&P 1038.25 18.95 NASDAQ 2072.96 49.46

11:46 a ET



NEXT AMERICAN
CITY
americancity.org

**Sustainable
Industries**

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Home**

LIVING WISELY > LIVING WELL
natural
HOME

dwell

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San Francisco Chronicle
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Marin Independent Journal
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 The Desert Sun
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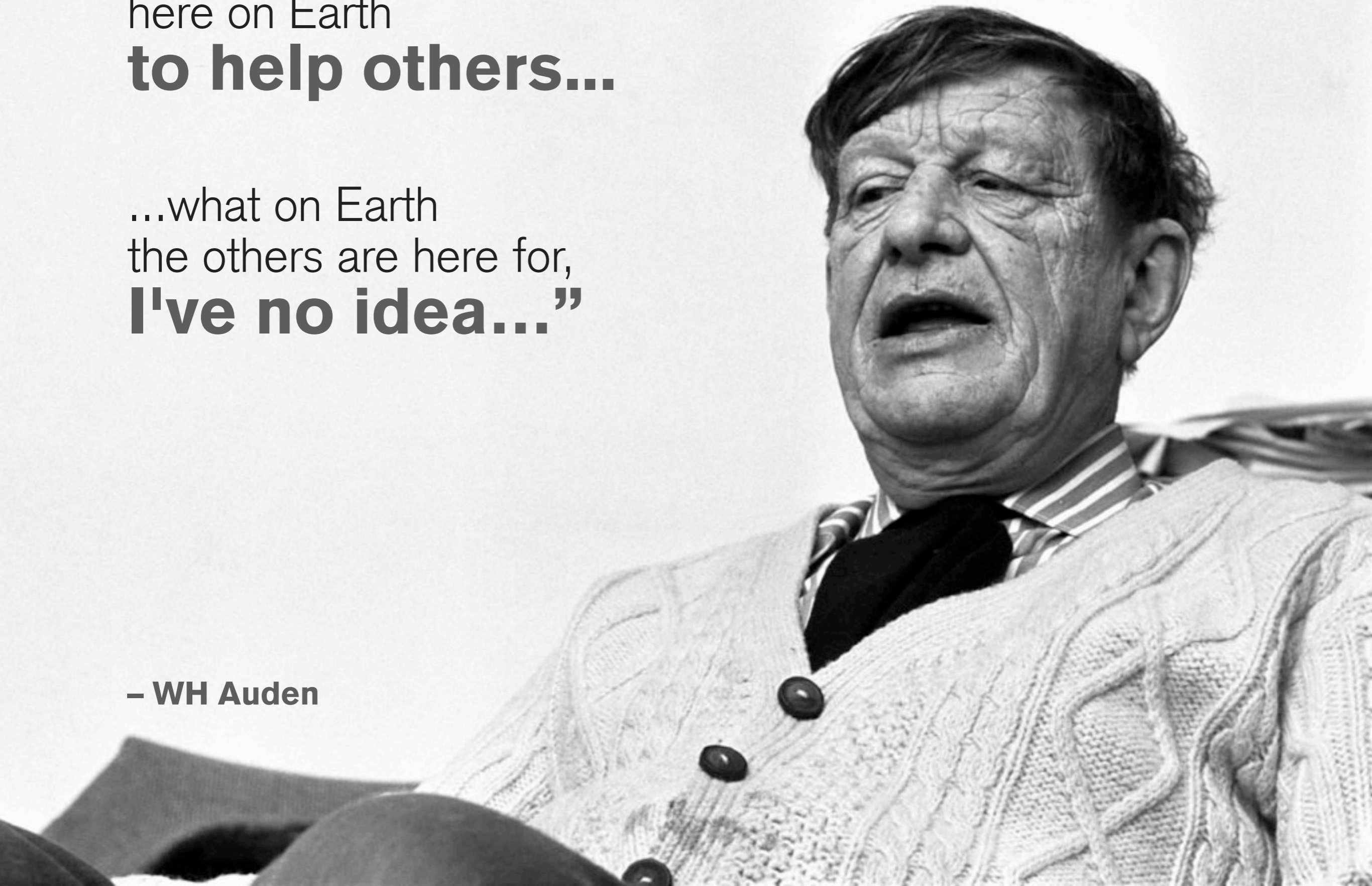


Green is MORRE

“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**

KOCH INDUSTRIES INC



- * \$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 | \$175,000 Fraser Institute |
| \$5,176,500 Americans for Prosperity | \$175,000 Institute for Energy Research |
| \$1,967,000 Institute for Humane Studies | 150,000 Frontiers of Freedom |
| \$1,620,000 Heritage Foundation | \$130,000 National Center for Policy Analysis |
| \$1,028,400 Cato Institute | \$125,000 American Council on Science and Health |
| \$800,000 Manhattan Institute for Policy Research | \$113,800 Atlas Economic Research Foundation |
| \$655,000 Washington Legal Foundation | \$110,000 Capital Research Center |
| \$542,500 Federalist Society for Law and Public Policy Studies | \$100,000 American Enterprise Institute |
| \$365,000 Foundation for Research on Economics and the Environment | \$85,000 Independence Institute |
| \$360,000 Pacific Research Institute for Public Policy | \$75,000 American Legislative Exchange Council |
| \$325,000 Tax Foundation | \$70,427 Goldwater Institute |
| \$290,000 Independent Women's Forum | \$70,000 Property and Environment Research Center |
| \$283,125 Texas Pubic Policy Foundation | \$60,000 Mackinac Center for Public Policy |
| \$215,000 American Council for Capital Formation | \$60,000 Center for the Study of Carbon Dioxide and Global Change |
| \$210,000 George C. Marshall Institute | \$40,000 Americans for Tax Reform |
| \$205,000 Reason Foundation | \$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 | U.S. Representatives receiving more than \$20,000 since 2006 election cycle |
| \$ DeMint, James W (R-SC) \$20,000 | \$ Cuellar, Henry (D-TX) \$30,500 |
| \$ Murkowski, Lisa (R-AK) \$20,000 | \$ Cantor, Eric (R-VA) \$28,000 |
| \$ Lincoln, Blanche (D-AR) \$18,000 | \$ Barton, Joe (R-TX) \$26,500 |
| \$ Burr, Richard (R-NC) \$15,500 | \$ Blackburn, Marsha (R-TN) \$25,000 |
| \$ Chambliss, Saxby (R-GA) \$15,000 | \$ Boehner, John (R-OH) \$25,000 |
| \$ Coburn, Tom (R-OK) \$15,000 | \$ Kline, John (R-MN) \$25,000 |
| \$ Roberts, Pat (R-KS) \$15,000 | \$ Davis, Geoff (R-KY) \$24,000 |
| \$ Thune, John (R-SD) \$15,000 | \$ Boyd, Allen (D-FL) \$21,500 |
| \$ Inhofe, James M (R-OK) \$13,500 | \$ Boren, Dan (D-OK) \$20,500 |
| \$ Vitter, David (R-LA) \$12,500 | |
| \$ Cornyn, John (R-TX) \$12,500 | |
| \$ Shelby, Richard C (R-AL) \$11,500 | |

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/>



Eric Corey Freed
Dodo-Sapiens
Lecture

CITY7
RICHMOND, VA

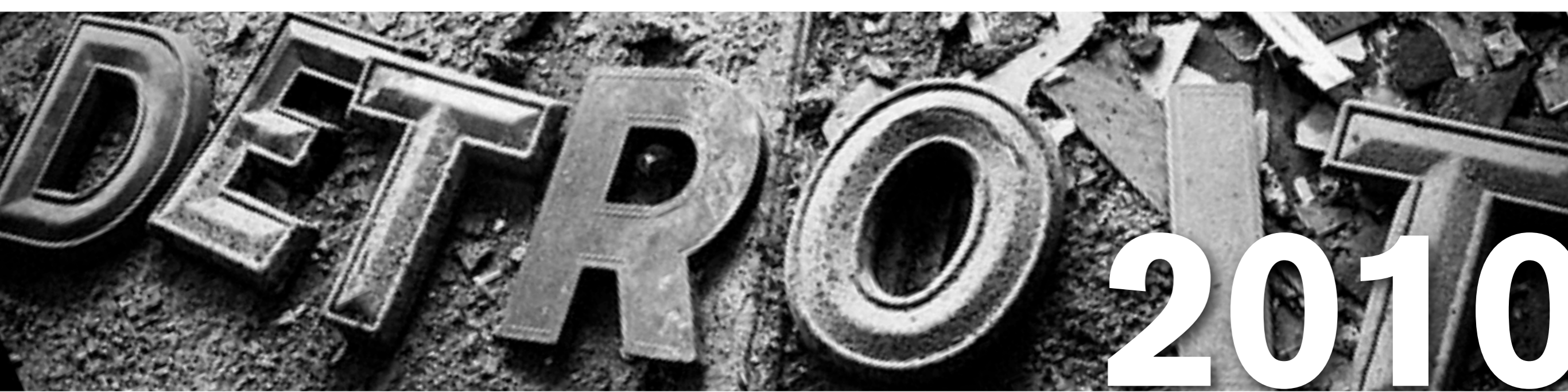
Eric Corey Freed
Founding Principal, organicarchitect



THEATER
AN INCONVENIENT TRUTH

A REASSURING LIE







“OK”

“EYESORE”



2012

ATTACK

of the

dodo

SAPTIBNS

2

electric
boogaloo





dodo
SAPIENS



SUCKS

dodo
SAPIENS

WASTE BAG

KEEP AWAY FROM CHILDREN. MAY CAUSE SUFFOCATION



dodo
SAPIENS



dodo
SAPIENS

dodo
SAPIENS

THIS LIGHT
NEVER TURNS
GREEN



SIGN NOT
IN USE

dodo
SAPIENS

**NO JUMPING
OFF BRIDGE**

CITY ORD. X.818.011

dodo
SAPIENS

**SIDEWALK
CLOSED
AHEAD**





CAUTION



dodo
SAPIENS



dodo
SAPIENS



dodo
SAPIENS

DAE HEUNG 30-8491L SAE AIR(2)S(2)T 99 DOT

WHO PARTED?

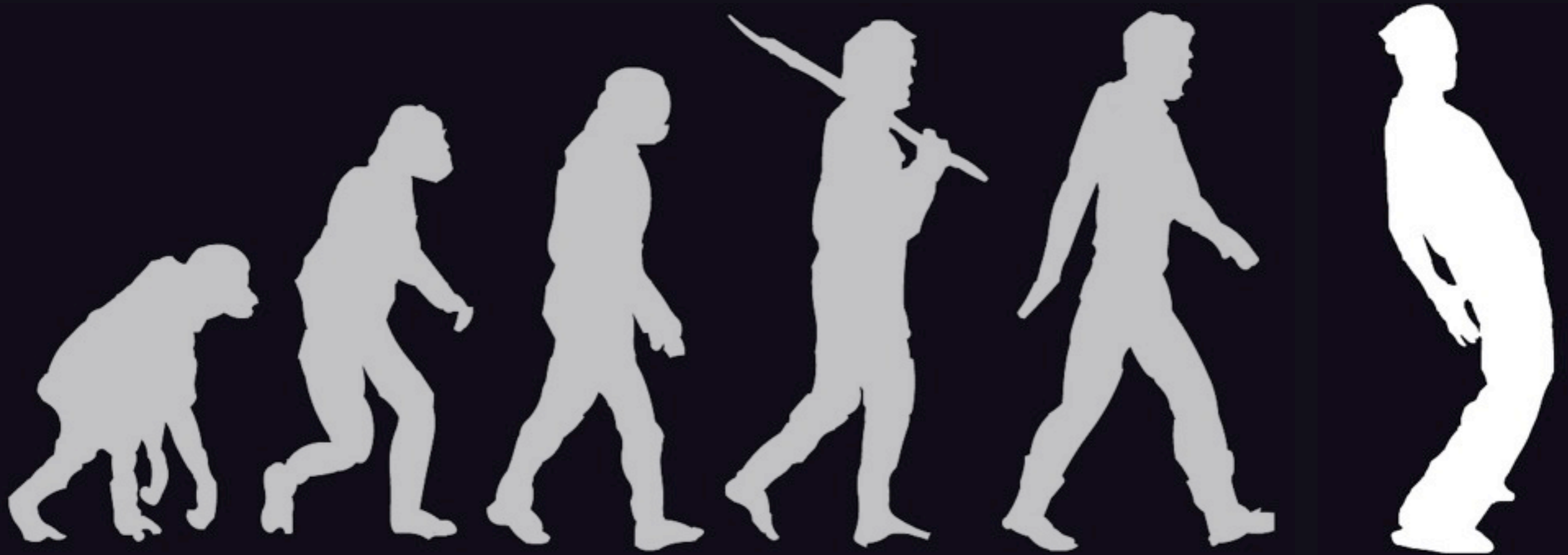
ODYSSEY

JESUS

is the Answer

©Harbor House Gifts

A NEW SPECIES...



Dryopithecus

Homo Habilis

Homo Erectus

Neanderthal

Homo Sapiens

dodo
SAPIENS





ANTHROPOLOGY

LIBRARY

СОБЛЪТІА

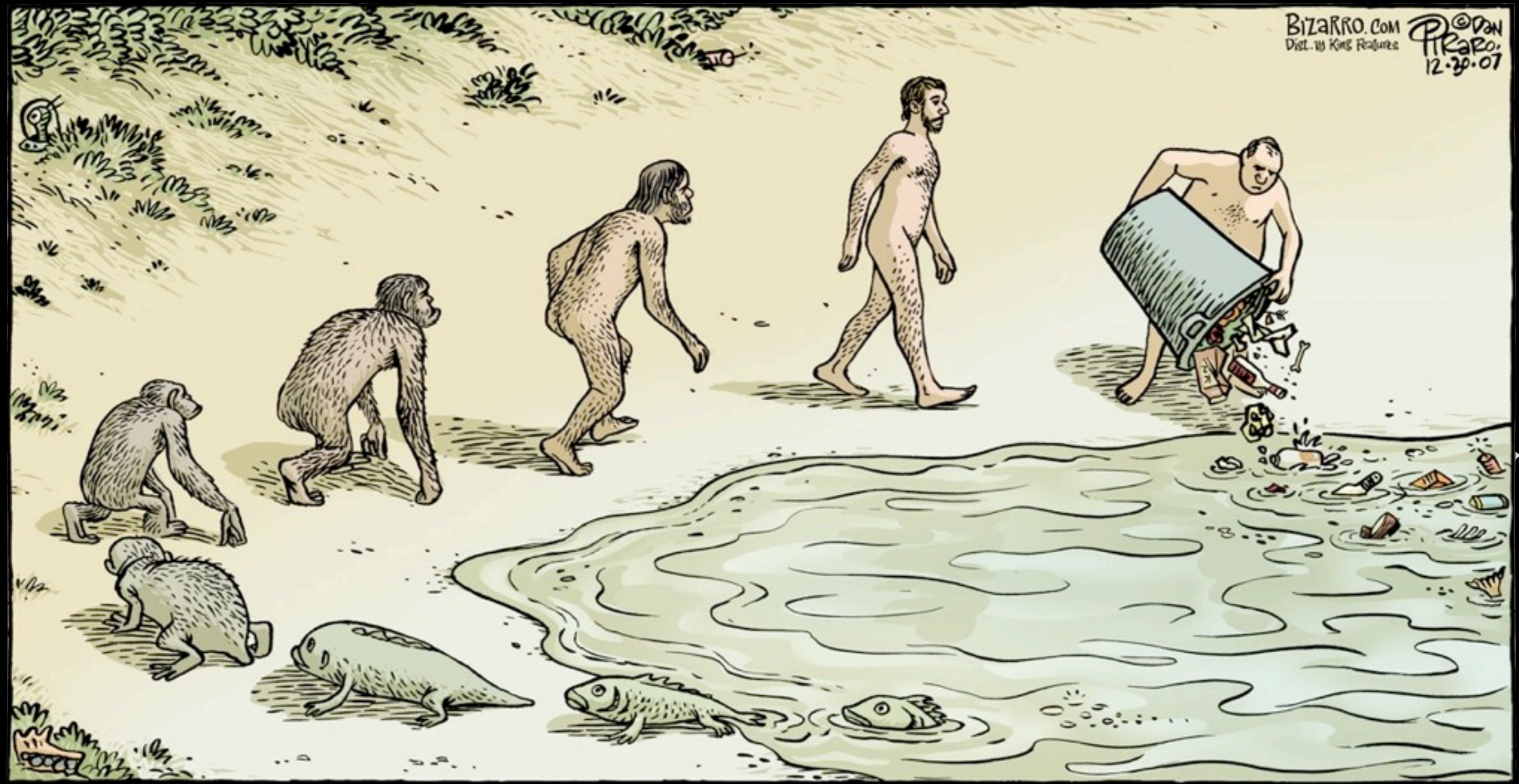
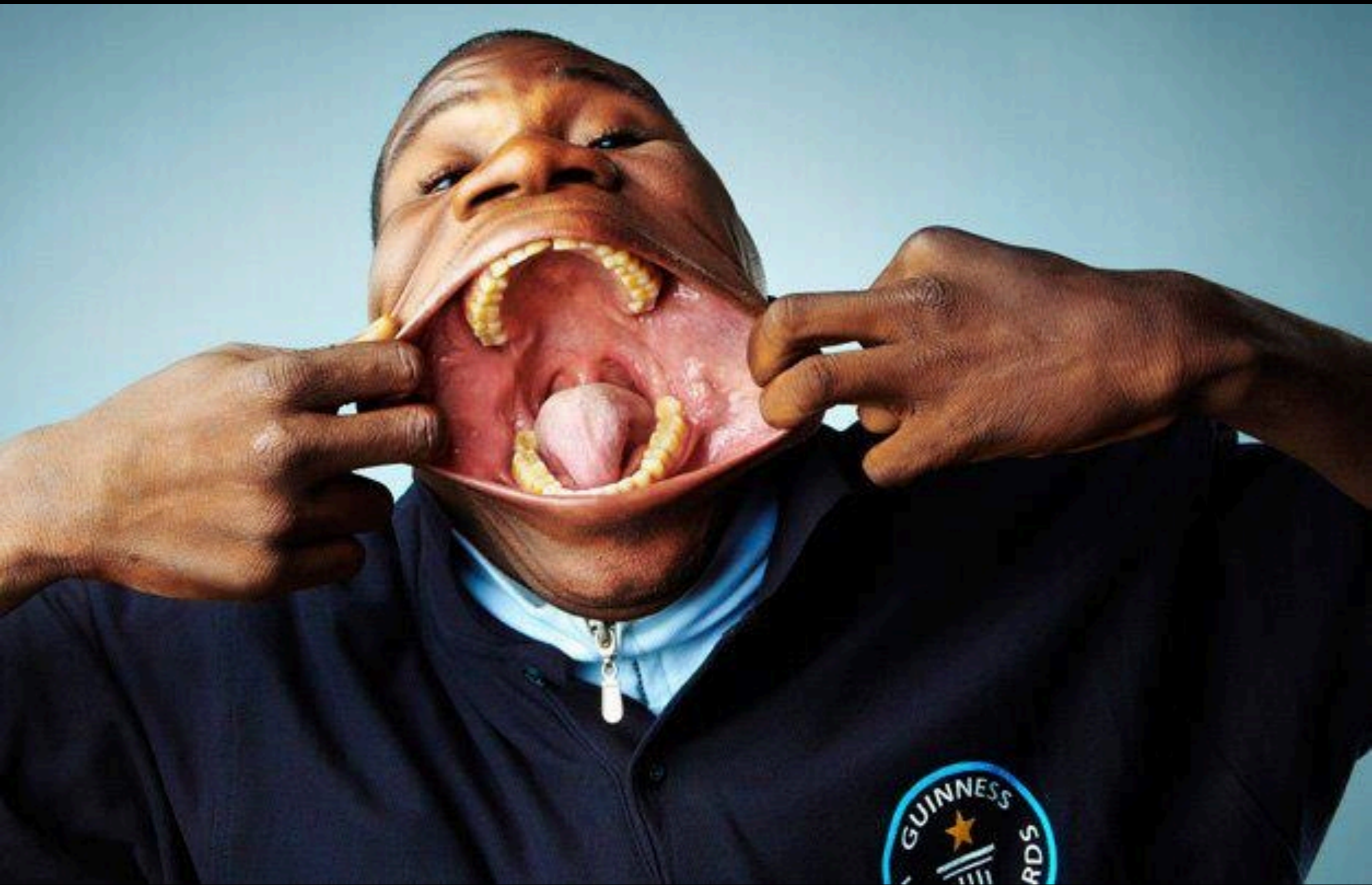






PHOTO: Robin Utrecht, AFP-Getty Images



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FOR A

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VINYL FENCE

WALLCOVERING

BLINDS

**WINDOW
SCREENS**

INSULATION

SEALANTS

PESTICIDES

COUNTERTOP

VINYL BASE

CARPET BACK

**SHOWER
CURTAIN**

WIRING

SWITCHES

ADHESIVES

PLASTIC LAM

WATERPROOFING

TILE FLOOR

CUPS & PLATES

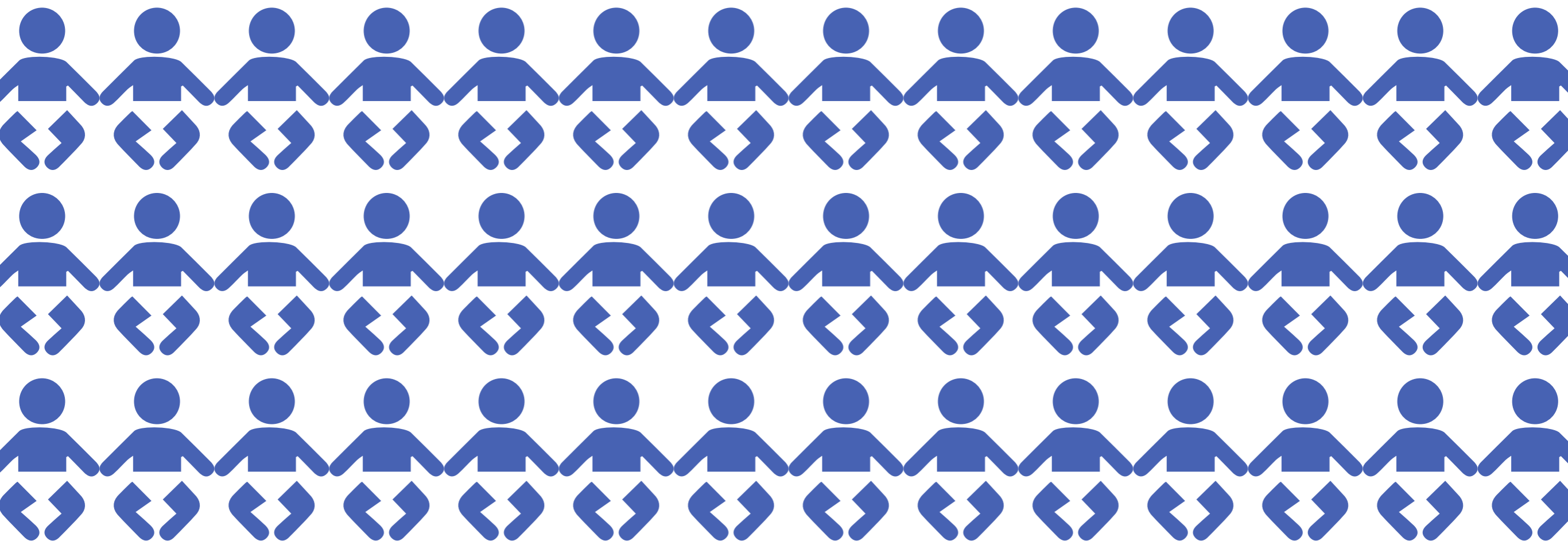
APPLIANCES

HOUSE MADE FROM OIL



1 in 88 AUTISM

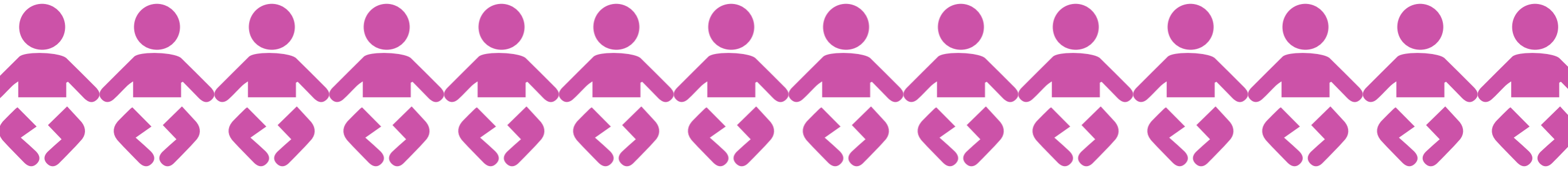
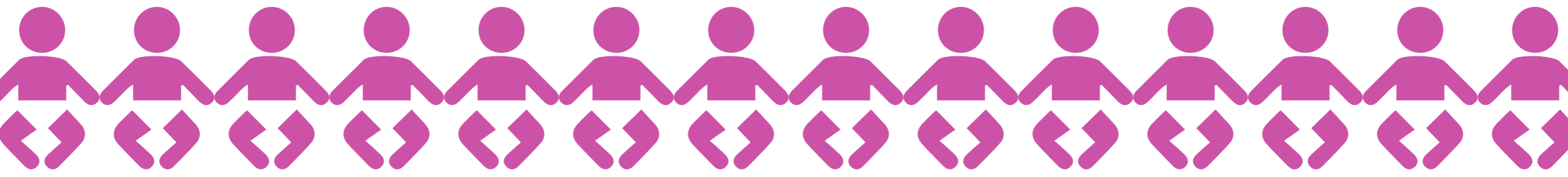
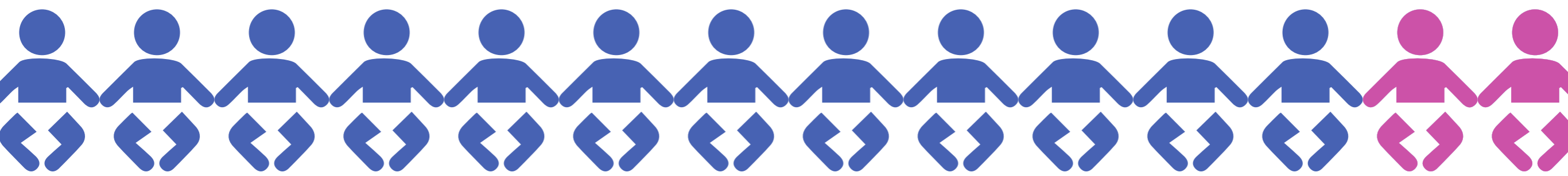


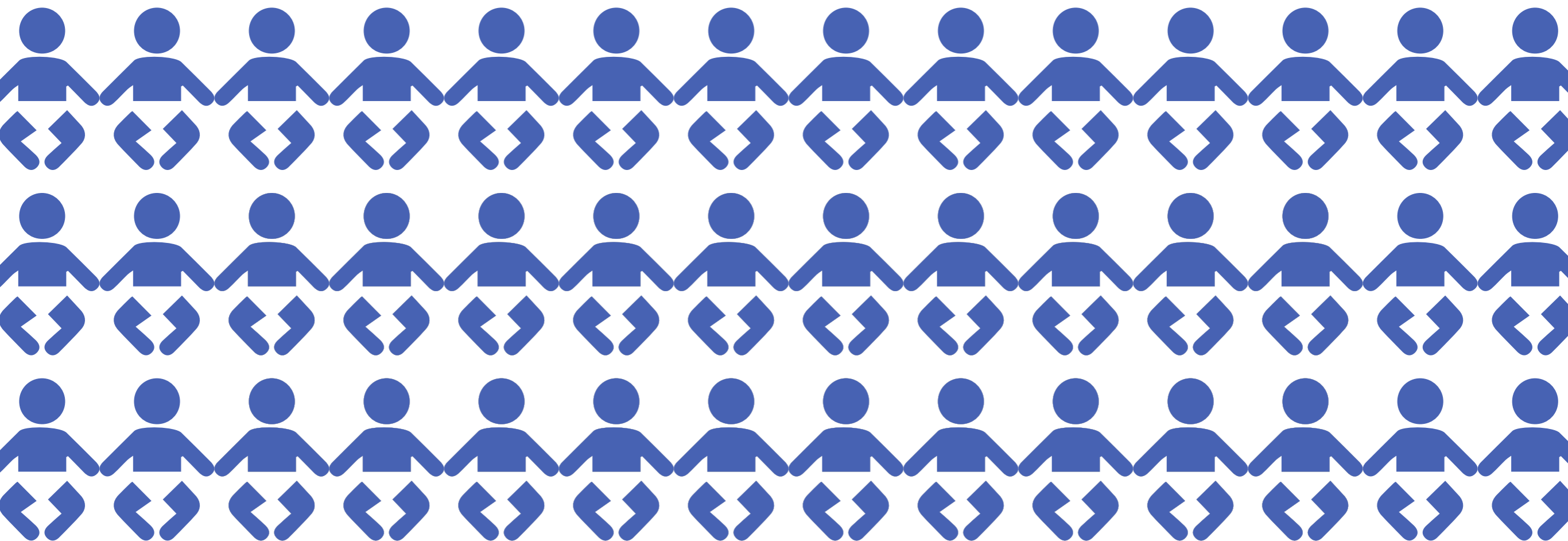


males

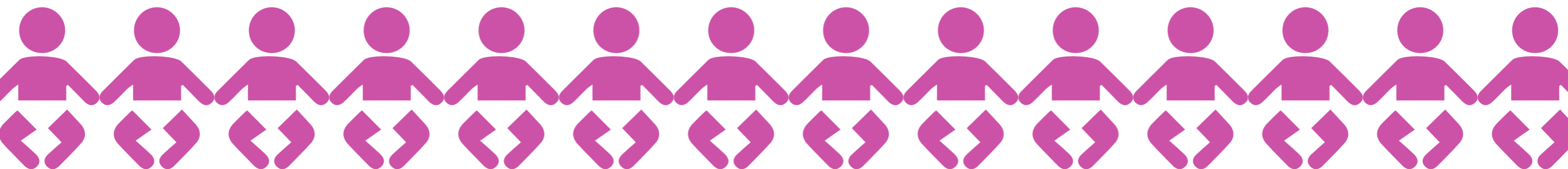
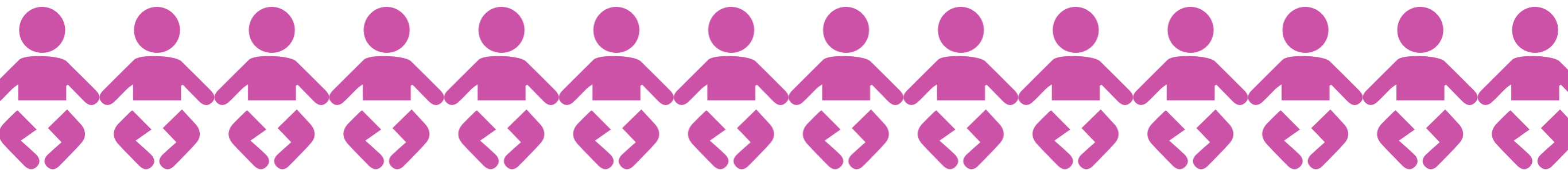
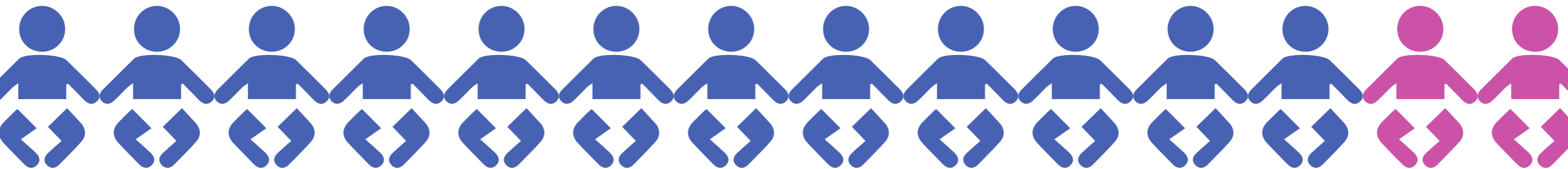
1 in **54** **AUTISM**

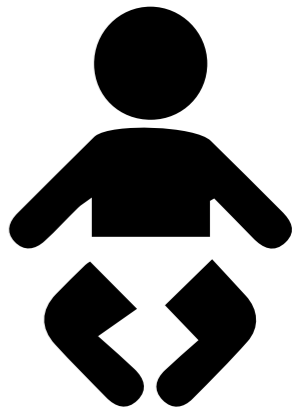
females



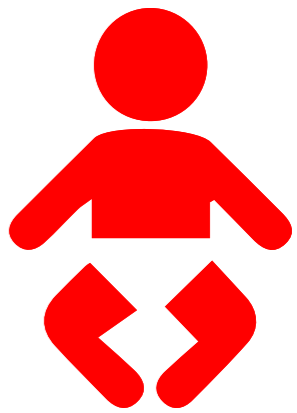
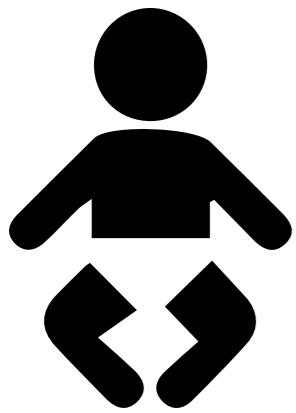


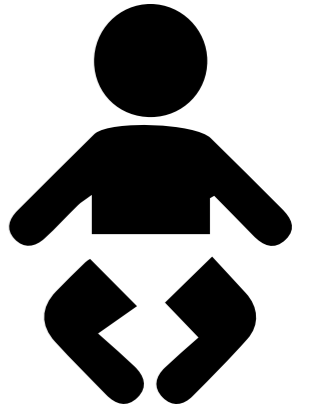
1 in 20 SEIZURES



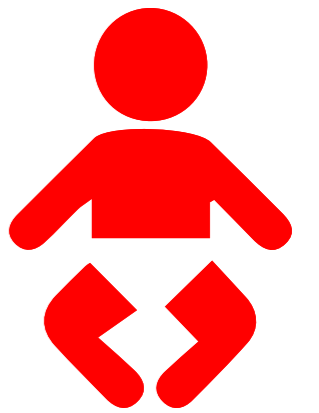
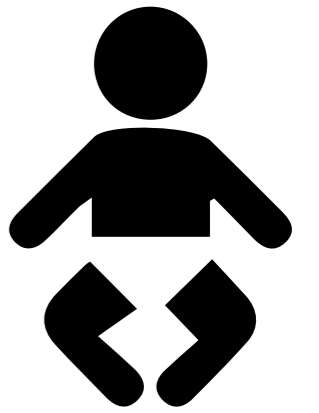


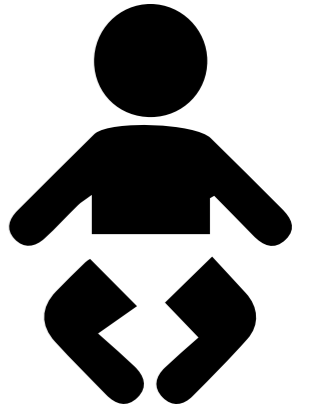
1 in **12** FOOD ALLERGIES



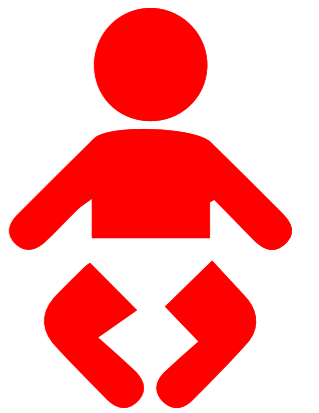
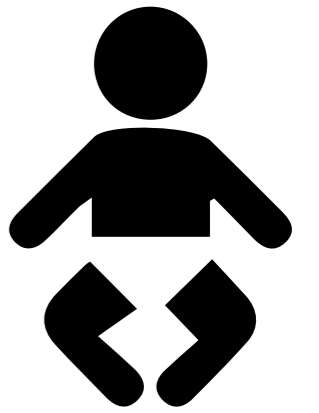


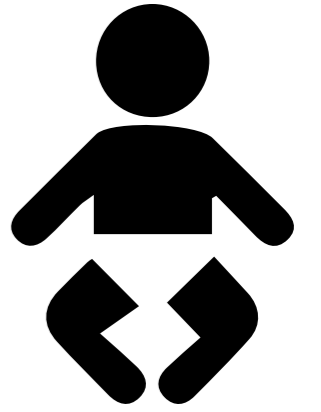
1 in **10** ADHD





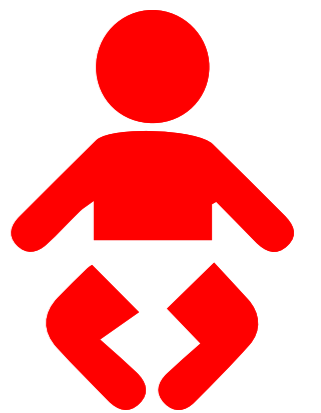
1 in 9 ASTHMA



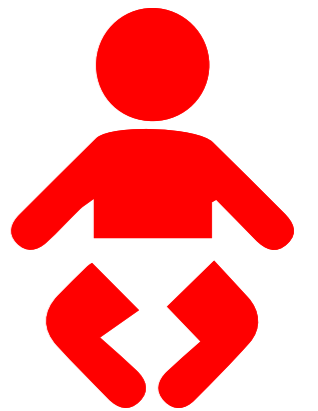
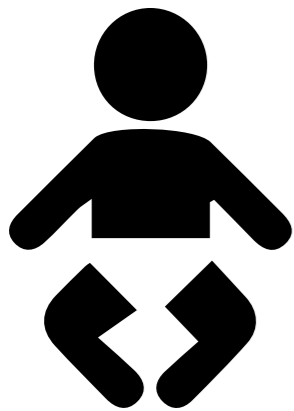


1 in 6

LEARNING DISABLED



1 in 2
OVERWEIGHT
or CHRONICALLY ILL





IMAGINE



IMAGINE



YOUTUBE: Denver the Dog

SHAME

1871-1888

Old Executive Office Building, Washington, D.C.

“the ugliest building in America.”

– Mark Twain

“the greatest monstrosity in America.”

– Harry Truman



Alfred B. Mullett

Mullett



GOD

DONT
LIKE
UGLY

DONT

LIKE

UGLY





**WE CAN DO
BETTER**

fear

impulse

jealousy

shame

passion

pride

profit

motivations to change

BEFORE



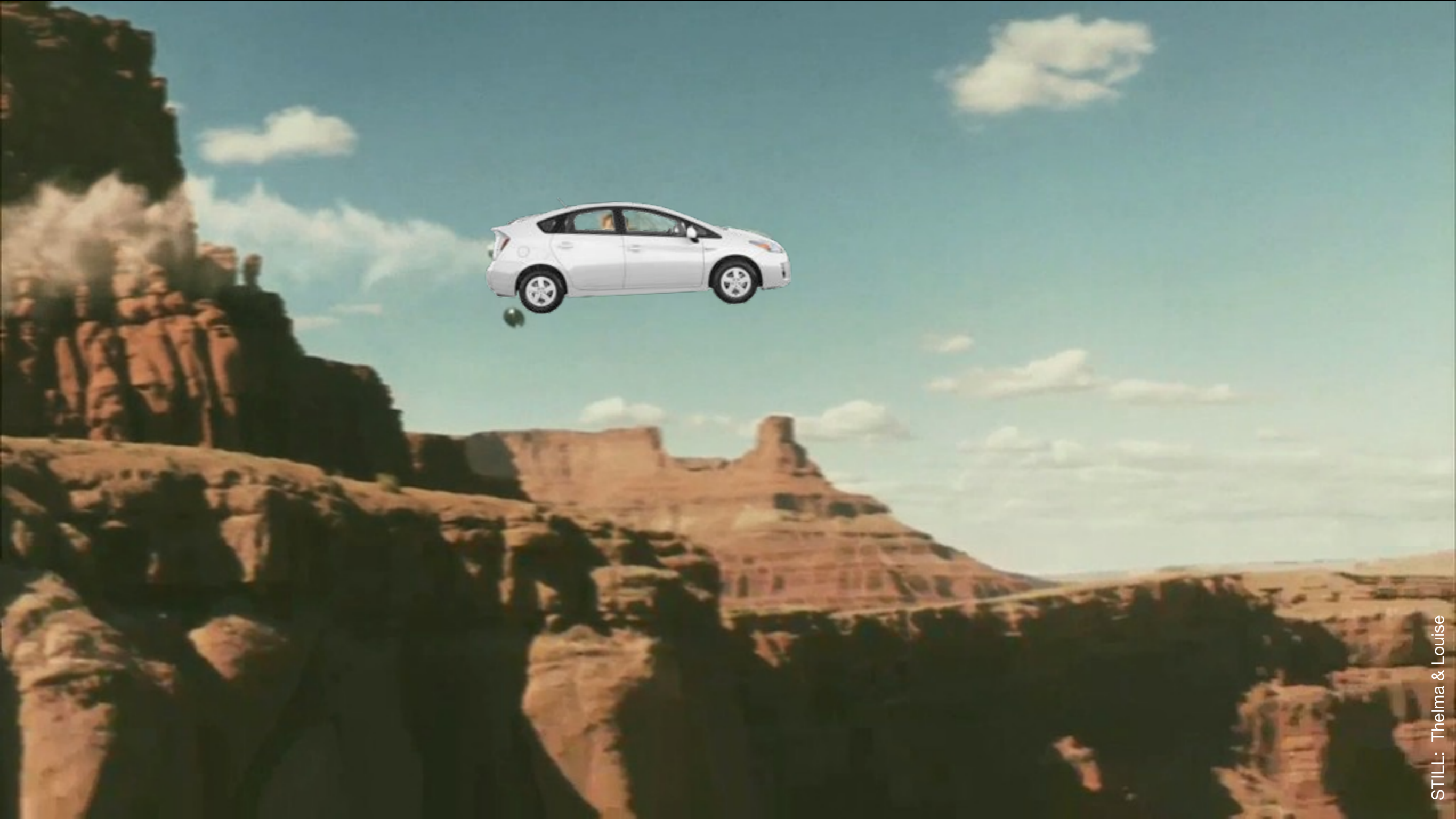


AFTER





**EVERYTHING
YOU KNOW
IS WRONG**



STILL: Thelma & Louise

**DANGER
WRONG WAY
TURN BACK**





WE

NEED

REVOL

UNION

ONE

SEP

October 6, 2012

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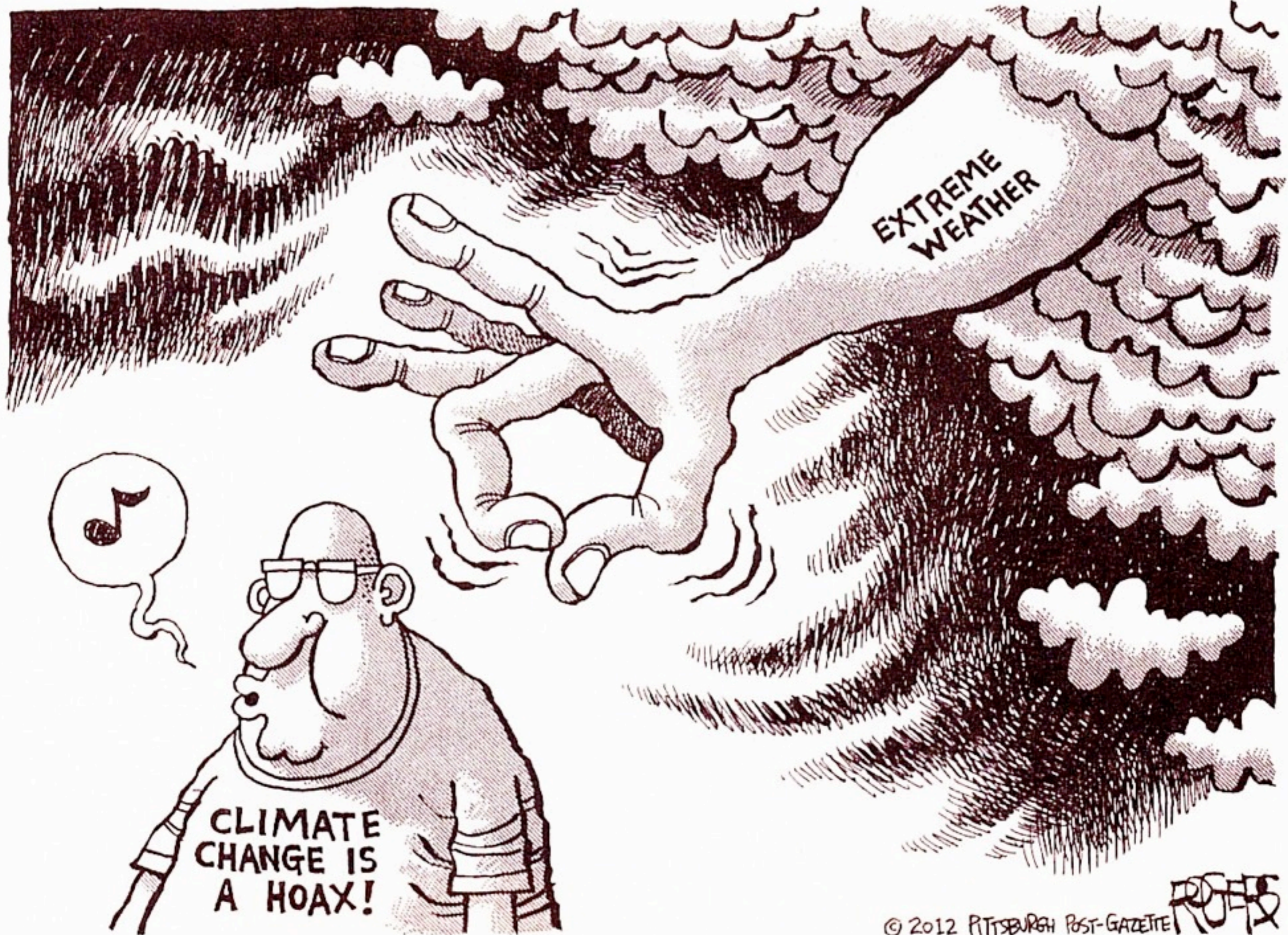
MELTING 'DECADES AHEAD OF SCHEDULE'



**Bloomberg
Businessweek**

IT'S GLOBAL WARMING, STUPID



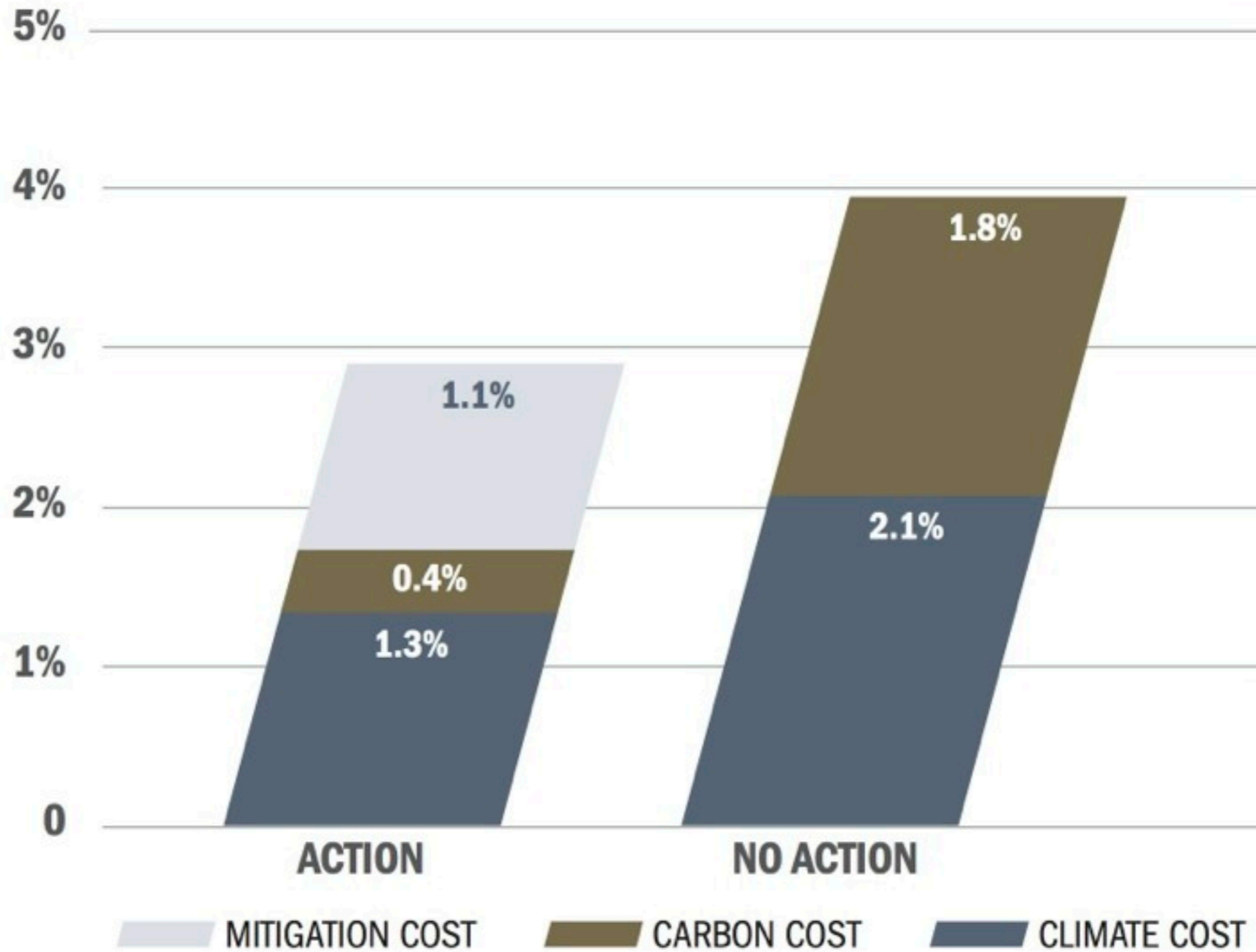


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ROB ROGERS, PITTSBURGH POST-GAZETTE, UNITED FEATURE SYNDICATE

ACTION VERSUS INACTION OVER THE 21ST CENTURY

NPV OF GLOBAL CLIMATE/CARBON COSTS AND MITIGATION COSTS RELATIVE TO GDP
(NOMINAL 2010-2100, 3% DISCOUNT RATE)

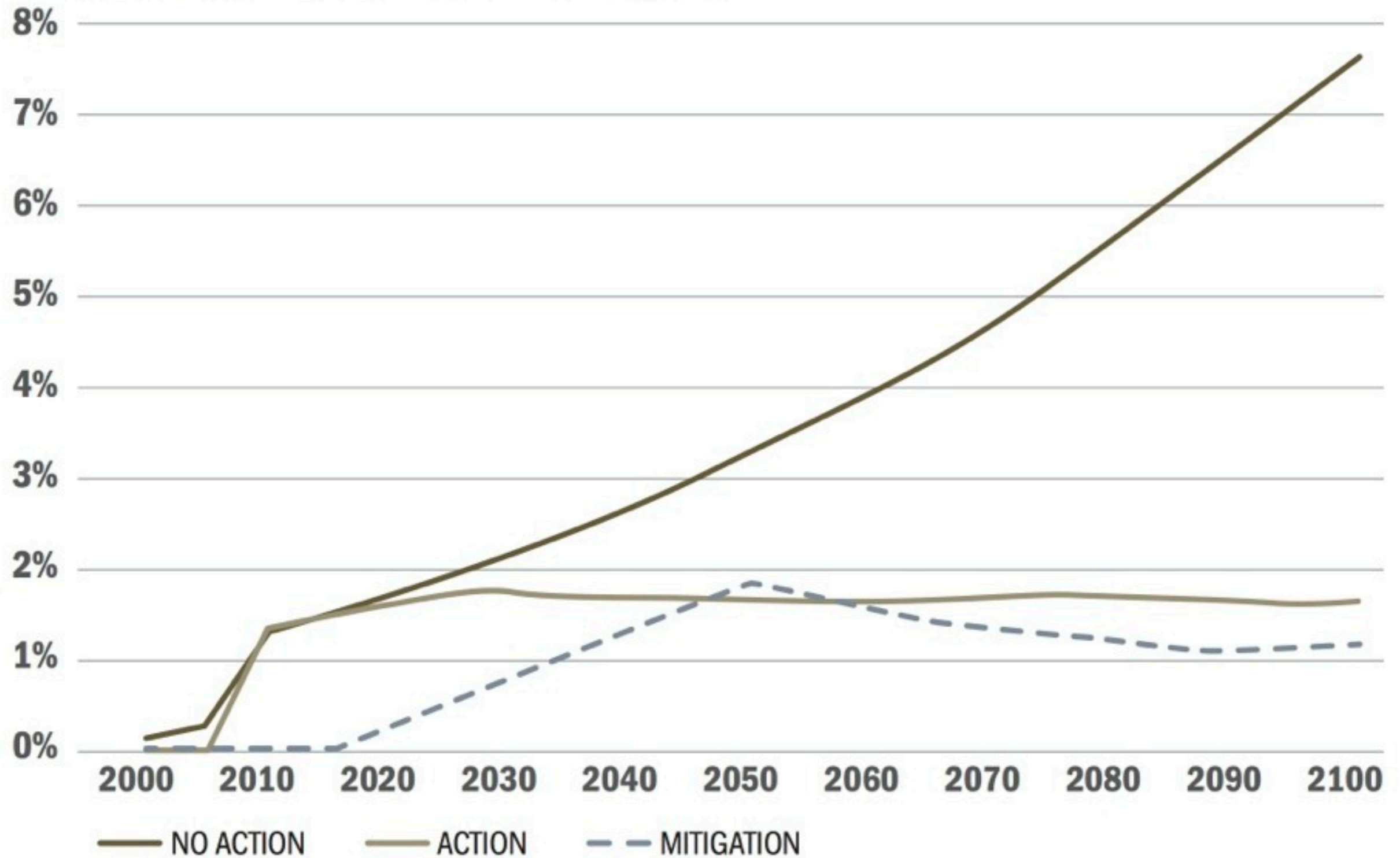


Action equals 450 ppm (RCP 2.9)

No action equals mid-point of 2 non-stabilization scenarios

21ST CENTURY COSTS OF CLIMATE CHANGE ACTION, INACTION AND MITIGATION

PERCENTAGE (%) OF NOMINAL GDP NON-DISCOUNTED



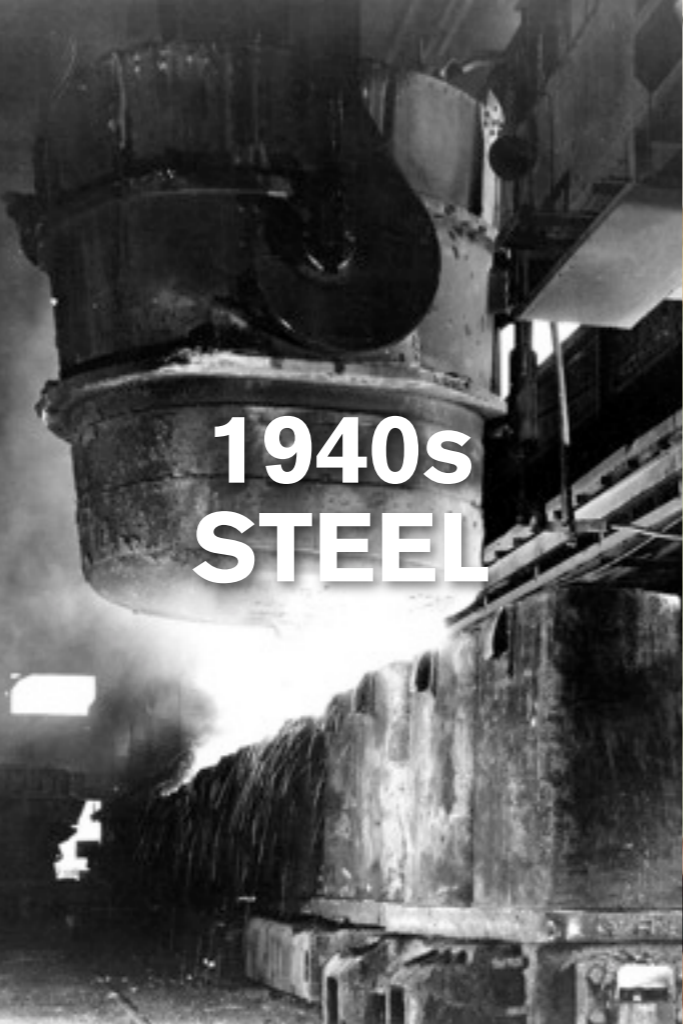


warning signs

peak nature



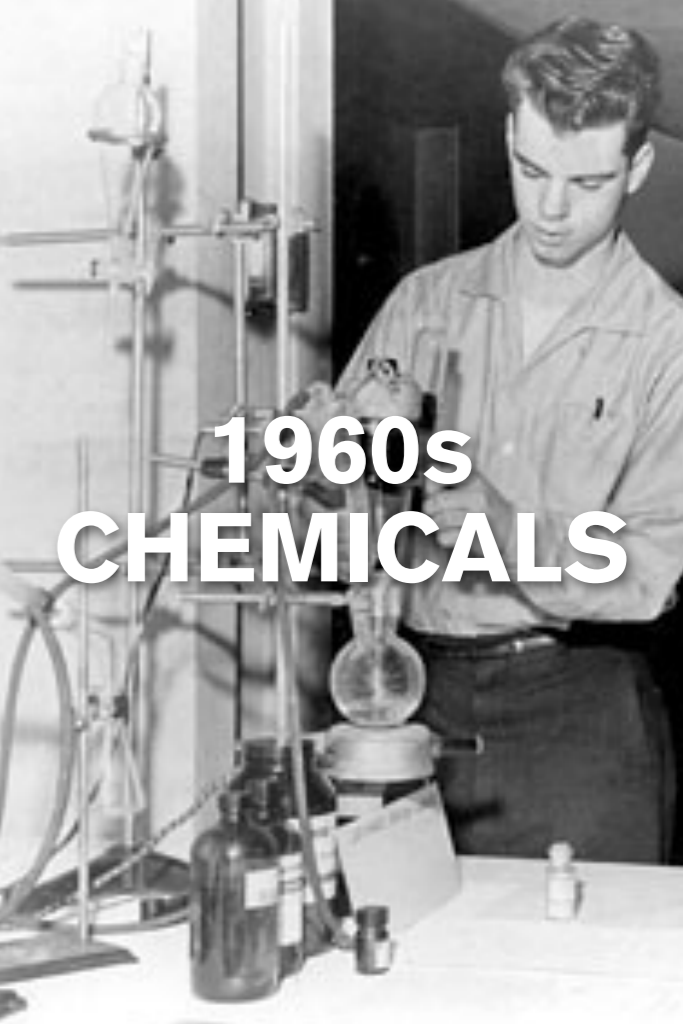
1930s
OIL



1940s
STEEL



1950s
PLASTIC



1960s
CHEMICALS



1970s
IBM



1980s
APPLE



1990s
BANKING



2000s
HOMELAND
SECURITY

Thanks!
From your friends at...
HALLIBURTON



THE NEXT BIG THING







(doubticus big-mouthicus)

the skeptic

dodo
SAPIENS



24

**reject
global warming**

13,950 peer-reviewed climate articles
1991-2012

arguments
ad hominem

“You don’t care about the planet, you drive a car.”

arguments

loaded question

“How long have you been beating your wife?”

arguments

all or nothing

***“You’re for gay marriage,
so only gays can marry.”***



arguments
guilt by association

“I heard Ted Kaczynski believed in climate change.”

arguments
false cause

***“Never had climate change
before women got the vote.”***

The FOX logo is displayed in the top left corner of the screen.

outfoxed.org

The FOX NEWS channel logo is located in the bottom left corner.

DOW FUT
65.00
▼

ADMINS NEGOTIATING STRATEGY, OFFICIALS WILL REJECT N

Weltschmerz

/velt•sch•mare•z/ (ˈvɛltʃmɛʁts)

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)







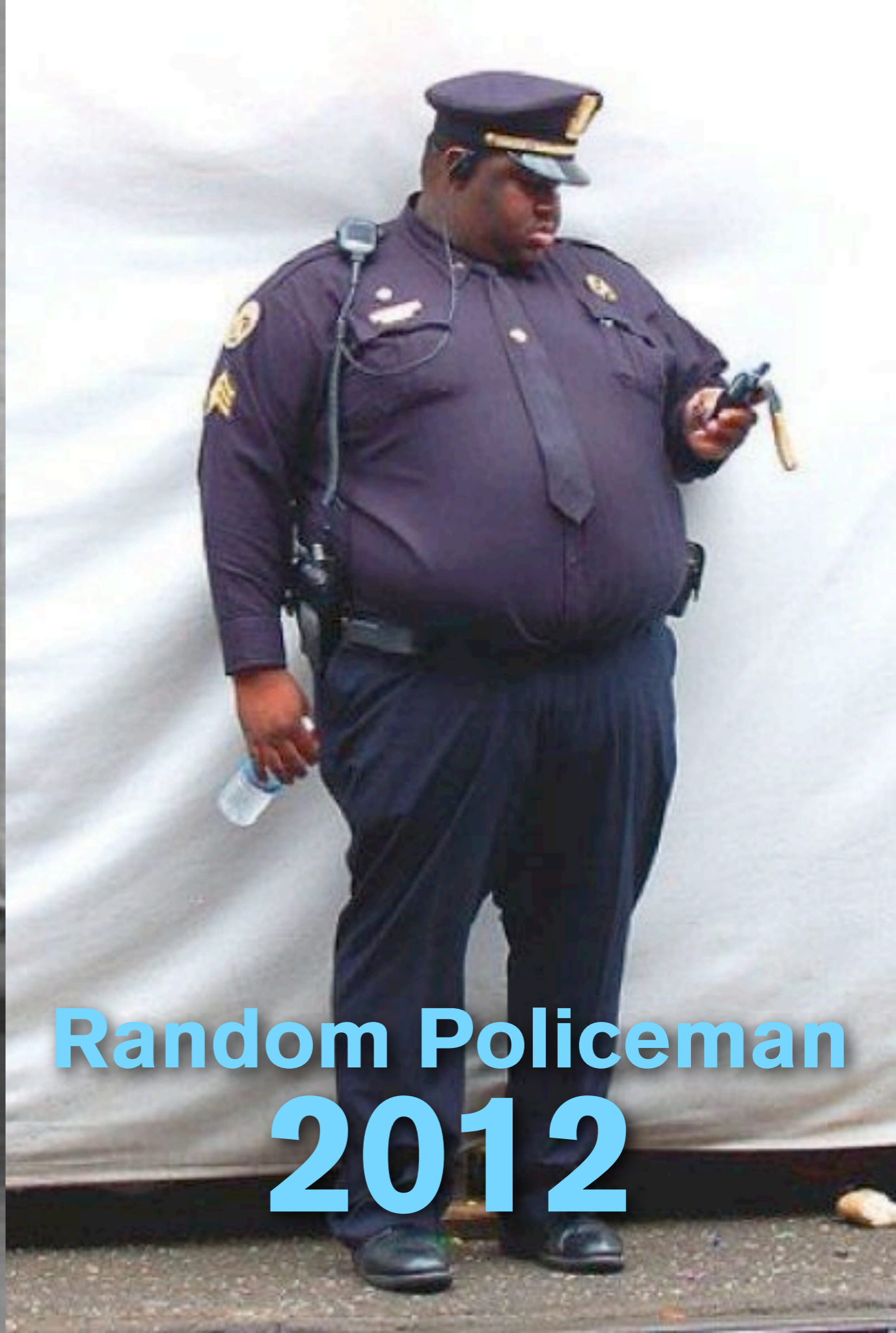


douche



**World's Largest Man
1903**

"Big JOE"
THE LARGEST MAN IN THE WORLD



**Random Policeman
2012**

TERROR...

**ON THE
ROOFTOPS!**

The HIDEOUS
SUN DEMON!

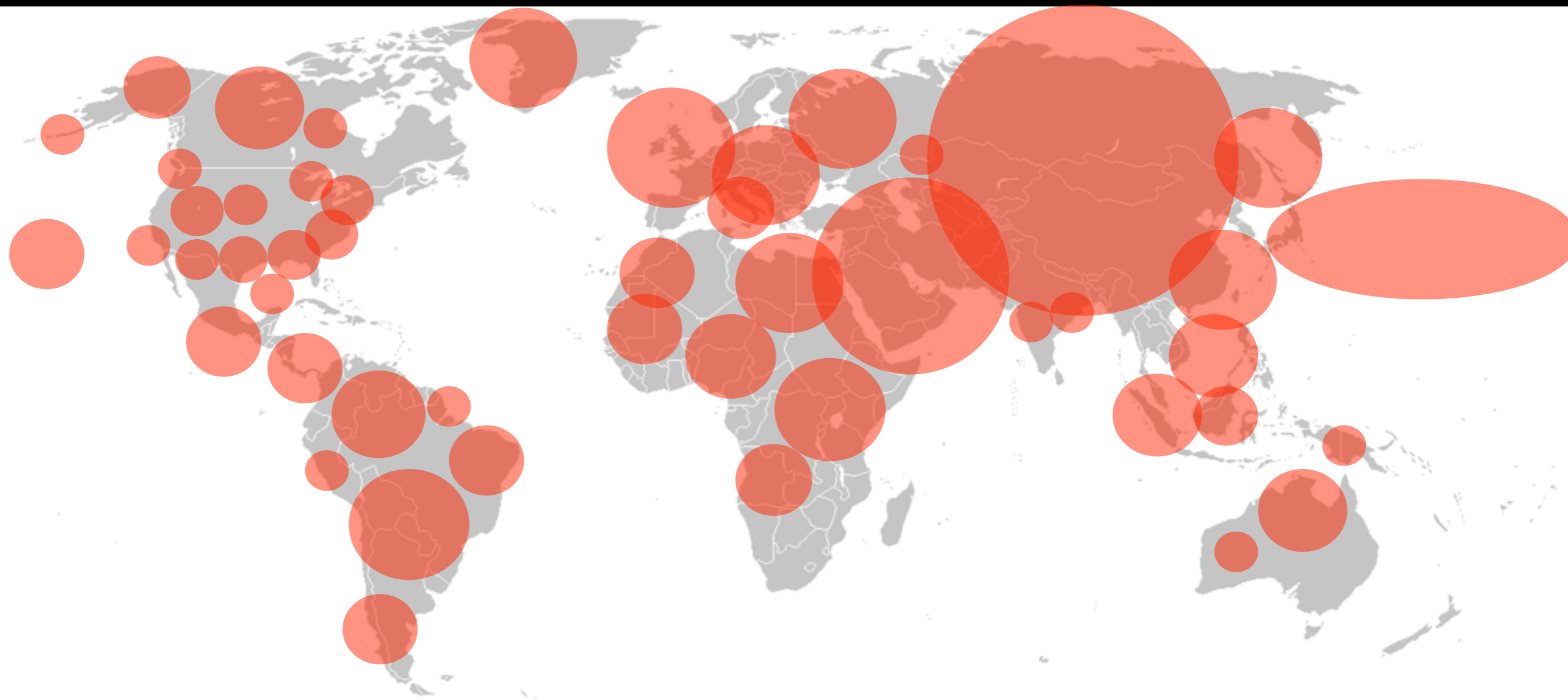


resist.
lobby.
tragedy.
cleanup.
botched.
outrage.
regulation.
lack of enforcement.
oversight.

Man Made Environmental Disasters

An abridged list of the top 20

1. Bhopal Union Carbide gas leak
2. Chernobyl nuclear power plant explosion
3. Seveso: Italian dioxin crisis
4. 1952 London smog disaster
5. Hundreds of oil spills of the 20th & 21st century
6. Love Canal chemical waste dump
7. Baia Mare cyanide spill
8. European BSE crisis
9. Spanish waste water spill
10. Three Mile Island nuclear incident
11. Pacific Gyre Garbage Patch
12. Mississippi Dead Zone
13. Centrailia Coal Fire
14. Dust Bowl of 1930s
15. West Virginia/Kentucky Coal Sludge Spill 2000
16. Alabama PCB Poisoning
17. Picher, Oklahoma Lead Contamination
18. Libby, Montana Asbestos Contamination
19. Tennessee Coal Ash Spill
20. Fukushima Nuclear Radioactivity leak



Cost of Clean Air Act

Estimated vs. Actual Costs

POLLUTANT	DATE	INDUSTRY ESTIMATE	EPA ESTIMATE	ACTUAL COST
Sulfur dioxide cap-and-trade	1990s	\$1500/ton	\$750/ton	\$100/ton
CFCs	1988	—	\$3.55/kg for 50%	\$2.45/kg for 100%
Benzene	late 1970s	\$350,000/plant	\$150,000/plant	\$0 by technology
Asbestos	early 1970s	—	—	Half of estimates
Coke Ovens	1987	\$4 Billion	\$2 Billion	\$250 Million
Strip Mining	1978	\$6-12/ton	\$4/ton	\$.50-1/ton
Vinyl Chloride	1974	\$109 Million/year	—	\$20 Million/year

SOURCE: US Environmental Protection Agency

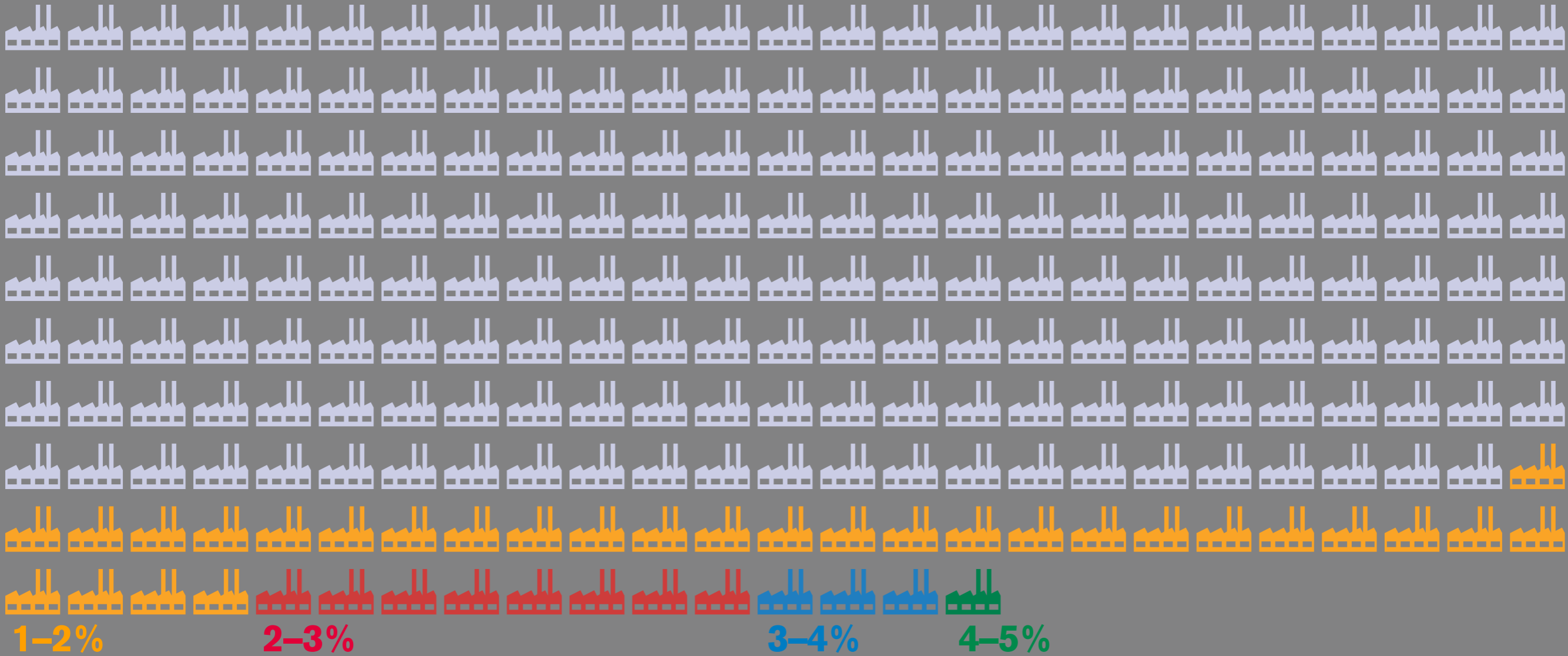
Innovation promoted through regulation.

Relative Cost of Environmental Regulations

Percentage cost of environmental regulations relative to total value of product is:

U.S. Manufacturers

0-1%



SOURCES: World Resources Institute
US Census Bureau, 2005 Pollution Abatement Cost & Expenditures Survey (PACE)
US Census Bureau, 2005 Annual Survey of Manufacturers (ASM)

(consumicus toomuchicus)

the consumer dodo **SAPIENS**



NOTICE OF ASBESTOS ABATEMENT

Address: 405 East 42nd Street, New York, NY, 10017.

Location: 3rd Floor, DHL / Phase 1

Type of Asbestos: Asbestos Floor Tile / Mastic.

Amount: 6,700 Square Feet

Start Date: 05/29/09 End Date: 06/01/09

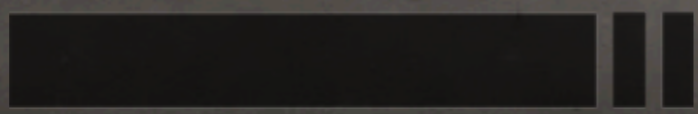
Asbestos Removal Contractor: WING INC.
444 Washington Street
Suite 205
Woburn
MA 01801

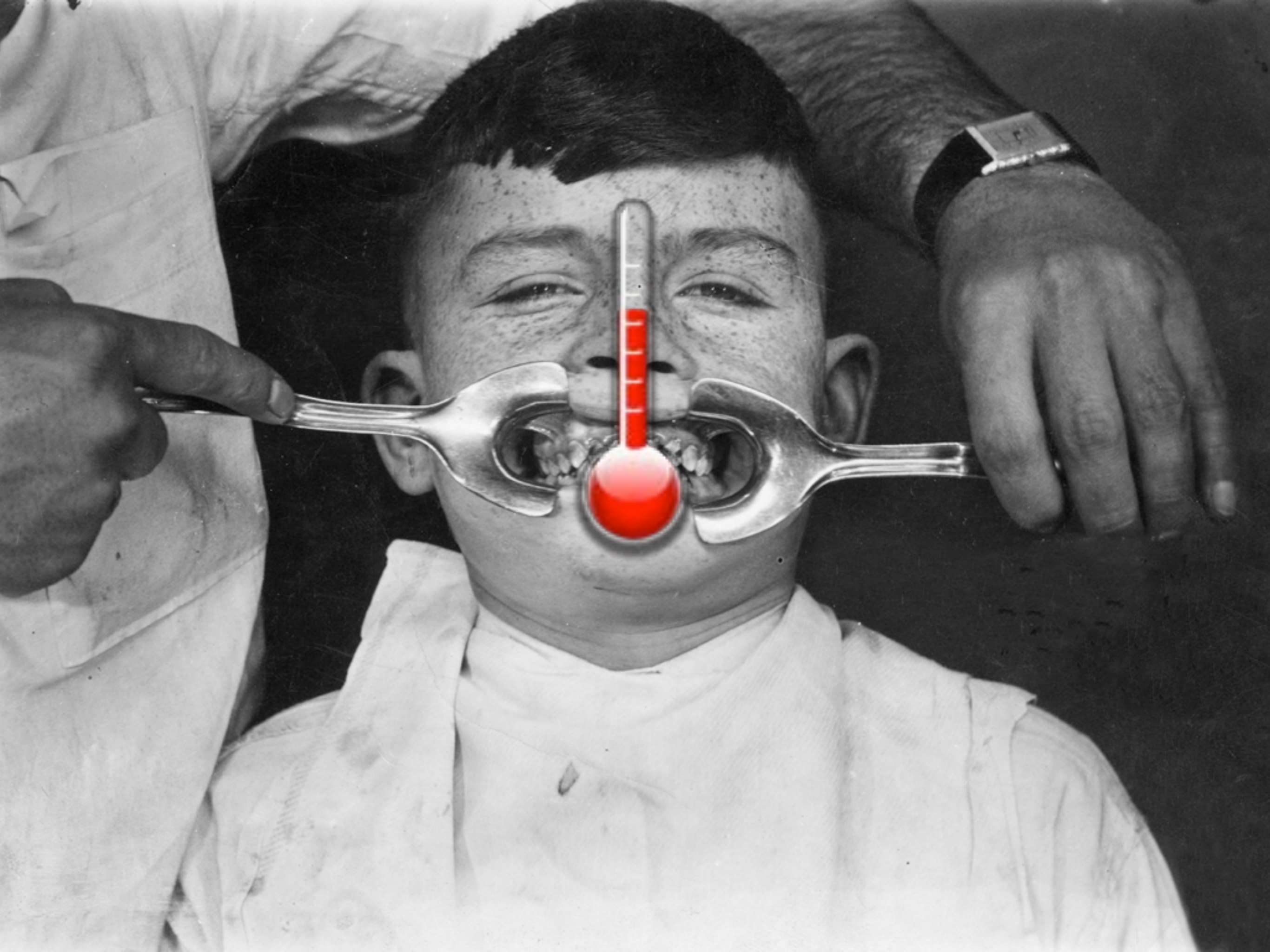
Air Monitor: ATC Associates, Inc.
104 East 25th Street, 10th Fl.
New York, NY 10010
Telephone: (212) 353-8280
Fax # (212) 353-8306

Laboratory: ATC
NYS DOH ELAP# 10879.

New York City Department of Environmental Protection: 311

SCHOOL







(redtapicus grunticus)

the policy maker

dodo
SAPIENS

The New York Times

Republican's Climate Solution: Clear-Cut the Rain Forest
John Collins Rudolph - May 25, 2011

“clear-cutting the world’s rain forests might eliminate the production of greenhouse gases responsible for climate change.”

Dana Rohrabacher

Rep. 46th District California (R)



Jon Huntsman

@JonHuntsman



Follow



To be clear. I believe in evolution and trust scientists on global warming. Call me crazy.

50+

RETWEETS

50+

FAVORITES



10:57 AM - 18 Aug 11 via Twitter for iPhone · Embed this Tweet

Reply Retweet Favorite

twitter

© 2012 Twitter About Help

twitter © 2012 Twitter About Help



NUCLEAR PLANT CONDITIONS

MINOR RADIATION LEAK.
ROLL UP WINDOWS.



plastic bag ordinance



5000

*Save The
Plastic Bag.com*







- ▶ THE FAMOUS TURTLE PICTURE
- ▶ TRICK PHOTOGRAPHY
- ▶ THE FAMOUS TURTLE PICTURE
- ▶ MARINE ANIMALS AND MAMMALS
- ▶ SEABIRDS
- ▶ MISSING EVIDENCE
- ▶ BAN FISHING?

Search



- ▶ HOME
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- ▶ PAPER BAGS AND CO2
- ▶ PAPER BAGS IN LANDFILLS
- ▶ THE TRUTH ABOUT LITTER
- ▶ THE FAMOUS TURTLE PICTURE
- ▶ "SERIES OF BLUNDERS" ARTICLE
- ▶ IS THERE A "GARBAGE PATCH"?
- ▶ THE VOYAGE OF THE "JUNK"
- ▶ THE OIL MYTH
- ▶ PLASTIC BAG RECYCLING BINS
- ▶ LITIGATION
- ▶ ABOUT US
- ▶ CONTACT US



TRICK PHOTOGRAPHY

Anti-plastic bag activists show the same five photographs over and over again in support of their claim that plastic bags kill huge numbers of marine mammals and seabirds. An unsuspecting public assumes that they are examples of thousands or millions of similar incidents. The public is being misled.

A [London Times article](#) has exposed as a myth the claim that large numbers of marine mammals and seabirds are dying from ingesting plastic bags.

In a [report](#) by the US National Ocean Atmospheric Administration (NOAA), the authors state (at page 9): "There are very few, if any, published records of small plastics as the direct cause of mortality in sea turtles"

David Laist, a senior policy analyst with the federal Marine Mammal Commission, has [stated](#):

"In their eagerness to make their case [against plastic bags], some of the environmental groups make up claims that are not really supportable."

THE FAMOUS TURTLE PICTURE

This photograph of a turtle eating a plastic bag is published thousands of times on the Internet. This particular turtle is the **poster child** of the anti-plastic bag movement.

We have been unable to find many other photographs of turtles eating plastic bags. To check for yourself, search for "turtle plastic bag" on Google Images. You won't find many.



March 20, 2012: Sues City of Carpinteria

February 29, 2012: Sues City and County of San Francisco

February 14, 2012: Settles with Santa Cruz County who REPEALS law



bag it

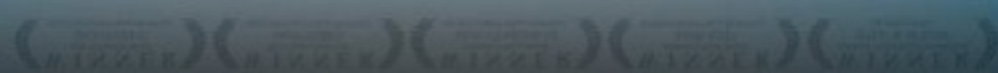
is your life too plastic?

REELTHING FILMS PRESENTS "BAG IT" A FILM BY SUZAN BERAZA FEATURING JEB BERRIER
EDITED BY SUZAN BERAZA & CASEY NAY PHOTOGRAPHY BY LEIGH REAGAN PRODUCTION DESIGNER JUDITH KOHIN PRODUCED BY MICHELLE HILL
WRITTEN BY MICHELLE CURRY WRIGHT MUSIC BY LARRY GROUPE COORDINATED BY SUZAN BERAZA

A REELTHING FILM
www.bagitmovie.com



www.bagitmovie.com
A REELTHING FILM



www.bagitmovie.com



**REPEAL
AND
REPLACE**

**THE FIRST
AMENDMENT
IT'S NOT
JUST FOR
LIBERALS
ANYMORE**



This is
my protest
sign!

AFGHANISTAN

GOD





Thank you!
**FOR DESTROYING
THE EARTH**



(monitaricus greedicus)

the developer dodo SAPIENS



Fastest Growing Chain in the US



AVAILABLE

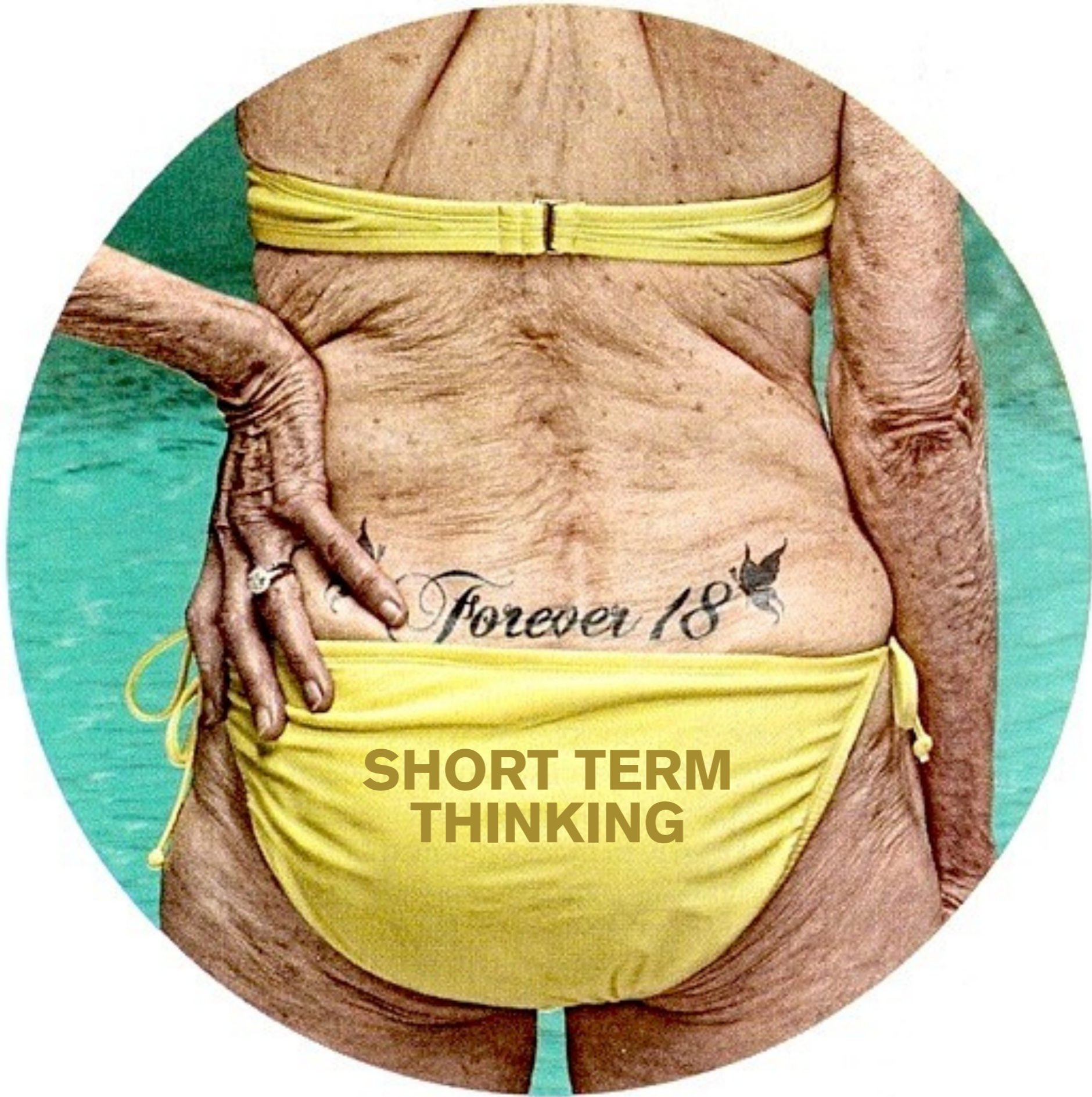
AVAILABLE

AVAILABLE



when we destroy something created by **MAN**,
we call it **VANDALISM**

when we destroy something created by **NATURE**,
we call it **PROGRESS**



**SHORT TERM
THINKING**







PLAN AHEAD



Profitability

2018

Ethical Behavior

Learning Company

Service

Profitability

2019

Ethical Behavior

Learning Company

Service

Profitability



agent orange (1961)



Will work for
Balsamic
Vinegar






TA

SCIENCE IN
TRUST WE

D

A vintage television set with a black screen and a gold-colored frame. The screen displays the text "crumbling infrastructure" in a light blue, sans-serif font. The word "crumbling" is positioned above "infrastructure". The television has two large circular dials on the right side, a smaller dial below them, and a speaker grille at the bottom right. The background is a plain, light-colored wall.


crumbling
infrastructure

← Uptown & The Bronx 1 →

South Ferry
24 hour booth
Elev to mezz
M5
M15
M20
R

Ferries to Staten Island & Statue of Liberty, Ellis Island

South Ferry
24 hour booth
Elev to mezz
M5
M15
M20
B



1950s - 60s

overdue for replacement

THE ARCHITECTURE ISSUE
The New York Times Magazine
JUNE 14, 2009



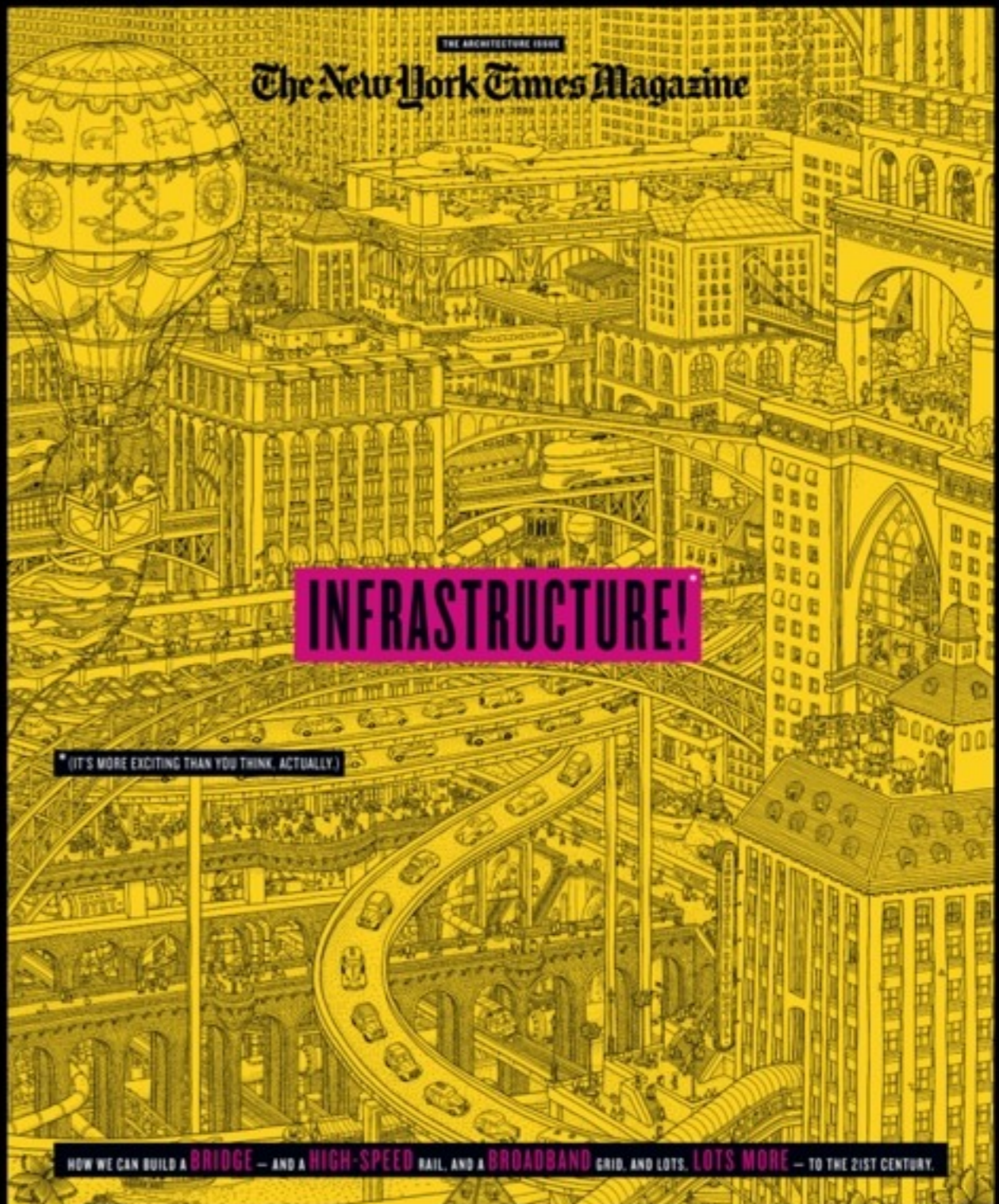
INFRASTRUCTURE!

(IT'S MORE EXCITING THAN YOU THINK, ACTUALLY.)

HOW WE CAN BUILD A BRIDGE — AND A HIGH-SPEED RAIL, AND A BROADBAND GRID, AND LOTS, LOTS MORE — TO THE 21ST CENTURY.

HOW WE CAN BUILD A BRIDGE — AND A HIGH-SPEED RAIL, AND A BROADBAND GRID, AND LOTS, LOTS MORE — TO THE 21ST CENTURY.

THE ARCHITECTURE ISSUE
The New York Times Magazine
JUNE 14, 2009



INFRASTRUCTURE!

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HOW WE CAN BUILD A BRIDGE — AND A HIGH-SPEED RAIL, AND A BROADBAND GRID, AND LOTS, LOTS MORE — TO THE 21ST CENTURY.

HOW WE CAN BUILD A BRIDGE — AND A HIGH-SPEED RAIL, AND A BROADBAND GRID, AND LOTS, LOTS MORE — TO THE 21ST CENTURY.



do it right this time...

I hate thinking!

Me too!





[youtube.com/user/officialpsy](https://www.youtube.com/user/officialpsy)

number of views
(since July 15, 2012)

total video length
(minutes)

total minutes spent
(views x length)

total days spent
(1440 mins/day)

total
YEARS
spent

1,269,971,989

4.21667

5,355,052,786.86

3,718,786.66

10,188.5

Talks	TED Conferences	TED Conversations	About TED
Speakers	TEDx Events	TED Community	TED Blog
Themes	TED Prize	TED-Ed NEW	TED Initiatives
Translations	TED Fellows	<input type="text" value="Search"/>	

Riveting talks by remarkable people, free to the world

NEWS: Registration is open for TEDGlobal 2013: Think Again. June 10-14, 2013, in Edinburgh. [Learn more >>](#)

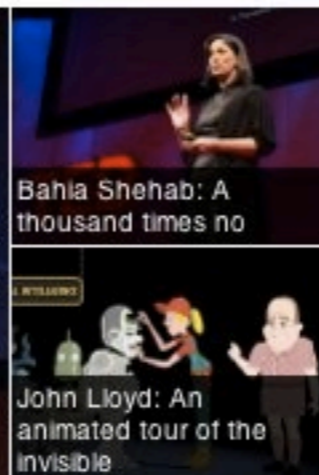
Resize by:

- Newest releases
- Date filmed
- Most viewed
- Most emailed this week
- Most comments this week
- Most popular this month
- Rated jaw-dropping
- ... persuasive
- ... courageous
- ... ingenious
- ... fascinating
- ... inspiring
- ... beautiful
- ... funny
- ... informative

Show talks related to:

- all
- technology
- entertainment
- design
- business
- science
- global issues

[View all tags >>](#)



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NEW

Helps stop
the spread of
bacteria



Healthy
Touch[™]
Antibacterial

**No-Touch
Hand Soap System**
cleansing green tea & ginger[™] scent
includes dispenser, hand soap refill and 4 x AA batteries



8.5 FL. OZ.
(251 mL)



0726497



Holland Howard

@hollandhoward



Follow

If Obama gets elected, I'm moving to Canada.

Reply Retweet Favorite

15
RETWEETS

7
FAVORITES



8:37 PM - 1 Nov 12 · Embed this Tweet



Chase Bettner

@chasebettner



Follow

I swear if Obama wins I'm moving to Canada

Reply Retweet Favorite

25
RETWEETS

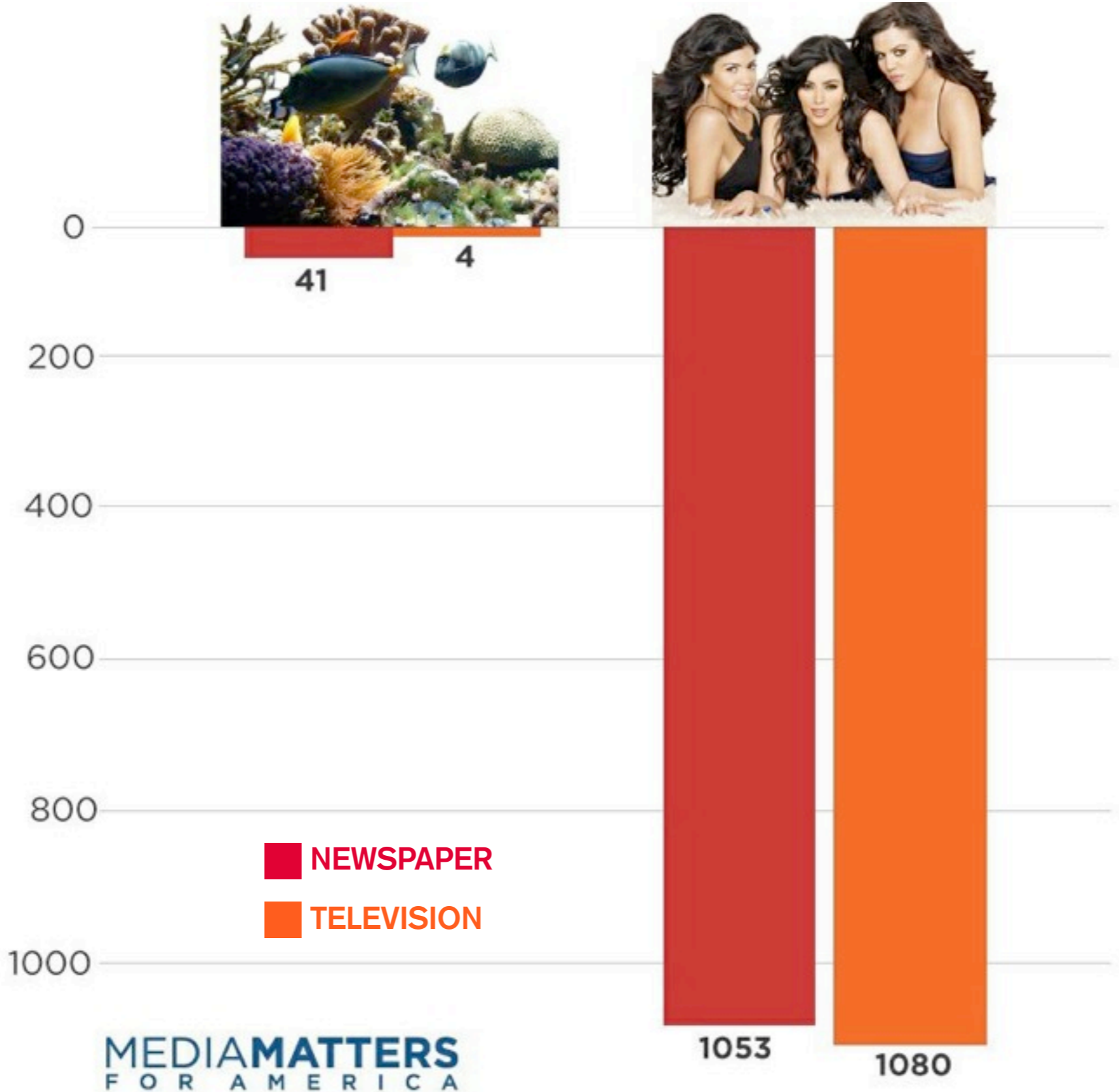
10
FAVORITES



2:40 PM - 5 Nov 12 · Embed this Tweet

Kardashians vs. Ocean Acidification

News Coverage between
January 1, 2011 – June 26, 2012



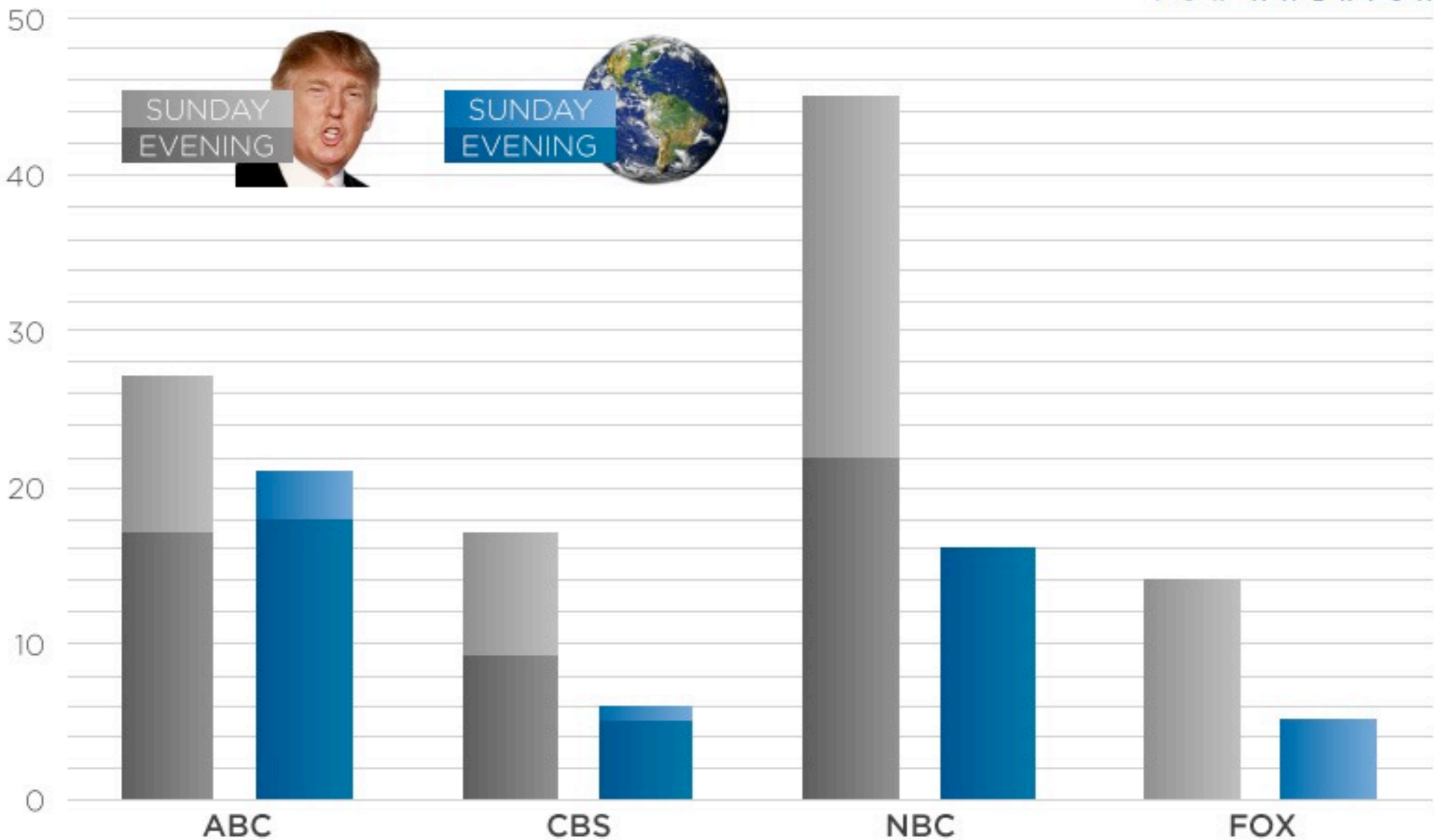


KARDASHIAN = unit of attention

DONALD TRUMP VS. CLIMATE CHANGE

Broadcast News Coverage in 2011 (minutes)

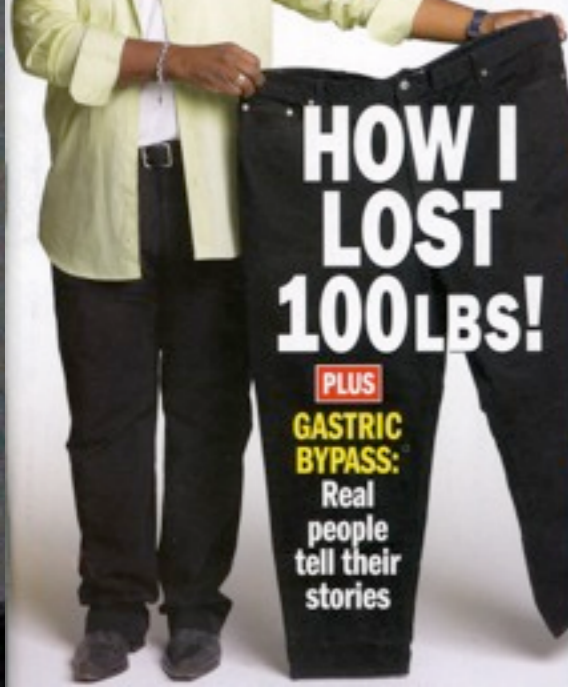
MEDIAMATTERS
FOR AMERICA



**FOX does not have a nightly news program*

People

January 26, 2011
American Idol's Randy Jackson



HOW I LOST 100 LBS!

PLUS
GASTRIC BYPASS:
Real people tell their stories



Brad & Jen
Their new looks—and what's next



Kate Hudson
IT'S A BOY!
(And Goldie's a glam-ma!)



BRITNEY
The postwedding mess



People

SPECIAL DOUBLE ISSUE



HOW THEY DID IT

HALF THEIR SIZE!

LOST 156 LBS.

LOST 122 LBS.

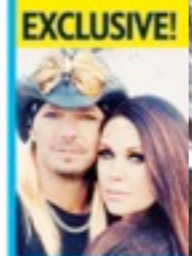


BEFORE 270 LBS.



BEFORE 240 LBS.

REAL PEOPLE
REAL DIETS
REAL SUCCESS



BRET MICHAELS
Why I'm Finally Getting Married



NEIL PATRICK HARRIS
Twin Bliss



RYAN & SCARLETT
What Went Wrong



People



VALERIE & KIRSTIE TELL ALL

HOW THEY KEEP IT OFF

FROM FAT TO FAB!
Two pals dish about finding the willpower and feeling good about their bodies

30lbs
in 4 months

lost 75lbs



REESE
Why She's Back with Jake



STARS' VACATION ALBUMS



BOOK EXCERPT
ELIZABETH EDWARDS
How She's Doing



MY BATTLE WITH ANOREXIA

'I ALMOST DIED,' says Jersey Shore's Snooki, whose weight fell to a dangerous 80 lbs!



TEEN MOM FARRAH
IT'S WAR OVER BABY SOPHIA



KATE:
SECRET GETAWAY



SURI'S NYC ADVENTURE!



People

PORTIA DE ROSSI'S ANOREXIA NIGHTMARE

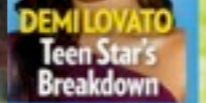
'I WEIGHED 82 LBS.'



In a brutally honest memoir, the actress reveals how the eating disorder ravaged her body—and how Ellen DeGeneres' love helped save her life



RICKY MARTIN
Inside My Secret Life



DEMI LOVATO
Teen Star's Breakdown



CHARLIE SHEEN
Has He Gone Too Far?

People

GOING TO EXTREMES

PRESSURE TO BE THIN

• Is the celeb obsession with weight loss out of control?
• Portia de Rossi's anorexia battle • Inside an eating disorder clinic



Keira Knightley

Nicole Richie

Kate Bosworth



STEVE IRWIN
His Widow's Heartache



OLIVIA NEWTON-JOHN
Her Grief Over Missing Boyfriend



LINDSAY LOHAN
Romantic Roller Coaster



CLIMATE CHANGE

JACK LEMMON

WALTER MATTHAU

ANN-MARGRET



THE BEST OF ENEMIES
UNTIL SOMETHING CAME BETWEEN THEM.

GRUMPY OLD MEN

A FIFTY-YEAR FIGHT.

WARNER BROS. PRESENTS
 A JOHN DAHL LANCASTER GATE PRODUCTION A DONALD PETRIE FILM JACK LEMMON WALTER MATTHAU
 ANN-MARGRET "GRUMPY OLD MEN" KEVIN KULICK CASEY DAVIS AND TERRY FONVILLE WITH ALAN SILVESTRI
 DIRECTOR OF PHOTOGRAPHY DAVID CHAPMAN COSTUME DESIGNER JOHN E. BROWN
 EXECUTIVE PRODUCERS CARL ROSS AND JAMES STEVENSON PRODUCED BY JOHN DAHL AND RICHARD C. BERNARD
 WRITTEN BY DONALD PETRIE

PG PARENTS STRONGLY CAUTIONED
Some Material May Be Inappropriate for Children Under 7

WARNER BROS. PICTURES
A Time Warner Company

WARNER BROS. PICTURES
A Time Warner Company





CLIP: Joel Murray in God Bless America

CONTINUOUSLY FLUSH
FOR A MINIMUM OF
30 SECONDS
BEFORE DRINKING

dodo
SAPIENS





688

866

winter summer



Johnson + Johnson
REACH

Clean BurstTM
ICY PEPPERMINT
MENTHE POIVRÉE GLACÉE
Waxed Floss
Soie Dentaire Cirée

v. close. college.

BEDROOM STUDENT APARTMENTS + ON-SITE TRIMET LIGHT RAIL STOP
ROOMS AVAILABLE + SUSTAINABILITY FEATURES + LEATHER-STYLE FURNITURE
TV IN EACH APARTMENT + HARDWOOD-STYLE FLOORS + FULL KITCHENS
COUNTERTOPS + COMPUTER CENTER + STUDY ROOMS + FITNESS CENTER



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AT COLLEGE STATION

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AMENITIES SUBJECT TO CHANGE | RENDERINGS SUBJECT TO CHANGE

AN AMERICAN CAMPUS COMMUNITY

Paid Advertisement







**LAWN
PAINTING**
Miracle Results
GrassIsGreenerSite.com
917-748-7144



In the U.S., vacant
houses outnumber
homeless people.

SALES







**NOT A
RESOURCE
PROBLEM**











NATURE = TECHNOLOGY



**COLLABORATIVE
CONSUMPTION**



“Our **beds** are empty
two-thirds of the time.

Our **living rooms** are empty
seven-eighths of the time.

Our **office buildings** are empty
one-half of the time.

**It’s time we gave this
some thought.”**

— R. Buckminster Fuller

NICK
EAT IN

VIVA LA VIDA!

BIENVENIDO

Nick's

Crispy

Tacos

Burritos

Quesadillas

Tacos

Viva La Vida!

Eat In
or
Take Out

409-TACO
8226

Eat In
or
Take Out



A close-up photograph of a door handle and a sign. The door handle is made of brass and has a circular, textured top. Below it is a dark, rectangular door pull. To the right of the pull is a black rectangular sign with a gold border, featuring the word "ROUGE" in gold, uppercase, sans-serif letters. Below the sign is a horizontal brass light fixture. To the right of the light fixture is a small, square, silver electrical box with a circular cover and a black cord. The background is a light-colored, textured wall. The scene is brightly lit, casting shadows on the wall.

ROUGE



SHARE

SHARE

SHARE



SKILLS



STUFF



SPACE



TIME

CAR SHARING



RIDE SHARING



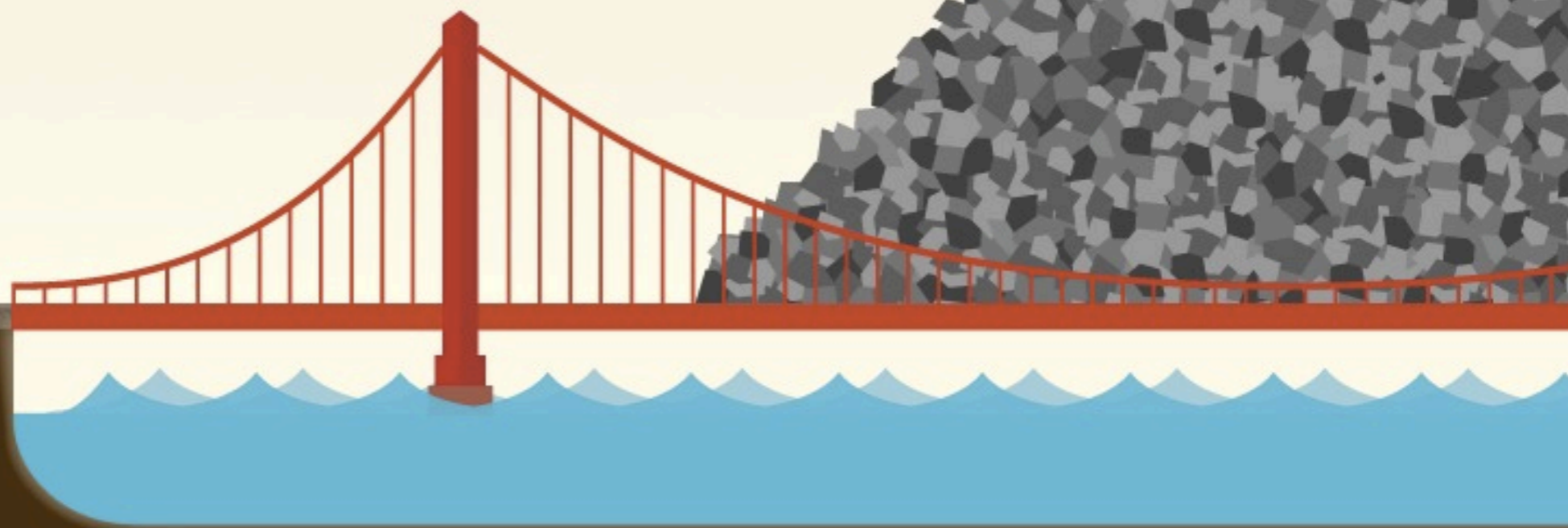
SPOT SHARING



IN 2009, CAR SHARING DIMINISHED
GLOBAL CARBON DIOXIDE EMISSIONS BY

482,170 Tons

(That's half the weight of the Golden Gate Bridge!)







task*rabbit*

Gigwalk



the
**LOCAL
STORE**

at the
VolumeOne
WORLD HEADQUARTERS

APPAREL
BOOKS
MUSIC
ART
THINGS

SHARE YOUR IDEAS

**KICK
STARTER
.COM**

**KICK
STARTER
.COM**



Walk Score[®]



Zillow.com[™]



**SQ
FT**

I would pay **\$150** for
50 SQFT in the
morning on
weekdays for my
Coffeeshop, and just
for **one week.**

yoursqft.com

BRICK STARTER

SMALLKNOT



INVEST LOCAL

Invest in small businesses *you*
love in *YOUR* neighborhood

the PATRON *Food*
cities by everyone for everyone

Spacehive
transform where you live

Citizeninvestor

New Hit to Strapped States

Borrowing Costs Up as Bond Flops; Refinancing Crunch Nears

BY MICHAEL CORKERY
 AND IAN THE JEANNE DUGAN

With the market for municipal bonds tumbling, cities, hospitals, schools and other public borrowers are scrambling to re-finance tens of billions of dollars of debt this year, another sign that the once-safe market is under duress.

The muni bond market was hit with the latest wave of bad news Thursday, prompting a selloff that sent the market to its

lowest level since the financial crisis. A New Jersey agency was forced to cut the size of a bond issue by about 40% because of mediocre demand, and pay a higher rate than expected. And mutual fund giant Vanguard Group shelved plans for three new muni bond funds, citing market turmoil.

"We believe that this delay is prudent given the high level of volatility in the municipal bond market," said Rebecca Katz, spokeswoman for the nation's

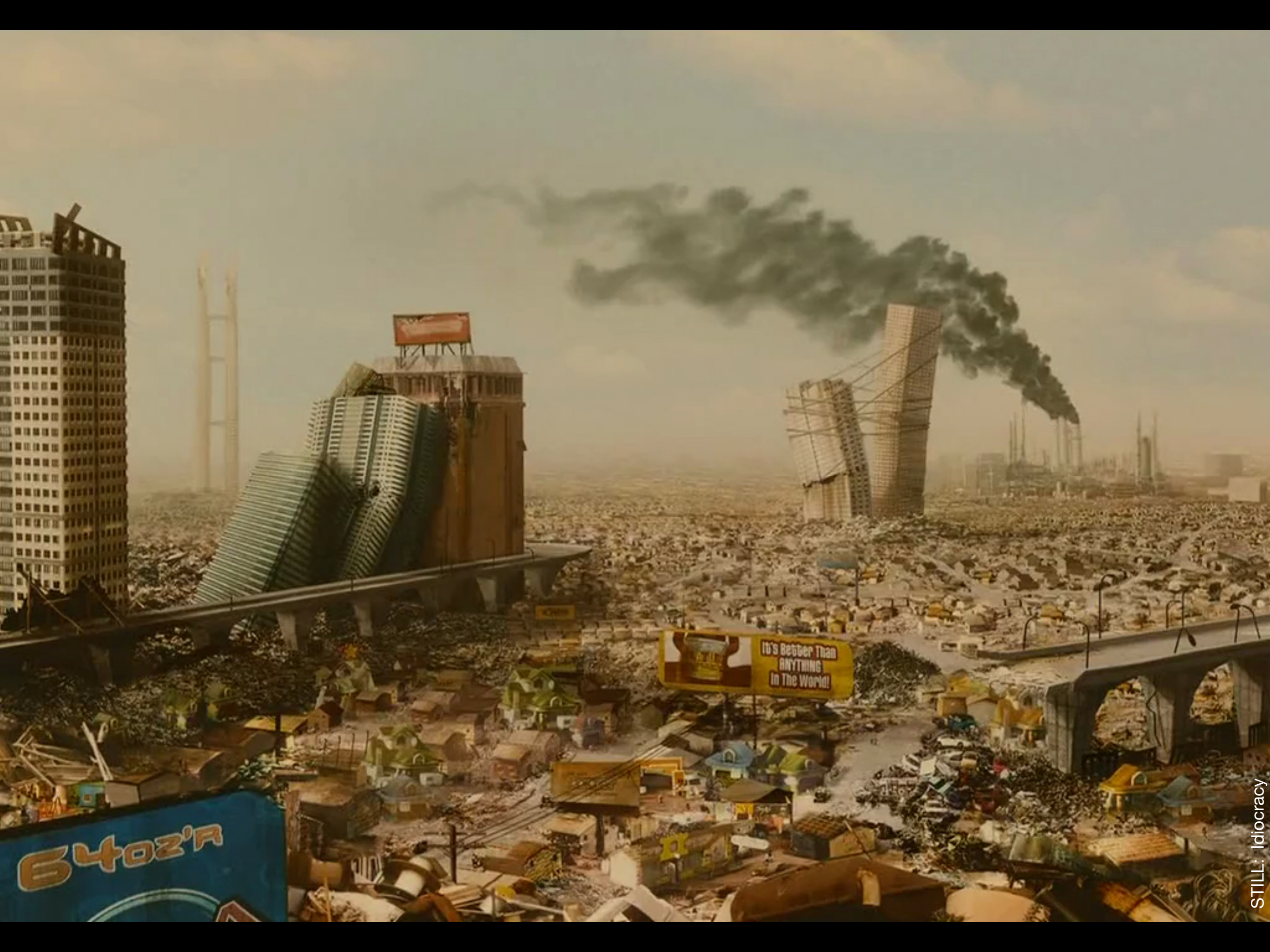
biggest fund company. The market has fallen every day this week, and investors have been net sellers of their holdings in municipal-bond mutual funds for nine straight weeks, according to fund tracker Lipper FMI.



Buries Shooting Rampage's



STATE: CALIFORNIA



COST OF SPRAWL



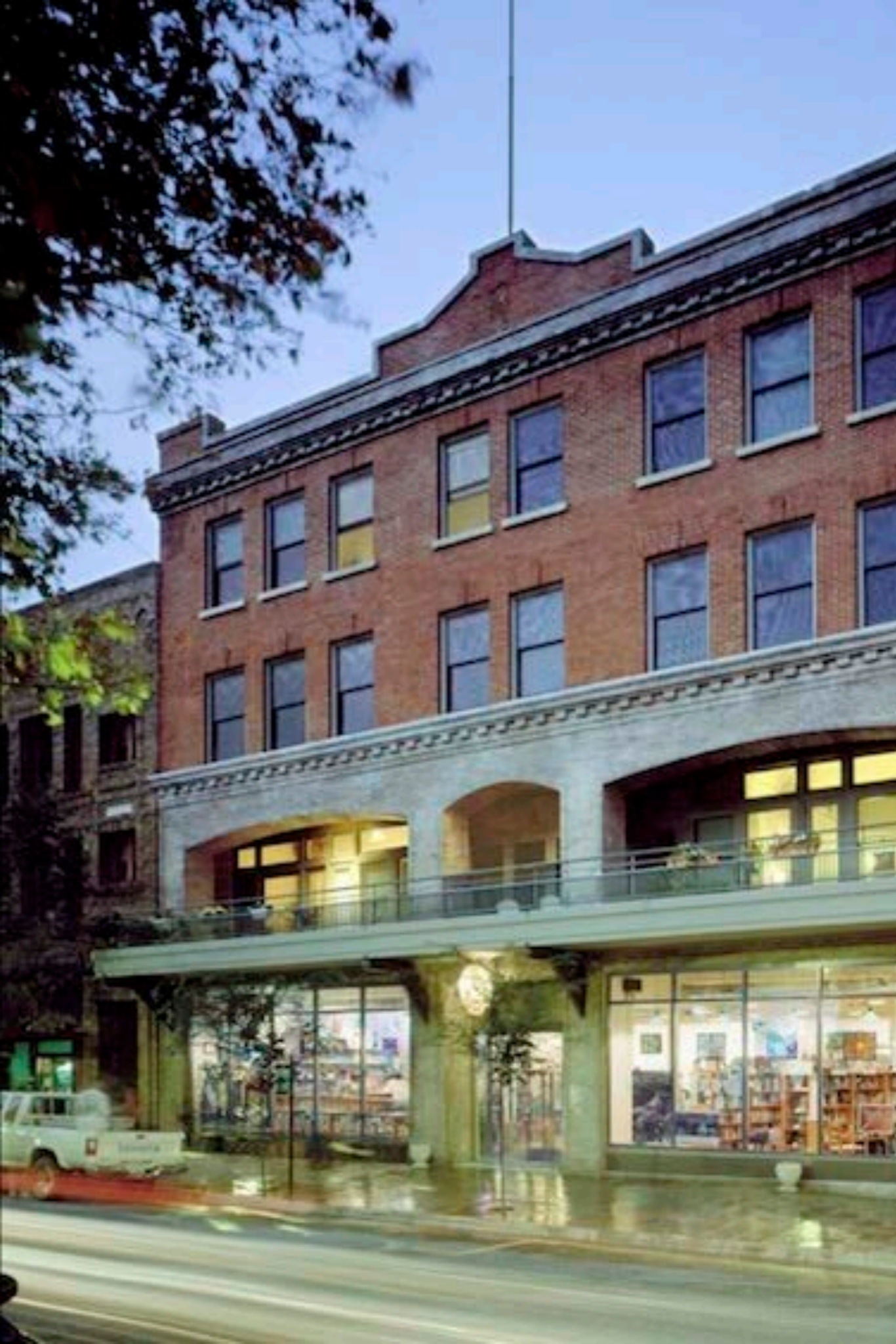


YOU CAN'T AFFORD THIS

cities, need money?

**fix up your
old buildings**





ASHEVILLE HOTEL

will still be here







**RAISE
TAXES**



**CUT
SERVICES**

DEVELOPMENT COST PER ACRE



LOW DENSITY

\$ total tax value
20,000,000



property tax revenue per acre
\$6,500



HIGH DENSITY



property tax revenue per acre

\$600,000



HUMMER



PRIUS

Annualized Municipal Costs for Different Densities (Smythe 1986)

Costs	Higher Density	Medium Density	Rural Cluster	Rural Sprawl
Units/Acre	4.5	2.67	1	0.2
Schools	\$3,204	\$3,252	\$4,478	\$4,526
Roads	\$36	\$53	\$77	\$154
Utilities	\$336	\$364	\$497	\$992
Totals	\$3,576	\$3,669	\$5,052	\$5,672
Incremental Cost	NA	3%	41%	59%



6000

**SINGLE
FAMILY**

**150
ACRES**



1

**OFFICE
BUILDING**

**1.5
ACRES**



**diversity
density
symbiosis**

THE SPRING LOUNGE
ESTABLISHED 1941



Spring Lounge

48

Spring
Lounge





An aerial photograph of a complex highway interchange. A central multi-lane highway runs vertically, crossing a horizontal highway via a concrete overpass. Four large, circular roundabouts are arranged in a 2x2 grid around the central vertical highway. Each roundabout contains a large, circular area of green trees. The surrounding landscape is a mix of green grass and dense green foliage. Several cars are visible on the roads.

this land has no value



this land has low value

no tax base





one square mile

Venice, Italy
1,500

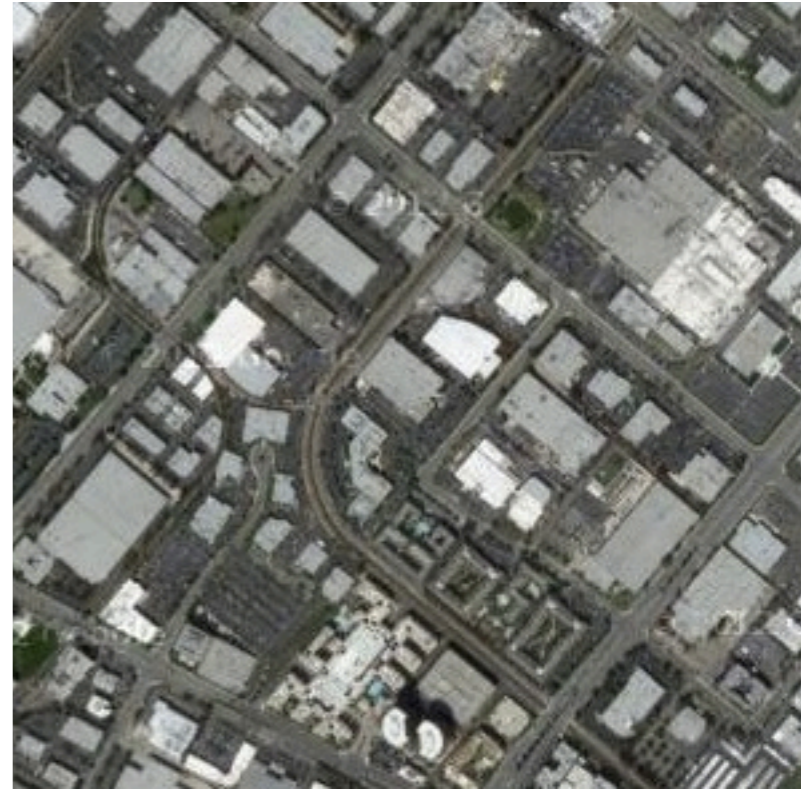
intersections/square mile



one square mile

Los Angeles
150

intersections/square mile



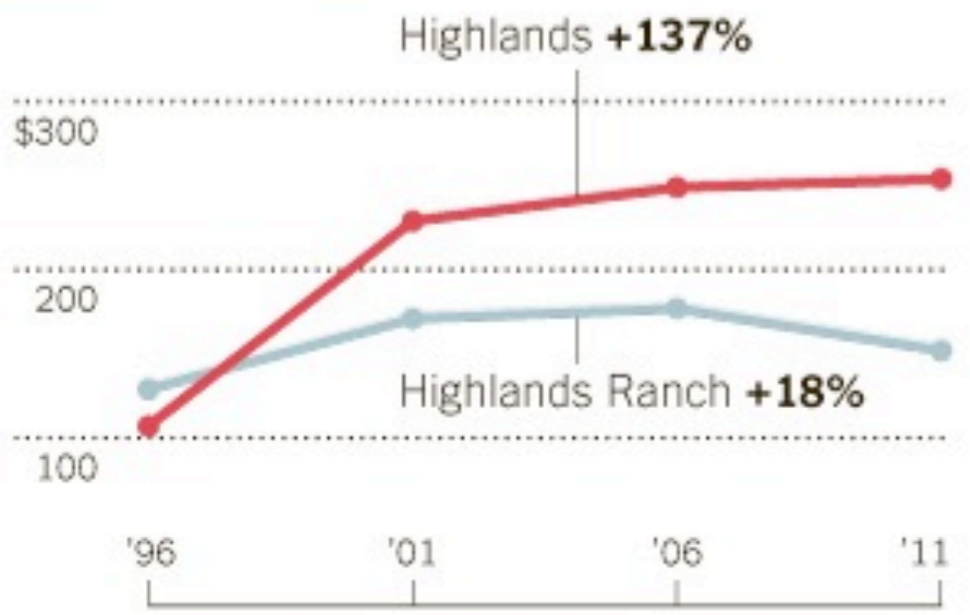
Irvine, CA
15

intersections/square mile

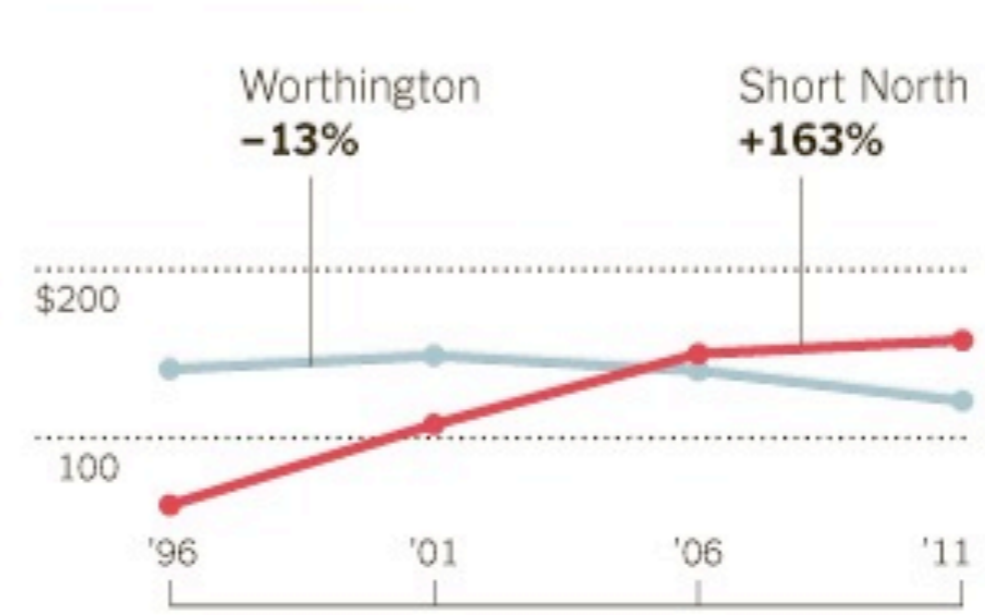




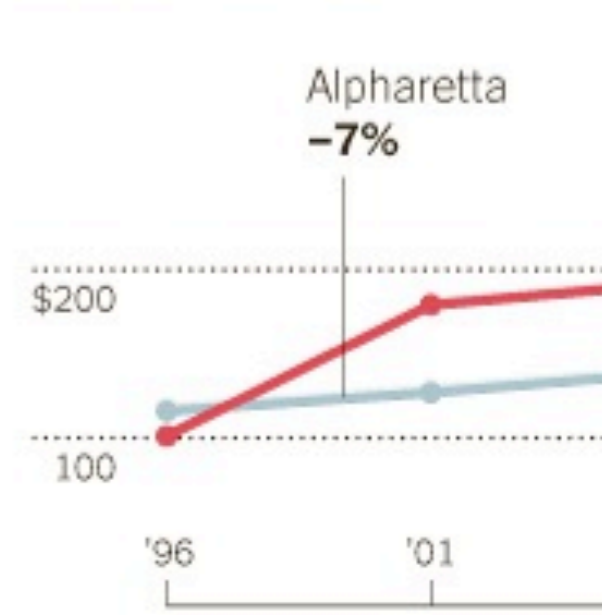
Denver



Columbus



Atlanta



WALKABILITY = VALUE



1,093.88

TOTAL TAX

(STAR) PROGRAM IS:

13

total tax may be paid



Carbon Tax (use of fossil fuels)

Import Tax (duties on toxic & oil based)

Severance Tax (extraction of mineral & forestry products)

Waste Tax (disposal, not recycling)

Effluent Tax (pollution & hazardous waste)

Site Value Tax (demolishing existing bldgs or pristine land)

reverse
the incentives



RESILIENCE



PHOTO: Eric Chang

NEW YORK

The City and the Storm
Starting on p.17



\$5.99 USA/CANADA



NYMAG.COM



SO YOU THINK YOU CAN

DANCE

WED | THU FOX

SO YOU THINK YOU CAN

DANCE

SO YOU THINK YOU CAN

DIG a well



what is
still made
here?

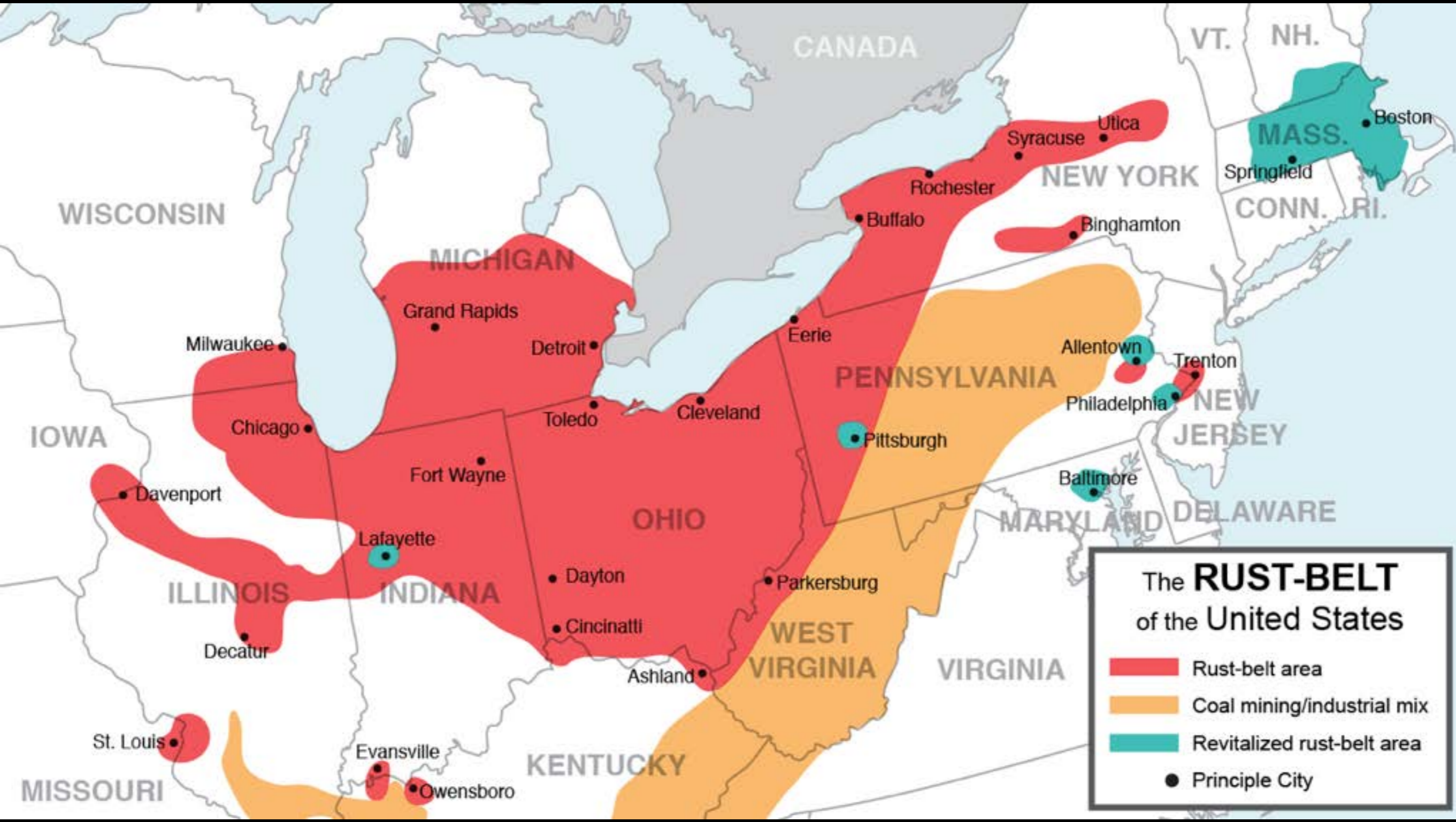
THE
**SPAGHETTI
WAREHOUSE**
RESTAURANT

The
**Cheesecake
Factory**

FASHION

ATER

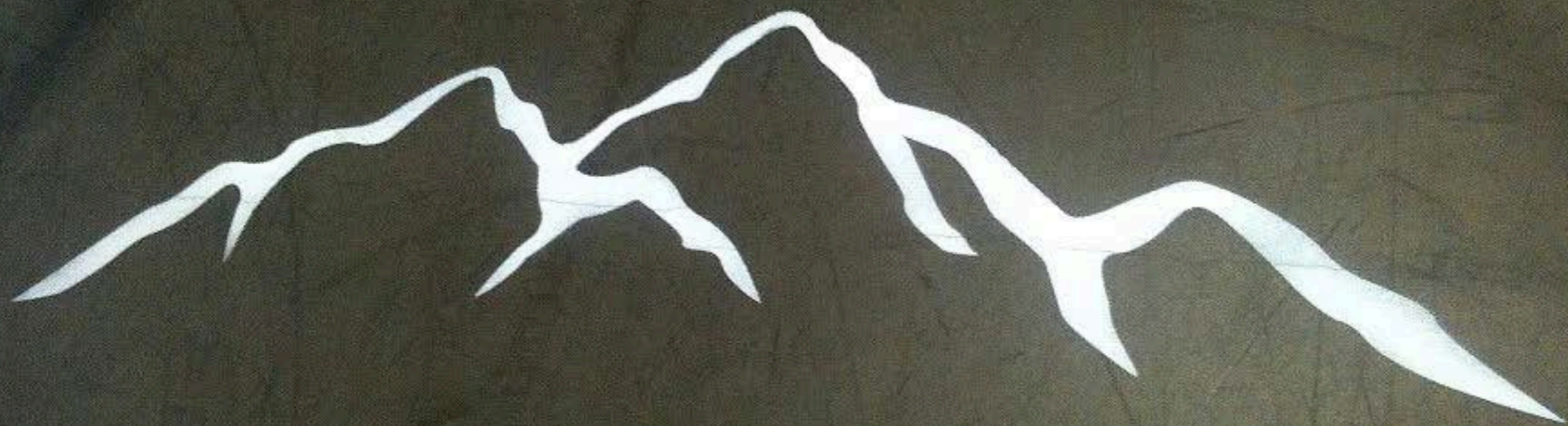






Interface **FLOR**[®]

MISSION ZERO



80% there by 2012

A photograph of a textile factory interior. A worker wearing a bright orange high-visibility shirt and dark pants is seen from behind, working at a large industrial machine. The machine consists of a complex metal frame with numerous spindles and bobbins of thread. The room is filled with similar machinery, creating a sense of a busy industrial environment. The lighting is bright, coming from overhead fixtures. The floor is a light-colored concrete.

LABOR vs. MATERIAL

how to bring
INDUSTRY
back



labor intensive



material intensive



Textiles

Metals

Furniture

Paper

Plastics

Rubbers

Chemicals

Food

focus on
material intensive
manufacturing



INLAND EMPIRE

"BUILDING A GREEN EMPIRE"



Northern California

Redwood Empire

Central

Central Coast

LA

OC

Inland Empire

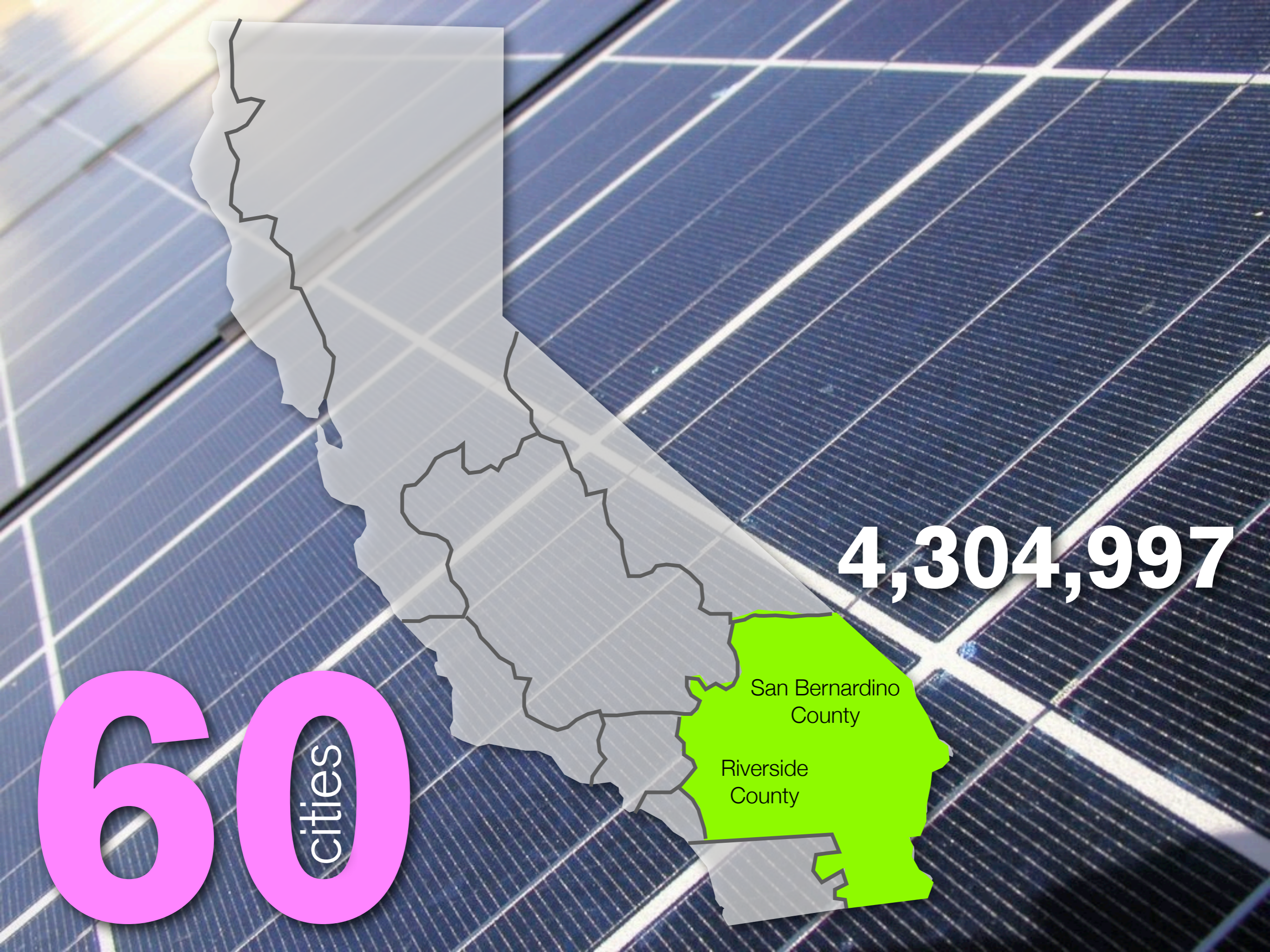
San Diego

CALIFORNIA

600 cities

4,304,997

San Bernardino
County
Riverside
County



our cities

INLAND EMPIRE CHAPTER

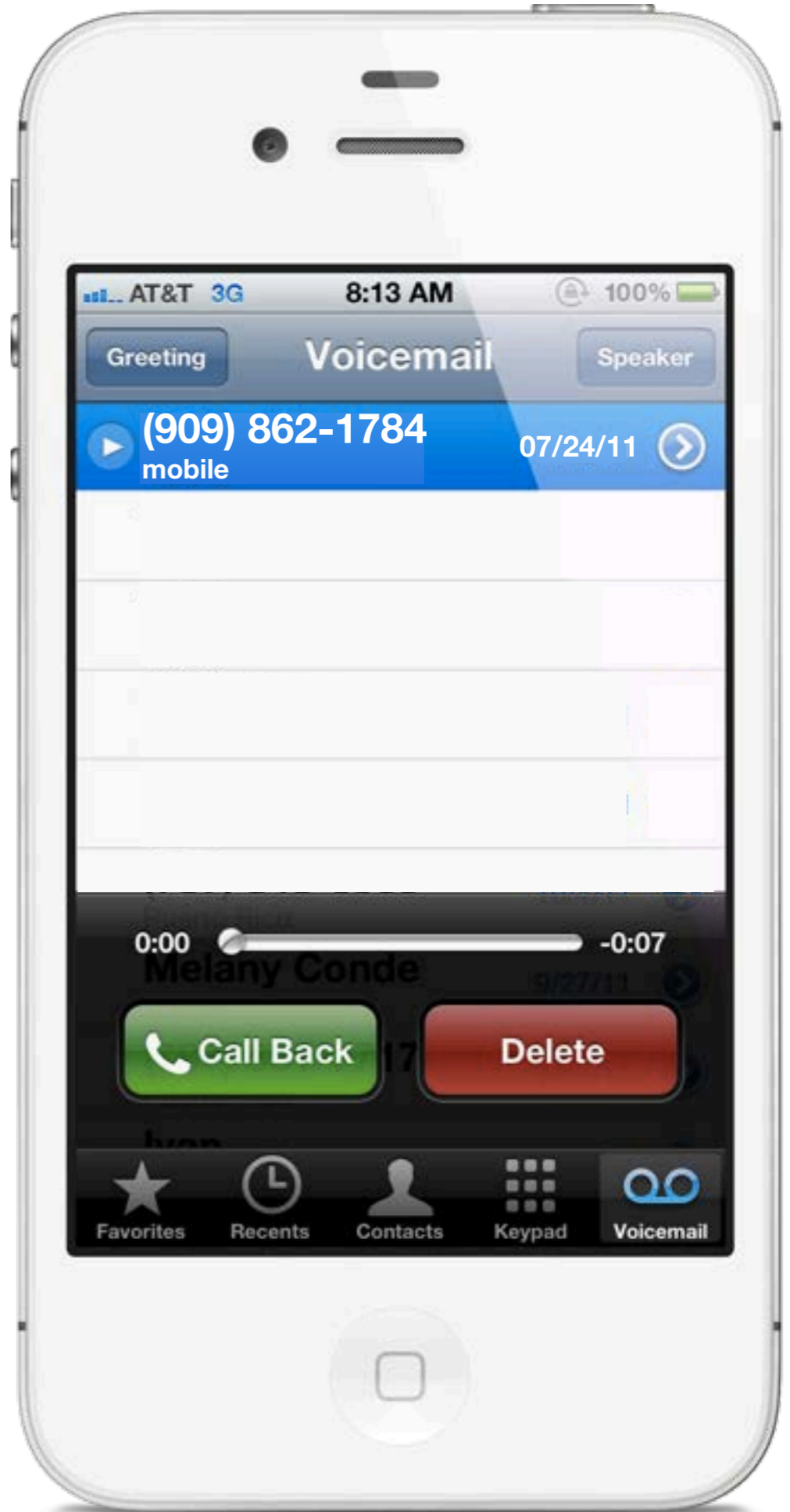


Adelanto
Angelus Oaks
Apple Valley
Banning
Barstow
Beaumont
Big Bear Lake
Bloomington
Blythe
Calimesa
Canyon Lake
Cathedral City
Chino
Chino Hills
Claremont
Coachella
Colton
Corona
Crafton
Crestline

Desert Hot Springs
Fontana
Grand Terrace
Hemet
Hesperia
Highland
Indian Wells
Indio
Joshua Tree
La Quinta
Lake Arrowhead
Lake Elsinore
Loma Linda
Lucerne Valley
Mentone
Montclair
Moreno Valley
Murrieta
Needles
Norco
Ontario

Palm Desert
Palm Springs
Perris
Rancho Cucamonga
Rancho Mirage
Redlands
Rialto
Riverside
Running Springs
San Bernardino
San Jacinto
Temecula
Twentynine Palms
Upland
Victorville
Wildomar
Wrightwood
Yermo
Yucaipa
Yucca Valley





CALIFORNIA 2010 GREEN BUILDING STANDARDS CODE

CAL Green

California Code of Regulations
Title 24, Part 11

California Building Standards Commission





INLAND EMPIRE
COACHELLA VALLEY BRANCH

regional priorities

Cool roofs

Reduction of heat islands

Desert-scaping/xeriscaping

Drip irrigation

Insulation & efficiency

Passive solar orientation

Waterless fixtures

Graywater use

Solar PV

Solar Thermal

usgbccv.org



Sustainability Dashboard

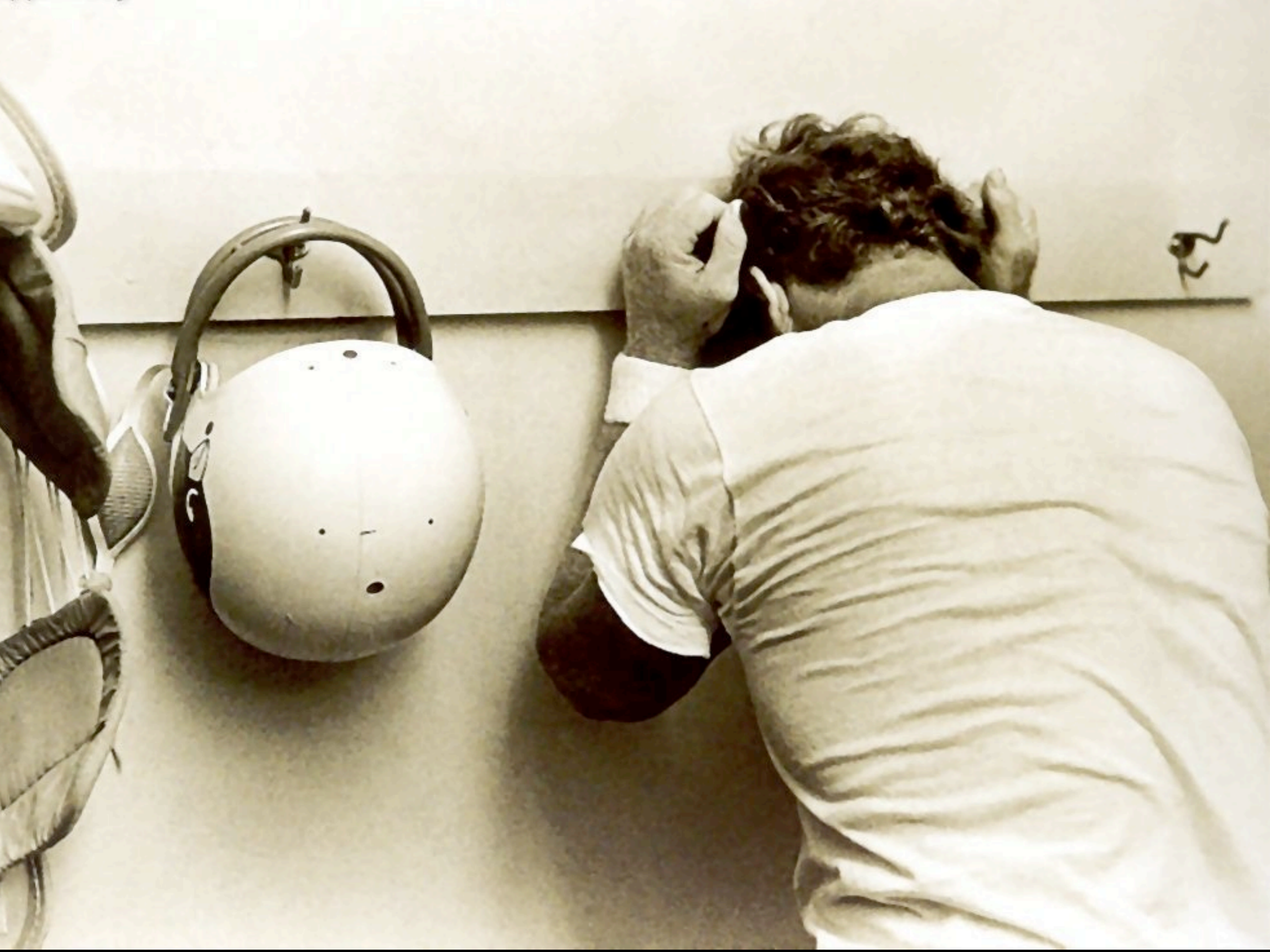
THIS



NOT THIS









CO2 & Climate

Energy

Environmental Governance

Waste

Water

Buildings

Land Use

Transport

Community

Innovation

CATEGORIES



CITY OASIS DASHBOARD

OASIS DASHBOARD CITY ACCORD

2011

We,

the undersigned duly appointed representatives
for our Coachella Valley City, hereby agree to the following:

- **Use** the Oasis Dashboard as a roadmap to shape our sustainability policy
- **Commit** one staff person to participate in the steering group (one hour/quarter)
- **Revisit** our dashboard ranking annually and make the results available

SIGNED:

City of Cathedral City	City of Coachella	City of Desert Hot Springs
City of Indian Wells	City of Indio	City of La Quinta
City of Palm Desert	City of Palm Springs	City of Rancho Mirage
Agua Caliente Band of Cahuilla Indians	Augustine Band of Mission Indians	Morongo Band of Mission Indians

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- **Commit** one staff person to participate in the steering group (one hour/quarter)

Website

dashboard.usgbccv.org

Launched: January 2012
Report: every December





VELODROME
LONDON 2012
PREMIUM SEEDS

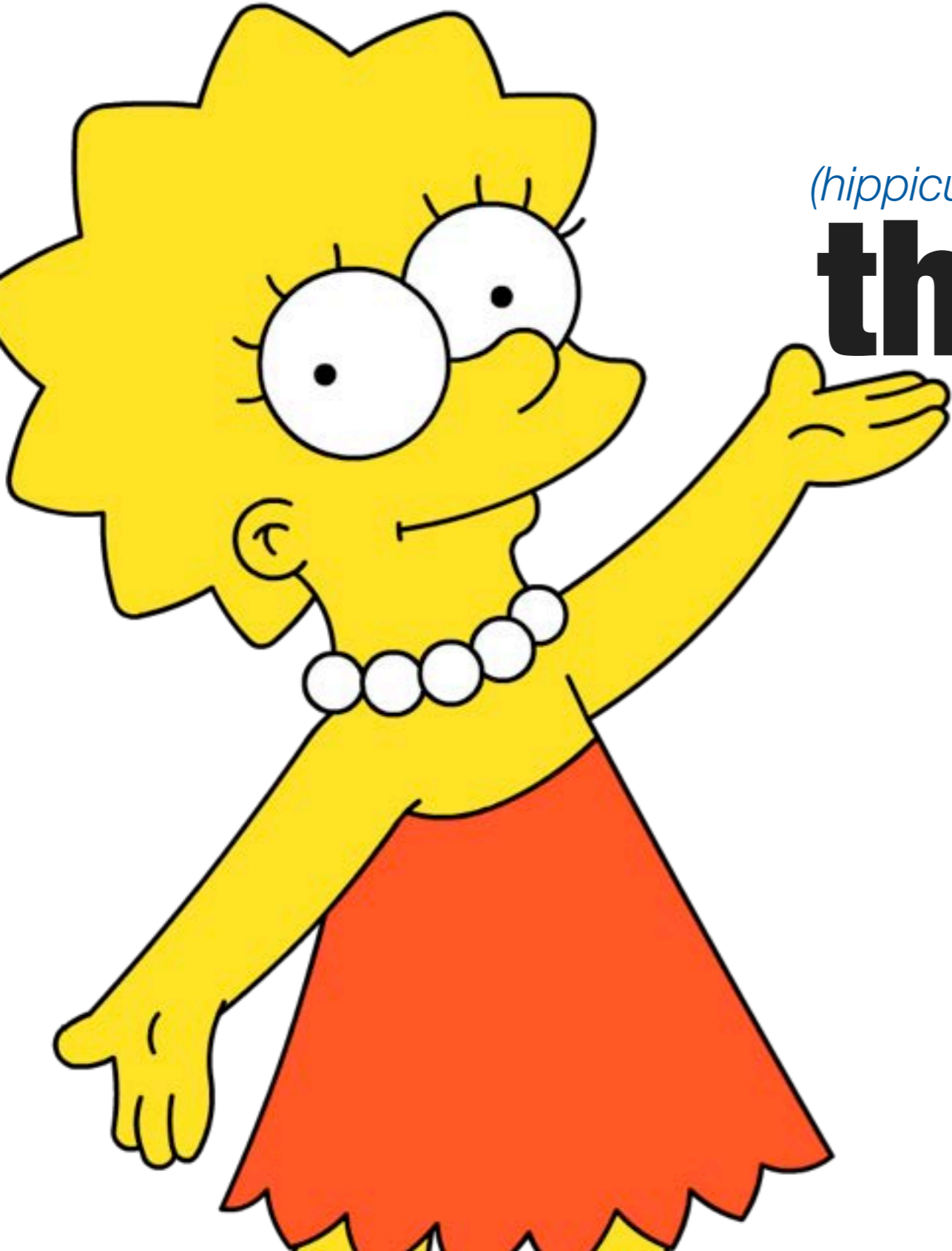
OLYMPIC VILLAGE
LONDON 2012
PREMIUM SEEDS

ROPPER BOX
PREMIUM SEEDS

STADIUM
LONDON 2012
PREMIUM SEEDS
SUNNED & SORTED VARIETIES

PHOTO: Dow Ad, 2012





(hippicus protesticus)

the activist dodo SAPIENS

**YOU
CAN
MAKE A
DIFFERENCE**



I WILL
I WILL
I WILL
I WILL
I WILL
I WILL
I WILL
I WILL
I WILL



Gensler

\$764M

AECOM

\$445M

PERKINS+WILL

\$365M

CH2MHILL HDR JACOBS

\$365M

\$364M

\$353M



URS

\$318M

\$294M

HKS

\$213M

SOM

\$189M

CANNON DESIGN

\$185M

nbbj

\$181M



\$164M

KPF

\$143M

LEO A DALY

\$136M

Perkins Eastman

\$130M

Stantec

\$129M

CALLISON

\$128M

ZGF

\$120M

\$4,991,710,000

2012 Architecture Billings



Empire Tower, Abu Dhabi
Aedas Architecture

Gensler Expertise Projects Viewpoint About Us

Markets Services

Projects 1 2 3 4 5 6

Sustainability

We see sustainable design as a triple win: good for business, people and the planet. Since 1970, when we designed an energy-efficient "office of the future" for Pacific Gas & Electric, our design practice has considered how decisions made today affect our lives tomorrow. Today, Gensler is a global sustainability leader. Our credits include the first U.S. office building to use under-floor air distribution, and later the first retail rollout prototype, data center and car dealership to earn LEED® certification. Recognizing these pioneering achievements, the U.S. Green-Building Council presented us its Leadership Award for Organizational Excellence in 2005.

We approach every building and interior project assignment as an opportunity to enhance building, organizational, human and environmental performance — the core goals of sustainable design. As sustainability consultants, we provide clients with an integrated set of services, including sustainable strategy, planning and design, LEED consulting, real estate portfolio analysis, and sustainability guidelines.

[Anthony Brower](#) +1 212 490 1639 anthony.brower@gensler.com
[Katie Hixson](#) +1 202 263 5406 katie.hixson@gensler.com
[Leeward Solera](#) +1 312 377 4140 leeward_solera@gensler.com

Download "Transforming Business Through Sustainability" (PDF)

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Design

About **What We Do** Where We Are News + Media Investors Careers

DESIGN + PLANNING

Sustainability

Practice Areas

- Economics + Planning
- Environmental + Ecological Planning
- Landscape Architecture
- Masterplanning + Urban Design
- Strategic Plan
- Sustainability

Market Sectors

- City
- Corporate
- Education
- Healthcare
- Justice
- Leisure + Cultural
- Real Estate and Strategic
- Sports + Venues
- Transportation + Urban Design
- U.S. Federal
- Utilities

Beyond Sustainability

Sustainability demands whole-systems understanding and interdisciplinary collaboration across architecture, design + planning, economics, building engineering, and program + construction management. It also demands that client goals, project site context, and sustainability targets be examined by the whole project team at the outset of the work. Our specialized sustainability consultants lead practitioners experienced in integrated planning and building processes, utilizing the most effective techniques and technologies.

Contact

Clare Bonham-Carter
Director of Sustainable Development
T: +1 415 355 2800
clare.bonham-carter@aecom.com

Relevant Information

Relevant News

PERKINS+WILL WORK EXPERTISE PEOPLE PURPOSE

Sustainability

Regenerative Environments Now

Sustainability

Project by project and day-by-day, sustainability is a part of everything we do.

At Perkins+Will, sustainable design is a result of a creative and collaborative process that involves [all our stakeholders](#). We're not only reducing environmental impact, minimizing greenhouse gas emissions, reimagining ecological systems and limiting exposure to harmful substances, but we're also helping to improve the environment through regenerative design.

Perkins+Will is also committed to exemplary workplace practices in our own buildings. Since the development of our [Green Operations Plan](#) in 2009, we have tracked and

FEATURED SUSTAINABILITY WORK

- YanQueen Botanical Garden Visitor Center
- Perkins+Will New Atlanta Office

CH2MHILL

Home About Us Clients Markets Services Locations News Room Careers Contact Us

Sustainable Solutions

Sustainability—shaping the built environment to maintain and enhance the natural environment—is a powerful concept that inspires innovative problem solving.

Motivated to achieve the "triple bottom line" benefits of environmental stewardship, social equity, and economic progress, CH2M HILL's professionals apply sustainability principles to practically every design, construction, and operations challenge our clients face.

CH2M HILL possesses both the culture and the talent to deliver lasting results for complex, multi-disciplinary, long-term projects. We promote the technical interaction required to create robust, system-based, and integrated sustainable solutions, producing tangible benefits for the environment, communities, and our clients' business success.

Services

- Applied Sciences Laboratory
- Architecture + Planning
- Construction Management
- Decontamination & Decommissioning
- Energy Management + Planning
- Engineer-Procure-Construct (EPC) + Design-Build
- Environmental Management + Planning

Contact Us

Judy Wall
Sustainability Communications
judy.wall@ch2m.com

Sustainable Projects

View our portfolio of projects

HDR ABOUT PORTFOLIO ABOUT HDR WHERE WE ARE CAREERS

Home About HDR

Sustainability

ABOUT HDR

- AWARDS & RANKINGS
- BOARD OF DIRECTORS
- CLIENT CONTRACTS
- CORPORATE RESPONSIBILITY
- DIVERSITY
- HISTORY
- NEWS & EVENTS
- KNOWLEDGE CENTER
- PUBLICATIONS
- PROCUREMENT
- SAFETY
- SUSTAINABILITY

VALUES & VISION

Service

- Sustainable Return on Investment
- Commitments & Partnerships
- Sustainable Business Practices
- HDR's Carbon Footprint

VALUES & VISION

We offer our clients the best possible economic, social and environmental value by delivering integrated sustainable solutions, both in the projects we deliver to clients and in the way we conduct our business.

Balanced sustainable solutions result in sound choices and decisions that are resource sensitive, provide private and public sector opportunities for economic growth and development, create quality and diverse places where people can live, grow and flourish, are socially equitable, and consider the broad context of each decision.

Our visionary thinking is clearly illustrated in our early adoption of sustainability principles. More than two decades ago, we formally established a Sustainable Solutions Program tasked with integrating sustainability into all of our business practices. We employ sustainability specialists in most areas impacting the built and natural environments. These experts are leaders in areas such as climate risks, natural resources, renewable energy, LEED, commissioning, measurement and verification and community planning. Providing clients with high-performance solutions that are used for their business, used for their communities and used for the planet are always top

ISSUES

- Waterfront Remediation and Redevelopment (Stam, NY, US)
- Installation-Water Sustainability Plan (Marine Corps AF, FORT RUSSELL, AK)
- Molecular Science + Engineering Building (JACOBS, GA, US)
- Onshore After-Plan (Berkeley, CA)

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Sustainability

Home / About / Sustainability

Healthy Relationships Through Sustainable Development

Jacobs can help you reduce your environmental footprint. As an experienced provider of sustainable practices, Jacobs has the expertise to progressively and cost-effectively reduce the ecological impact and resource intensity of projects around the world. We deliver tangible, technical solutions that really make a difference to our clients' triple bottom line.

At Jacobs sustainability crosses all market sectors and manifests in our core values. People are our Greatest Asset. We are a Relationship-Based Company. Growth is an Imperative. These values drive our leadership, business practices, and company culture. They are the solid foundation for our commitment to sustainable development.

About

- Overview
- Our Services
- Our Core Values
- Our Business Model and Process
- Our History
- Health, Safety, and Environment
- Sustainability
- Rankings
- Project Opportunities
- Supplier Diversity
- Office Directory
- Corporate Governance

HOK DESIGN THOUGHT LEADERSHIP PEOPLE ABOUT

ABOUT FIRM OVERVIEW AWARDS + HONORS LOCATIONS SUSTAINABILITY SOCIAL RESPONSIBILITY CAREERS NEWS CONNECT CONTACT US

SUSTAINABILITY

1 2 3 4 5 6

- KAIST TOWER, SEOUL, KOREA
- ACCIDENT FUND HEADQUARTERS, LANSING, MICHIGAN, USA
- VALLEY STREETS HEADQUARTERS, SACRAMENTO, CALIFORNIA, USA
- WONG CENTRE, WOLINE, ILLINOIS, USA
- PROJECT MARY ORPHANAGE AND CHILDREN'S CENTER, HOUSTON, TEXAS, USA
- INTERNATIONAL AIRPORT, CHICAGO, ILLINOIS, USA

CONTACT

Mary Ann Latham
Director of Sustainable Design
+1 314 754 3827
mary.ann.latham@hok.com

Expertise

Back in 1990, we were the first. Today, we help organizations address sustainability as a business imperative.

Leadership

We deliver sustainable solutions for every building.

In 2012, HOK was once again the #1 role model in sustainable and high-performance design.

"HOK is a firm often cited for making a difference. ... HOK is recognized for breaking new ground with clear, practical and informational leadership. HOK's staff is admired for its compelling case studies, engaging thought leadership and insights that lead to making wise decisions to benefit the planet's future condition."

- James Cramer
Co-Chair, Design Futures Council

URS Feb 01 04:01 PM NYSE: URS +41.83 (+0.16) (Delayed by 20 minutes)

CONTACT US LOCATIONS

ABOUT URS MARKETS PROJECTS INVESTORS CAREERS PRESS

Sustainability

Small Business/Supplier Diversity
Government Affairs
Locations
Supplier Registration

HEADQUARTERS

600 Montgomery Street, 26th Floor
San Francisco, CA 94111-2028 USA
+1 415 774 2700
+1 415 388 1905 fax

Established: 1951
Number of Employees: More Than 57,000
FY2011 Revenue: \$9.58 Billion
NYSE Symbol: URS
Locations: Offices in nearly 50 countries

Commitment to Sustainability

URS is committed to business practices, operations and projects that improve economic, environmental and societal outcomes. Our comprehensive skills and expertise are a valued resource to clients around the world, in support of their sustainability objectives. Internally, URS' sustainability practices are being continuously enhanced to help minimize the Company's environmental footprint, reduce costs and enrich the work experience of our employees.

URS is ranked as the #1 Green Design firm in the United States by Engineering News-Record (ENR). We employ thousands of skilled planners, scientists, architects, engineers and construction managers in our sustainability practices, including hundreds of Leadership in Energy and Environmental Design (LEED)-accredited professionals and licensed BREEAM assessors.

[Click here to visit related projects](#)

SOM SKIDMORE, OWINGS & MERRILL LLP

Home | Services | Sustainable Design

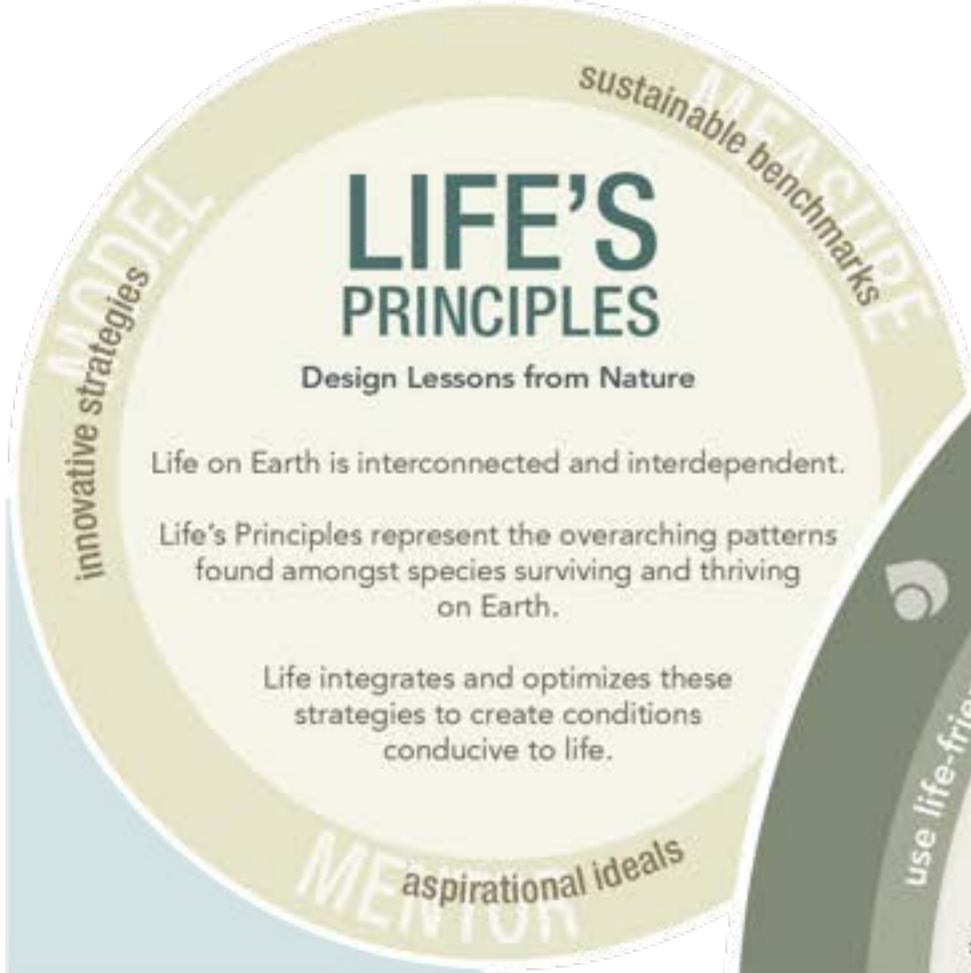
IDEAS PROJECTS PEOPLE CONTACT

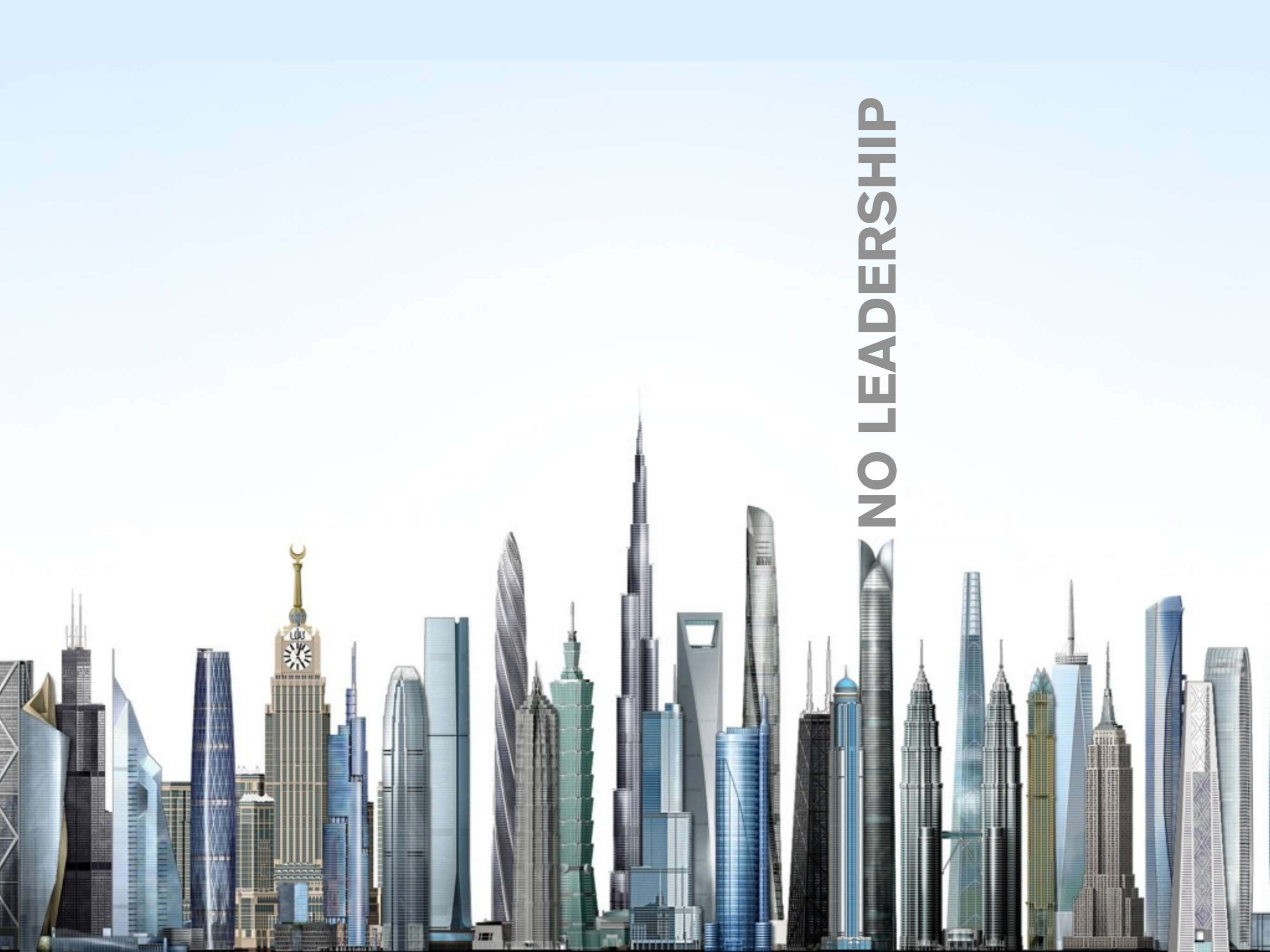
Sustainable Design

The incorporation of sustainable building ideas

Greenland Group Suzhou Center, Natural Ventilation Study + Wuxi, China

PEARL RIVER TOWER, GUANGZHOU, CHINA





NO LEADERSHIP

Please sign here if you wish to make a mark on this building.

X

Signature (Full Artist Name)

2015



**“IF THE
CLIENT
ASKS...”**

NOT advertising
NOT offering
NOT doing







PROFESSIONAL RESPONSIBILITY



A black and white photograph of a person holding a black sign with white text. The person's face is partially obscured by the sign. The sign reads "make a BOLD VISION".

make a
BOLD VISION



PHOTO: Yves Marchand & Romain Meffre

Regional Chamber of Commerce and Industry
by Charrier-Corbasson Architectes

every building should...



GROW
your own food

No. 2

GENERATE
your own energy



CLEAN

your own water

A close-up photograph of a pool table. In the foreground, a purple billiard ball with a white circular patch and the number '4' is in sharp focus. The background is blurred, showing a pool table with other balls and a hanging lamp with a red and white shade. The text 'PROCESS' is overlaid in large, bold, blue letters, and 'your own waste' is overlaid in smaller, grey letters below it.

PROCESS

your own waste

30

SEQUESTER

your own
carbon



**LIVING
BUILDING
CHALLENGE™**



INTERNATIONAL
LIVING BUILDING
INSTITUTE

ilbi.org

POST-CARBON SERVICES





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

Former Saudi oil minister
Sheik Ahmed Zaki Yamani

IT DEFINITELY DOES SOMETHING



NET WT. 12.5 OZ (354 g)

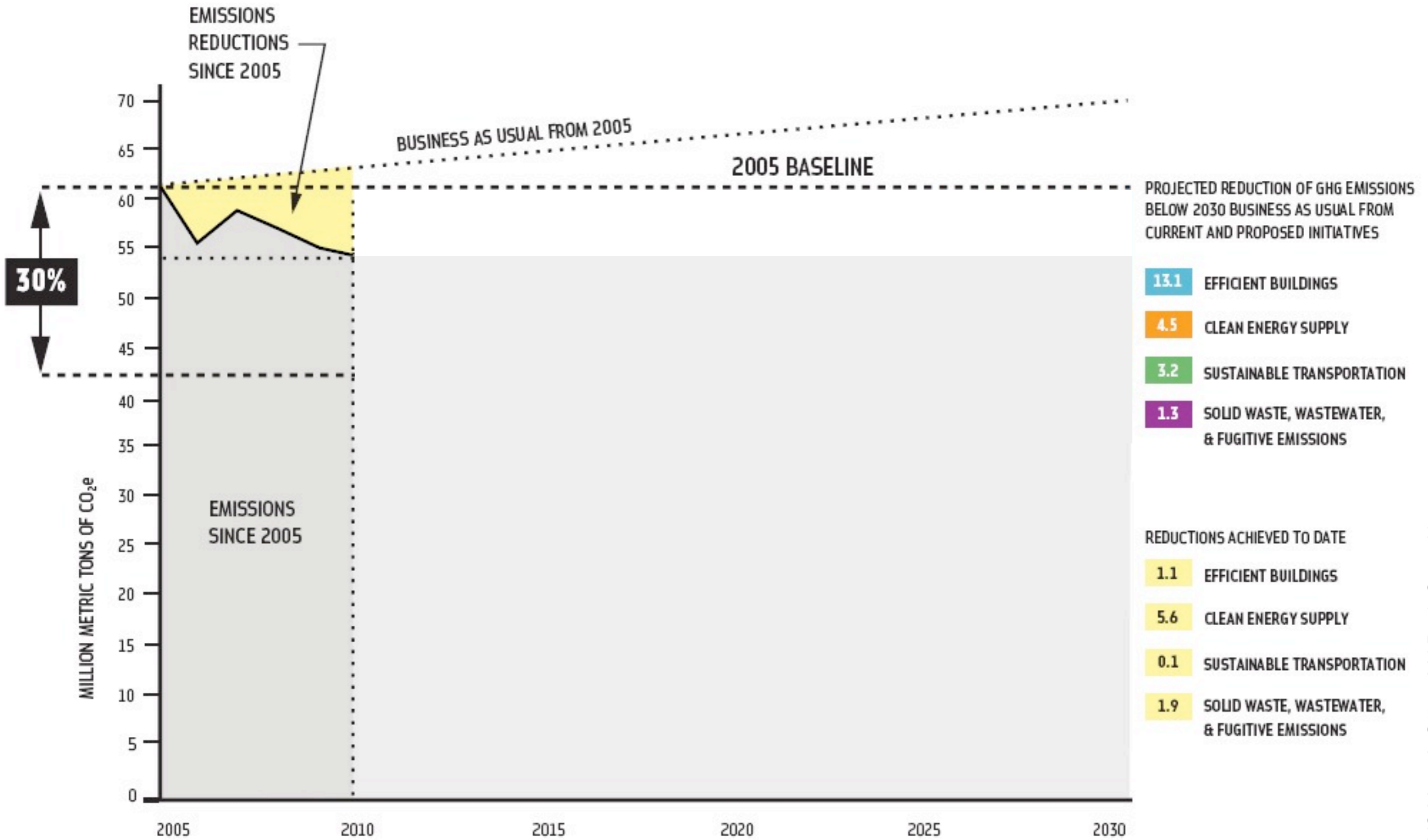
INSTRUCTIONS:
SPRAY TWICE AND
HOPE FOR THE BEST

Essence

Quick

Fix

PROJECTED IMPACTS OF GREENHOUSE GAS REDUCTION STRATEGIES



9,000,000 minutes



until 2030



SOLAR FINANCING


POWER PURCHASE AGREEMENT





ONE HUNDRED DOLLARS

10

The seal of the Department of the Treasury is integrated into the number '10'. It features a central shield with a scale of justice, a sword, and a laurel wreath. The words 'DEPARTMENT OF THE TREASURY' and the year '1789' are inscribed around the shield.

HL 624318

Henry M. Paulson, Jr.
Secretary of the Treasury.

A 293



ENERGY ARBITRAGE

store energy until peak target



MONETIZE CARBON



GLYCOL R



GLYCOL S





BUILDINGS CREATE COMMODITIES

most **valuable** part of building



DATA & NEGAWATTS





if you were
OFFENDED...





“ANY

sufficiently advanced technology

is indistinguishable

from

magic.”

– Arthur C. Clarke

“ANY

sufficiently advanced technology

is indistinguishable

from

its’ garbage.”

– Bruce Sterling

“ANY

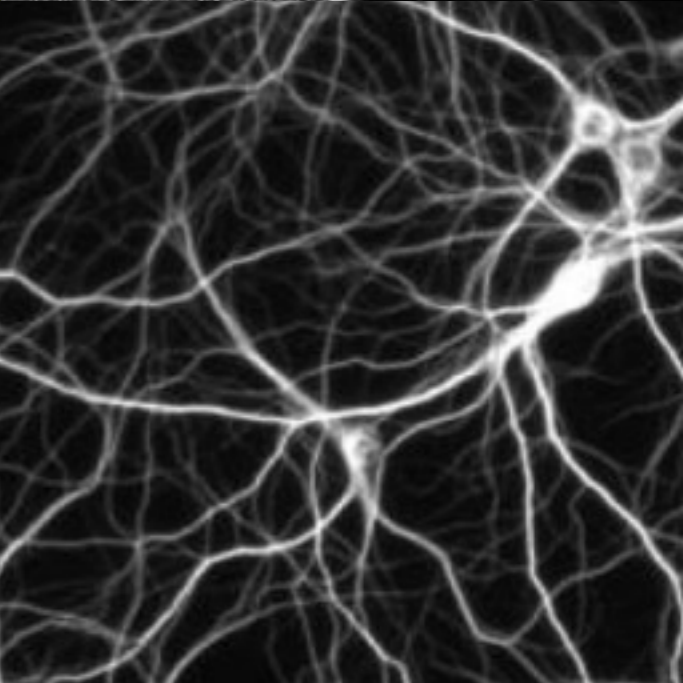
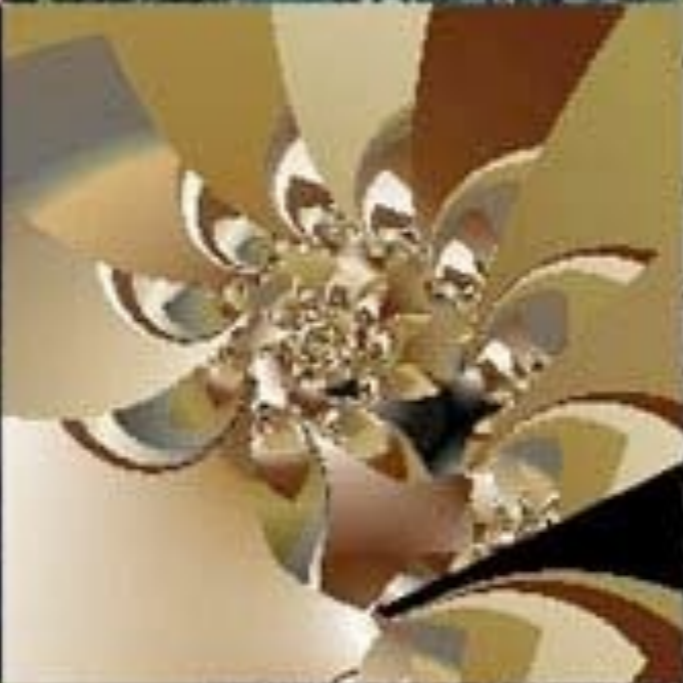
sufficiently advanced technology

is indistinguishable

from

NATURE.”

– Eric Corey Freed



A photograph of a tall, cylindrical water tower with a conical top. The word "THINK" is painted in large, white, sans-serif capital letters across the middle of the tower's body. The tower is supported by a metal lattice structure. A walkway with a railing is visible around the middle of the tower. The background is a clear blue sky. In the bottom left corner, there is a portion of a red structure, possibly a building or a fence.

THINK







@ericcoreyfreed

eric@organicarchitect.com

QUESTIONS



DROP OFF YOUR BUSINESS CARD

ericcoreyfreed

eric@organicarchitect.com

CONNECT:



DOWNLOAD THIS PRESENTATION OF 312 SLIDES:

dodosapiens.com

LEGACY PROJECT

