New Urbanism
in the
Age of the Idea

CNU 19
Madison
11 June 03

Stephen A. Mouzon, AIA CNU LEED
The New Urban Guild
Miami Beach, Florida, USA
The Profession of Architecture
Very Few Left
The Failure of Traditional Marketing

- Golf?
- Parties?
- Committees?
- Boards?
- Sponsorships?
The Problem of Physical Reach
Explosion at the Meltdown
Implosion That Followed
The Death of Advertising

- Print
- Radio
- TV
- Spam
The Spam Vaccination
The Necessity of Being Remarkable

- Death of the Old Virtues
- Survival
- Remaking Our Marketing vs. Remaking Ourselves
- The Necessary Opposite Things
Sunset of the Era of the Company

www.originalgreen.org
Dawn of the Age of the Idea

www.originalgreen.org
Idea Cards,
Not Business Cards

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Project: Smart Dwelling
is being hosted by the
New Urban Guild

www.newurbanguild.com/NUG/SmartDwelling.html

Project: Smart Dwelling

Smart Dwelling I
was featured in the
Wall Street Journal's
Green House of the Future story.
Brand

- Proprietary
- Tightly Protected
- Spreads Only by Selling

Cause

- Open-Source
- Given Away
- Spreads Freely & Broadly

www.originalgreen.org
Patience

- Growing a Body of Work
- Follower Acceleration
- Becoming Googlicious
Generosity

• Sharing vs. Selling
• Gulps vs. Nibbles
• Products or Services?
Participation

- Virtual Idea Groups: #letsblogoff, #aiachat
- Email Idea Groups: listservs
- AIA vs. CNU
Collaboration

- Consortiums
- Guilds
Useful Stuff

Useful Stuff is kinda like a second brain for me... a place to remember stuff I've discovered about all the things I do, so that I don't forget and have to discover it all over again!

Home

Recovering from a Mac Hard Drive Failure

I'm writing this because I made a big blunder I'm going to have to fix when I return home, and want to write it all down while it's fresh on my mind so I don't make the same mistake again. Hopefully, it might help someone else as well.

I've had a long, good history with Macintosh hardware, so in the nearly 3 years that I've been backing up to Time Machine, I've never had to recover more than just a few files that had been lost due to my error. This weekend, however, I had a complete hard drive failure. I did everything I could think of, but it was beyond resuscitation. After many hours, I finally gulped and hit the Erase Disk button.

Here's how it happened: I back up every computer in the office to a 6 TB LaCie RAID drive attached to my file server machine. Time Machine isn't supposed to be able to do that, but I found a little freeware utility that allows Time Machine to back up over a LAN to an external drive. Don't remember the utility name, but I'll post it as a comment when I can get to it again. But it's not the main story here...

There were problems all along the way. The computer kept trying to do a safe reboot, but failed again and again. What next? I have a huge deadline on a very important job, so waiting until I could get to the Apple store simply isn't an option. Compound that with the fact that I had to board a train this morning and will do a lecture at Rollins College in Winter Park before returning home, and it's clear that it was essential to get the thing started before leaving. But how?
Writing My Obituary
Tuesday, January 4, 2011
I believe the best obituary most of us could hope for is one that cannot be fully written for a thousand years after we're forgotten. Sadly, countless millions of people give up living long before...

Read more... 6 Comments

Original Green Discussion Group
Sunday, December 26, 2010
Dr. Matthew Hardy of the Prince's Foundation for the Built Environment established the Original Green discussion group last week. Judging from the first few days, it promises to be quite lively....

Read more... No Comments

The Wellness Lenses of the Original Green
30 Years After Adopting a Mystery
*Tuesday, November 16, 2010*

The day after Thanksgiving this year marks the 30-year anniversary of the uncovering of a mystery that changed many things for me, and hopefully has helped others as well. The unlocking of that...

Read more... 5 Comments

A Time for Healing
*Friday, October 29, 2010*

The years before the Meltdown were a time for building, but that is clearly over now. We're now in an era where banks are so traumatized that most of them aren't lending money for new developments no...

Read more... 2 Comments

the Coming Golden Age of Great Necessities
*Monday, October 18, 2010*

Many are asking today “is there reason to be optimistic?” My own profession of architecture is lying in smoking ruins, as I wrote recently. And the end is not in sight; we're likely to endure even...

Read more... 10 Comments

What Should Students Do Now?
*Saturday, October 16, 2010*

The profession of architecture lies...
The profession of architecture lies today in smoking ruins. Most students don’t have a snowball’s chance of getting a job in this environment. What should they do? Many architecture firms have...

**the Importance of Blogging**
*Tuesday, October 5, 2010*

Blogging just might help bring us back from our current highly unsustainable condition. How? Let’s look at how we got there: The history of industrialization is one of increasing scales. As the...

**the Mysteries of Lovable Buildings**
*Wednesday, September 29, 2010*

If a building cannot be loved, it will not last, and its carbon footprint becomes meaningless once its parts are carted off to the landfill. But how do you define lovability in clear enough terms that...

**the Failure of Architecture to Learn**
*Wednesday, September 22, 2010*

Both sides of the “trad-mod” debate make serious blunders that prevent true sustainability. We really must get beyond both sets of errors if we hope...

Blogroll
- A Vision of Europe
- Beauty, Permanence and Delight
- Best Green Blogs
- Brown Design Studio
- BuildingGreen.com Live
- Chad Cooper
- Clem Labine’s Civitas Chronicles
- Classicist Blog
- Congress for the New Urbanism
- CoolTown Studios
- Dancing About Architecture
- Discovering Urbanism
- Draw Your Own Conclusion
- Energy Matters
- Fortworthology
- Frozen Music
- Grist: Green Building
- Grist: Placemaking
- Grow It
- Healthy People, Healthy Planet
- ION Group - Vince Graham
- Jim Kunstler
- Kenneth Hitchens
- Living Car-Free in Big D
- Local Harvest
- Making Places
- Moser Design Group
- NewUrbanismBlog
Walkable Paradise
Tuesday, September 7, 2010
Where would you rather be if you could be somewhere else, and how do those places draw you so long across the miles? For me, that would be Key West. Or Paris. Or New Orleans. Or London. Or Charleston....

The Green Academy - Or Not
Tuesday, August 24, 2010
Today's academic experience prepares architecture students to design sustainably in some ways, but leaves them hideously unprepared in others. Let's look at the hits and misses (and how to fix the...

the Gizmo Green Conundrum
Tuesday, August 17, 2010
Chicago's new Greenway Self-Park illustrates the problems created by the Gizmo Green approach better than anything I've seen recently. Gizmo Green, of course, is the proposition that we can be green...

The Luxury of Small
Wednesday, August 11, 2010

Original Green Book on Amazon:
Americans have endured the Poverty of Large for far too long; it’s time to return to the Luxury of Small. That’s my son Sam above, a newly-graduated chef from the Culinary Institute of America in Hyde...

Read more... 15 Comments

The Grand Lie of Urban Forestry

Tuesday, August 3, 2010

Urban forestry has lots of useful information to offer, but there is a big lie at the heart of the majority of the work of urban forestry which threatens to discredit the entire discipline if anybody...

Read more... 18 Comments

Neighborhood Schools

Wednesday, July 21, 2010

Schools should be located in neighborhoods for many reasons, and their positioning is important to the walkability of the entire neighborhood. This is a far cry from the way schools are usually built...

Read more... 9 Comments

Bryant Park and the LEED Problem

Friday, July 2, 2010

Bryant Park in New York, which opened recently to great fanfare as the first LEED Platinum skyscraper, highlights one of the biggest problems with LEED. By conceiving...
The Wellness Lenses of the Original Green

Monday, December 20, 2010

The ways we build our places and our buildings have effects that range from the notable to the profound upon our wellness. Specifically, this is wellness of body, wellness of mind, and even wellness of spirit. Our places and our buildings aren’t the only things that affect our wellness; many things affecting wellness operate completely outside the realm of the built environment, of course.

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Enroll today in one of our online wellness coach programs
www.vicnw.com
It is often helpful to look at an idea through the lens of a different set of ideas. Today's post lays out the framework of the Lenses of Wellness through which we'll look at the

Original Green a number of times next year. We'll also look through other sets of lenses, including the Lenses of Value, Meaning, Delight, and Connectedness.

**Wellness of Body**

Before getting into specific types of wellness of body, let's consider that while the people watching the race above might be well, the runners running the race are not only well, but also fit. Wellness is the threshold below which we are ill; fitness occurs by getting well above that threshold. For the purposes of this discussion, let's consider fitness a higher form of wellness.
Wellness of body can also be enhanced or lost by what we do to our bodies. Accessible Places are great places to bike, walk, and run, which enhance wellness. Sprawl, on the other hand, is where you have to drive everywhere, and the resulting sedentary lifestyle is arguably the single largest contributor (just ahead of processed foods) of our obesity epidemic.

Finally, wellness of body can also be impacted by where we put our bodies, such as in harm’s way. Automobile accidents account for tens of thousands of deaths each year, and hundreds of thousands of serious injuries in those who survive.

Wellness of Mind

This image of the entrance to a university represents the fitness of mind, which as noted for the body, is a higher form of wellness. There are at least four attributes of the built environment which contribute to wellness of mind: Community, Balance, Nature, and Love.
Balance is achieved in many ways that have nothing to do with the built environment, but there are ways it can contribute to or detract from our balance. Variety in the places we inhabit and the people that inhabit them with us allow us to experience life more broadly.

Nature lies at the opposite end of the spectrum from community, because non-human forms of nature flourish most heartily when there aren’t so many humans around.

But we can’t do without it. We have known for millennia that humans have a great need for connection with the rest of nature that is not human. Places that allow us the occasional immersive experiences in nature without too much difficulty or distance clearly contribute to our wellness of mind.

Let’s be clear about love: the built environment typically does not elicit the value of those relationships and experiences.
-Steve Mouzon

11 Comments ▼

Monday, December 20, 2010 - 10:50 PM
Wanda Mouzon
Wellness of spirit indeed should be our utmost effort. Such a thoughtful, well structured blog Steve. Thanks!

Tuesday, December 21, 2010 - 12:00 AM
Kaid @ NRDC
What a fabulous essay, Steve - one of your best, and that's saying a lot. I’ll be referring to it. Best wishes for a well, fit, and nourishing 2011!

Tuesday, December 21, 2010 - 08:57 AM
Steve Mouzon
I appreciate that, Wanda! And thanks so much, Kaid! If anyone hasn’t read Kaid’s blog (http://bit.ly/ANszDp) you really should... it's highly useful stuff.

Tuesday, December 21, 2010 - 10:46 PM
Hazel Borys
Steve, thank you for the beautiful words and images! The connections are powerful and invigorating. I’m with Kaid, I’ll be returning to them in the new year.

Thursday, December 23, 2010 - 09:05 AM
Steve Mouzon
Thanks so much, Hazel! Kaid, when you and Hazel blog in connection with this post, please remember to post links here so that everyone can read your posts... thanks!

Saturday, December 25, 2010 - 08:20 AM
RSS Unsubscriber
Congratulations, you just overloaded my bullshit meter.

At least you managed to use 400 words to say nothing, you’ll always have that to admire.

Sunday, December 26, 2010 - 12:30 PM
Steve Mouzon
Not sure how to respond to this, since you didn’t give any indication what in particular you’re objecting to. If you’ve done what your name implies and unsubscribed, we won’t ever know, either. I do think unsubscribing was probably a good move on your part, because if you regard everything in this post as worthless (“...saying nothing...”) then you’d likely be unsatisfied with future material here as well.

Sunday, January 2, 2011 - 01:21 PM
Geoffrey Mouen
Wonderful essay Steve. I am especially appreciative of your discussion on the wellness of Spirit. All too often we avoid
Kenmore that's genius
Introducing the revolutionary new
Kenmore Elite Washer
with 5 motion wash technology

the Expanded Comfort Range

More efficient mechanical equipment is a big concern to green building advocates, but the benefits pale in comparison to what would happen if the human comfort range were a lot larger, like it was for 98% of recorded human history before the Thermostat Era. It turns out that the best way of expanding the range is something highly pleasurable...

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Easy way to start managing your IP addresses in minutes.
infoblox.com - IPAM freeware reduces time wasted on routine, manual tasks. Yeah, it's worth downloading.

Digg at the Golden Globes
Check out what Diggers are saying about the 2010 Golden Globes Awards. Watch our Daily Recap video!

**Title:** the Expanded Comfort Range

**Notes:** More efficient mechanical equipment is a big concern to green building advocates, but the benefits pale in comparison to what would happen if the human comfort range were a lot larger, like it was for 95% of recorded human history before the Thermostat Age. It turns out that the best way of expanding the range is something highly pleasurable.

**Tags:** frugal, frugality, green, GreenBuilding, sustainability, sustainable, SteveMouzon
04 Jan 11  **Writing My Obituary**

Some people give up living long before they're buried, whereas others create ideas that live on after them. This post looks at the progression from insight to cause to movement to living tradition, which is the operating system of the only proven delivery system for real sustainability that humanity has ever known.

*more from www.originalgreen.org - Not Cached - Edit - Delete - Share* - Preview

- insight
- cause
- movement
- living tradition

27 Dec 10 **Original Green Discussion Group**

Dr. Matthew Hardy of the Prince's Foundation for the Built Environment established the Original Green Discussion Group last week. Please join us for what promises to be lively and provocative discourse!

*more from www.originalgreen.org - Not Cached - Edit - Delete - Share* - Preview

- Original Green
- Prince's Foundation

24 Dec 10 **Subscribe**

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Soldier with a gun
More efficient mechanical equipment is a big concern to green building advocates, but the benefits pale in comparison to what would happen if the human comfort range were a lot larger, like it was for 98% of recorded human history before the Thermostat Age. It turns out that the best way of expanding the range is something highly pleasurable...

Sustainability isn’t possible so long as our stuff has to go around the world to get to us... for several reasons: Fuel prices are uncertain, as are the environmental consequences of sources of stuff that we can’t see because it’s on the other side of the ocean. And that’s just for starters...

China’s car sales surged past those in the US in stunning fashion in 2009, according to reports this morning, but that’s only the tip of the iceberg. Read why this morning’s news means nothing will be the same again.
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- Can the Boston Celtics Keep Focused Through the January Doldrums?
- Bravo Increases Its Unscripted Programming (Reality Shows)
the Original Green

the Expanded Comfort Range

Wednesday, January 15, 2010

The human comfort range has shrunk to its smallest size in human history over the past half century. Our ancestors had a comfort range of probably 30 degrees Fahrenheit. Near 90 degrees, they might cool themselves with a handheld fan.
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History

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| Jan 13 | 212 Out of 222 | the Original Green Edit
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Latest Blog Update

Thu Dec 17, 2009
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Read more
Sustainable places are...
Nourishable  Accessible  Serviceable  Securable

Sustainable buildings are...
Lovable  Durable  Flexible  Frugal

Sustainability is More Than Gizmo Green

Originally, before the Thermostat Age, the places we built and buildings we built had no choice but to be green, otherwise people would freeze to death in the winter, die of heat strokes by summer, starve to death, or other really bad things would happen to them. Today, as we are working to re-learn how to live sustainably, much of the focus is on the gadgetry of green: Gizmo Green. This notion that we can simply invent more efficient mechanisms, and throw in some bamboo to boot, is only a small part of real sustainability.

Here’s how the Original Green works: First, we must build sustainable places, because it does not matter what the carbon footprint of a building is if you have to drive everywhere in order to live there. The four foundations
building performs if it is demolished and carted off to the landfill in a generation or two because it cannot be loved. Even a landmark so revered by the architectural profession as the Boston City Hall is now in danger of just such a fate because it is famously unlovable. Only after the building is lovable can it go on to be sustainable by being Durable, Flexible, and Frugal.

So this is what the Original Green makes... sustainable buildings in sustainable places... but what is it, really? The Original Green is the collective intelligence behind those places. In common terms, it's the sustainability all our great-grandparents knew by heart.

The operating system of the Original Green is something called a Living Tradition; it spreads the wisdom of sustainability in ways vaguely similar to how nature spreads genetic material. Living Traditions bear about as much resemblance to an historical tradition as a living creature does to a fossil. One is alive, while the other is not. With that having been said, preservation is the act of ongoing sustainability, because how can we live sustainably if we keep throwing places and buildings away?

The best living traditions are held by the public at large, rather than just a few people. And if a living tradition is to produce sustainability, it must involve everyone. Our behavior must improve, or our machines can't save us. In short, there's something for everyone to do. And while Gizmo Green solutions are hurt by economic downturns, Original Green measures fare much better, because most of them operate naturally.

Make sure you check out the Original Green Blog, which regularly discusses all of these things and their implications in detail. And please make sure to leave your comments... let's have a discussion!

Steve’s Twitter Timeline Often Deals with Sustainability

* Exactly! The old place-making relationships are broken. Once/century chance to fix. RT @Urbanverse Sky Method remakes the relationships

10 minutes ago
Where did the Original Green idea come from?

Many people now agree that achieving sustainability is a bigger challenge than just buying more efficient devices. Steve Mouzon coined the phrase “Original Green” several years ago to describe the sustainability that existed before the Thermostat Age. The Original Green is the most important initiative being pushed forward by Steve Mouzon and Wanda Mouzon.

Steve is the founder of the New Urban Guild in Miami. The New Urban Guild is a group of architects, designers, and other New Urbanists dedicated to the study and the design of true traditional buildings and places native to and inspired by the regions in which they are built. Involving a number of designers brings authenticity to a place that simply cannot be achieved when all buildings are designed by a single hand, no matter how talented that hand may be. The Guild was instrumental in the creation of the Katrina Cottages concept, and continues to foster the movement, including...
Original Green Resources

Original Green Bookstore contains a growing collection of books that contribute to various aspects of the Original Green. All orders through the Original Green Bookstore are fulfilled by Amazon.

Original Green Links is a collection of links to organizations that contribute to the Original Green ideals in some way.

Original Green Tweeters is a collection of Twitter streams that may be of interest to those who support Original Green principles.

Original Green Presentations is a list of all the times and places that the ideas of the Original Green have been presented. Eventually, most of them will be linked to a pdf of the presentation file, available for download.

Original Green Curator is our archive of the Curator, which first goes out via email. Read all the back issues here for great blog posts both on the Original Green Blog and elsewhere.

Original Green Images
Original Green poster.pdf is a ledger-size poster containing icons of the four foundations of sustainable places and the four foundations of sustainable buildings.

Nourishable Places Resources
Accessible Places Resources
Serviceable Places Resources
Securable Places Resources
Usable Buildings Resources
Links

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Place-Making Sustainability Institutions

INTBAU is the International Network for Traditional Building, Architecture & Urbanism; sponsored by His Royal Highness the Prince of Wales
CNU is the Congress for the New Urbanism; New Urbanists have been building sustainable places since 1980
The Prince's Foundation is sponsored by His Royal Highness the Prince of Wales; the Prince's Foundation has, for over a quarter-century, been working to reawaken living traditions that can foster true sustainability
ICA/CA is the Institute of Classical Architecture/Classical America; they sponsored the first Original Green lecture
CATS is the Center for Applied Transect Studies. The Transect is one of the theoretical frameworks that underlies the Original Green.
CNUFlorida is the Florida chapter of the Congress for the New Urbanism; this chapter is sponsoring several sustainability initiatives
CEU is the Council for European Urbanism
ACNU is the Australian Council for New Urbanism.
NextGen is the Next Generation of New Urbanists

Technical Sustainability Institutions

USGBC is the United States Green Building Council; they sponsor the LEED standard
Building Green is an independent publishing company committed to providing accurate, unbiased, and timely green building information They sponsor Environmental Building News, the GreenSpec Directory, and the BuildingGreen Suite of online tools
Green Building Advisor is the digital sustainability arm of Taunton Press. It contains a suite of guidelines, construction details, blogs by leading green building experts, and product guides.

Educational Institutions

Andrews University School of Architecture has an excellent program built in recent years based on the New Urbanism and regionally-particular architecture
Twitter Streams

The following people tweet on a broad range of subjects that may be of interest to those who value the principles of the Original Green:

@steve_mouzon Steve Mouzon is the founder of the Original Green and the New Urban Guild
@180_Degree 180° Studio is New Urban Guild architects Brian Hendrickson and Kevin Klinkenberg
@3north New Urban Guild architect David Rau is a principal of 3 North
@BPDonnelly Bruce Donnelly is an urbanist in Cleveland
@BrianDiSab Brian DiSabatino is New Urbanist developer in Delaware.
@BrownDesignStd Eric Brown is a New Urban Guild architect in Beaufort, South Carolina
@CivicByDesign Civic By Design is a group Twitter stream by DPZ's Charlotte office
@classicist The Institute of Classical Architecture/Classical America is a joint effort of the Institute
@clmarohn is Charles Marohn, New Urbanist and “recovering civil engineer.”
@cnunextgen CNU NextGen is a joint stream by Mike Lydon, Matt Lambert, and Russ Preston
@Cooper_Designs Chad Cooper is an architect in Houston
@Denese_Bottrell Denese Bottrell is a content marketer with a keen eye for design
@DinoMarcantonio Dino Marcantonio is a classical architect in New York and an instructor at Yale
@EdwardKeegan Ed Keegan is a Chicago architect, Notre Dame adjunct professor, and editor of ARCHITECT
@Farmer_D Daron “Farmer D” Joffs is a noted organic/biodynamic farmer and agricultural evangelist
@geoffrey_dgraham Geoff Graham is a New Urbanist and founder of Guild Quality
@Gil_lopez Gil Lopez is a landscape designer and local food activist in Orlando
@gosner George Omer is an urban planner in Modesto, California
@Grant_Humphreys Grant Humphreys is a New Urbanist Town Founder (Carlton Landing) in Oklahoma
@Green_Curmudgeon Carl Seville is a green building writer, speaker, and teacher
@Greg_Lindsay Greg Lindsay is an author and Fast Company writer
@hblackson Howard Blackson is a principal of PlaceMakers, a planning firm specializing in the SmartCode
@hborys Hazel Borys is also a principal of PlaceMakers, a planning firm specializing in the SmartCode
@HistoricalArch Historical Concepts is an architectural firm in Peachtree City, Georgia
@Historic Shed To Ann Beck is a preservationist in Brooksville, Florida
October 10 • The Whistle Stop • San Diego
the Original Green

October 04 • Southeastern Regional Association of Physical Plant Administrators • Point Clear
the Original Green on Campus

September 30 • Preservation Resource Center • New Orleans
the Original Green: Sustainability for the Long Run

September 23 • Prince's Foundation for the Built Environment • New Orleans
the Original Green

September 15 • Beaufort, South Carolina
Beaufort and the Original Green

September 14 • Civic by Design • Charlotte
Living Traditions and the Original Green

September 10 • Judson University • Elgin, Illinois
Living Traditions and the Original Green

July 08 • St. Paul University • Ottawa
the Original Green

June 16 • JPHorizons • Dallas
A Challenge to the Green Industry

June 11 • AIA National Convention • Miami
The Art & Science of Design for Coastal Hazard Mitigation

June 03 • GreenTrends 2010 • St. Petersburg
the Original Green

May 21 • Congress for the New Urbanism 18 • Atlanta
Affordable Housing & Sustainability: How Can We Afford Affordable Housing?

May 20 • Congress for the New Urbanism 18 • Atlanta
Opening Up the Original Green

May 16 • Congress for the New Urbanism 18 • Atlanta
The Sky Method

April 09 • Institute of Classical Architecture/Classical America • San Antonio
the Original Green

March 21 • INTBAU Scandinavia • La Habana, Cuba
the Original Green

March 09 • Prince's Foundation for the Built Environment Master Class • London
the Original Green

March 06 • JPHorizons • New Orleans
A Better Way to Make the Green Industry Green

February 25 • MiaGreen • Miami Beach
Keeping Existing Buildings for the Long Run

February 23 • Keep Our Public Spaces Beautiful, Dallas

Volume 1, Issue 1
Thursday, December 30, 2010

The Original Green Curator is like a "best-of" the Original Green App: blog posts hand-selected from both the Original Green Blog and also from great blogs by other authors who deal with common-sense, plain-spoken sustainability.

Join the Original Green Discussion Group for provocative and insightful discourse.

The Wellness Lenses of the Original Green
Original Green Blog - 10 DEC 20
It's obvious that places and buildings we build can affect our bodies' health; unwalkable places are a major culprit in obesity, for example. But did you ever think how they could also affect our mental health, or even the health of our spirits? Explore these possibilities in this post.

Let's Get Small: Placemaking as Antidote for Shrinking City Budgets
PlaceShakers and NewsMakers - 10 DEC 10
Most cities can't afford to sprawl any longer. This excellent post puts it all together in compelling fashion. Must-read.
Here's where you can find the Original Green book on Amazon:

Like the images used in the Original Green book? Here's where you can download them at full resolution:

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30 Years After Adopting a Mystery
Original Green Blog - 10 NOV 16
What happens when you take a mystery home with you, and feed it, and give it a place to live? It might take decades, but if you don't let the mystery die, it just might open your eyes to groundbreaking insights someday.

---

Sustainable Places: Where the Healing Can Begin
Kaid Benfield's Blog - 10 NOV 03
This post weaves together a riveting case for healing ourselves and our places by designing and repairing them (and us) differently than we've done heretofore. Chock-full of great resource links.

---

The Coming Golden Age of Great Necessities
Original Green Blog - 10 OCT 18
Until recently, we've been wealthier than ever before, but we've built some of the most wretched and unsustainable places in human history. This post lays out the reasons why the most innovative thinkers have abandoned them.
The Luxury of Small
Original Green Blog - 10 AUG 11

Even if the Urge for Big hadn't helped cause the Meltdown, it's still a horrible idea because it leads toward the Poverty of Large. This chronology of consumption tells a national story, but is also my own story as well.

All-Time Favorites

BP or Us?
A Gift to the Street
Earth Day - A Symptom of Our Disease?
Curing Cancer of the City
The Long Tail of Housing Demand
The Curse of the Craftsman
Living In Season
Down the Unlovable Carbon Stair-Steps
The Wall Street Journal on SmartDwelling I
After Earth Day - What's Next? What Can I Do?
The Trouble With Consumption
The Unburdening of America

Add a Comment
Original Green TV

Here's the Original Green video channel. You can also find the Original Green Channel on YouTube... the only difference is that the quality of video is better here. Subscribe here or there, and you'll have the latest.

Original Green Views 1 - The Fragility of Walkability
Tuesday, August 17, 2010
Original Green Views are a series of discussions about Original Green issues. They address hard points in some way or another. This one, for example, deals with how easily walkability can be...

More... 5 Comments

Original Green Clips 1 - Sidewalk Comfort
Tuesday, August 17, 2010
Original Green Clips will illustrate a single issue that contributes to the Original Green, which is common-sense, plain-spoken sustainability. Many of the patterns we show may be old, having been...

More... No Comments

BeachWalk 1 - Office to Apple Store
Tuesday, August 17, 2010
BeachWalks are shot in South Beach, where I live and work with Wanda and our three miniature dachshunds, Buddy, Tanner, and Sally. They will illustrate how we live within walking distance of almost...

More... 1 Comment

Presentations
We're continuing to add dates to the Original Green Book Tour. Check back soon for more presentations.

January 12, 7:00 PM
Rollins College
Winter Park, Florida

February 2
New Partners for Smart Growth
Charlotte

March 11
Pearl Fellowship Lecture
University of New Mexico
Albuquerque

April 11
College of Architecture & Planning
University of Colorado
Denver
Top 10 Blog Rules of Thumb

10. Live Links, Embedded
9. Focus
8. To-The-Point Paragraphs
7. Concise Posts
6. Scannable Text
5. Be Sociable
4. Images
3. Human Voice
2. Don’t Bury the Lead
1. Compelling Title
Dezee
RT @charlottecramer: creepy or beautiful? http://t.co/IyGolQO via @dezeen

INFILLnc
Yesterdays sleep deprived post, Architect at 3am | Coffee with an Architect http://su.pr/AsZDyR #architecture

brainpicker
In 1588, Galileo gave two lectures questioning the physics of Dante's Inferno http://t.co/fUZs4i

JamesH Perry
"to be a Negro in America is to smile when you want to cry" @mharrisperry quoting MLK #mlkday

peterrothberg
Smart post by my new intern! RT @kgoztola: What Progressives Can Learn from Martin Luther King Jr at http://bit.ly/gU3ZQc

qbike

EcoGOP
Свидео ми се YouTube видео -- Ryan Paris - Dolce Vita http://youtu.be/08lmZiX1zVc?a

thenation
Putting Poverty on the Agenda. New post by @katrinanation http://bit.ly/ePX8R1

bgardner
5 Sources to Find Tweetable Content --> http://t.co/PKnR2EJ

chrisbrogan
Just sent out this week's blog topics, about how to catch trends and work with them. - http://chrisbrogan.com/blog-topics

joeballock
Urbanverse
@stevemouzon maybe that should be... I hope! might be one more way some cities get ahead and others fall behind. that concerns me too.

Urbanverse
@stevemouzon I think trends are on the side of this thinking. our old method is too siloed, preferential, and creates dysfunctional cities.

Urbanverse
@stevemouzon would be intriguing. b/c it remakes the relationships. that's what we need to try to do. refocus interests.

Urbanverse
@stevemouzon excellent comment, thank you. Love your sky method, brilliant. fascinating. has any one used it?

MarkJohnsonFAIA
The ArchitectureDesign Daily is out! http://bit.ly/dVChOY › Top stories today by @stevemouzon @myarchn @architect_news

SHUEDA
The Architecture Daily is out! http://bit.ly/ha6M2K › Top stories today by @ig_construction @stevemouzon @romeroarch @jmassengale

KarjaCH
RT @MontacoTruck: Food Truck Party 6-11 Saturday in Wynwood! http://bit.ly/fgbDKtZ cc @SteveMouzon @wendamouzon

SLSConstruction
RT @stevemouzon: I'll be speaking @ Smarter Codes & Growth in Charlotte on 2/2: http://bit.ly/gfOJNX Lots of grt speakers... please come!

OneProjCloser
Tnx!! RT @SLSConstruction: More Great #FF @buildsupplyCC @LEEDforHomes @concretedetail @stevemouzon @Bensonwood @dogwalkblog @EnergyCircle

arcpalazzo
#FF Do you like National #FF? @Steven Kuija
Twitter Rules of Thumb

10. Cross-Pollinate #FF
9. Don’t Be Afraid to Unfollow
8. Don’t Use Direct Messages Unless Replying
7. Favorite Your Favorites
6. Use Hashtags (#) Freely
5. Use @username
4. Leave Room for RTs
3. Give Proper Credit
2. Follow Useful People
1. Post Useful Stuff
The New Web Paradigm

Mouzon Design is headed by the husband-and-wife team of Steve & Wanda Mouzon. Here’s where you can read more about us and contact us. Mouzon Design was founded August 1, 1991, and is dedicated to the production of useful place-making and building-making tools. Here’s where you can read more about our mission. We have been designing house plans for traditional neighborhoods since 1996, and our image collections focus on what we call the “Most-Loved Places.” We are authors of a growing number of books. We
Here's our Mission. Want to know more About Us, including our history? Here's our list of Members... you'll likely find some familiar names here, and you really should get acquainted with the rest of the Guild, too... it's a remarkable group of architects and designers. Our Affiliates program will soon be online... it will include other architects, designers, planners, developers, or builders, who support Guild principles. Here's our News Archive of current
Speaking Rules of Thumb

10. Free First, Paid Later
9. Sign Early
8. Speaking, Not Reading
7. Admit What You Don’t Know
6. Use Infectious Phrases
5. Once a Month or More
4. What Are Your Mysteries?
3. Infect Hives
2. Too Many Slides
1. Always Something Fresh
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steve@mouzon.com

Project: SmartDwelling
is being hosted by the
New Urban Guild

www.newurban guild.com/NUG/SmartDwelling.html

Project: SmartDwelling

SmartDwelling I
was featured in the
Wall Street Journal’s
Green House of the Future story.
From: Sara Hines
Subject: Re: [URBANISTS] Exterior Plaster (was thermostats)
Date: January 14, 2010 11:47:51 AM EST
To: The free discussion list for New Urbanism
Reply-To: The free discussion list for New Urbanism

Re: [URBANISTS] Exterior Plaster (was thermostats)

Re: [URBANISTS] Exterior Plaster (was thermostats)

Re: [URBANISTS] The Problem with...
blog

YouTube

Twitter

Linkedin & FB

website

apps

speaking

images

idea cards

mailing list

listservs

email
Thanks!

Steve

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Email Rules of Thumb

10. Unsubscribe
9. Delete Junk First
8. Respond First Thing
7. Reduce Images
6. Include Previous Conversation
5. Embed Links
4. Your Domain Name
3. Use Their Name
2. 6 Sentences
1. Chiclets
Subscribe

Subscribe to receive periodic news releases on Original Green events. The only required information is your name and email address, but the more we know, the better we can tailor your news releases. For example, we send news releases about local events only to people in that area, so if we don’t know where you live, you won’t get the news release. We also send some news releases only to people in a certain line of work, so if we don’t know what you do, you’ll miss those, too. We will not share your info with anyone else, nor will we sell it to anyone.

These organizations may also be of interest (same privacy terms as above):
Click here to subscribe to news releases from Mouzon Design, founded by Steve Mouzon.

Click here to subscribe to New Urban Guild.
Mailing List Rules of Thumb

1. Members Opt In
2. Infrequent Mailings
3. Great Subject Line
4. Low Info Threshold
5. Embedded Links
6. Graphically Calm
7. Image-Rich
8. Use Their Name
9. Mailing Service
10. Hosted Graphics
I hope you enjoy these images. I've been shooting great places for years, and many people have asked me to put them up where they're accessible. I'm just now beginning to add keywords so you can find what you're looking for more easily. If you want any of the images, Zenfolio will sell you prints, or you can also download the digital file if you prefer. If you download, you're free to do anything you like with the image (use it in a book, a report, a presentation, etc) except that you can't sell the digital image or give the digital image away to anyone else. Enjoy!
8. Convert RAW to DNG
7. Organize by Place
6. Document Your Workflow Evolution
5. Shoot RAW
4. Link to Your Other Sites
3. Set Naming Convention
2. Use Hosting Service
1. Tag w/Keywords
Steve Mouzon

Principal at New Urban Guild | Studied Architecture at Ball State University | Lives in Miami, Florida | Married to Wanda Mouzon | From Miami Beach, Florida | Born on December 28, 1959

Find More Friends:
Karen Hansen found you and 6 more friends using the friend finder.

Find Friends:
Facebook won't store your password.

Steve Mouzon

Just completed a 3.83 mi run with RunKeeper – Ocean Drive run on Art Deco Weekend.

RunKeeper stats and mapped route of my run:
Distance 3.83 mi | Duration 0:46:46 | Calories Burned 605
Average Pace 12:12 / mi | Average Speed 4.92 mph | Elevation Climbing 55 ft

Yesterday at 11:01am via RunKeeper - Like - Comment - Track your fitness

John Morrison, Hazel Boyes, Victor Brandon Dover and 2 others like this.

Write a comment...

Steve Mouzon

My answer on Quora to: New Urbanism: What are the most influential New Urbanist blogs? http://qr.ae/24g8

Steve Mouzon's answer to New Urbanism: What are the most influential New Urbanist blogs? www.quora.com

Carl Erwin O
Chat (158)
the Original Green [Unlocking the Mystery of True Sustainability]

Sustainable Thinking Platform

New submissions for our multimedia competition are up. Let the voting begin!!!
Deadline has been extended until 31 December and we are also giving away five cool sports bags made out of recycled PVC advertising banners for the most active forum participants.
http://www.sustainablethinking.eu/news/deadline-extended-new-

See More

Deadline Extended – New prizes for forum participants |
Sustainable Thinking Platform / Vinyl 2010
www.sustainablethinking.eu
The deadline of the second edition of the Sustainable Thinking Platform multimedia competition has been extended until 31 December.

November 16, 2010 at 11:07am · Like · Comment · Share

Charles Luck Stone After hearing Steve Mouzon speak in Chicago we are inspired to learn more about the ideas behind the Original Green [Unlocking the Mystery of True Sustainability] and how we can become a part of an amazing movement!

the Original Green
www.originalgreen.org
Steve Mouzon speaks on the Original Green across the US and abroad. Would you like for him to come and speak at your next event?

November 9, 2010 at 9:51am · View Post

Caroline Savery Hey... your ideas are very interesting to me... we should be in touch! I'm making an experimental film about the deep meaning of sustainability, in all its complexity... Please check it out and support! http://kck.st/94ATa2

Kickstarter >> Sust Enable: The Metamentary by Caroline Savery
kck.st
Caroline Savery is raising funds for Sust Enable: The Metamentary on Kickstarter! An experimental feature-length non-fiction film exploring the deep meaning of sustainability.

October 14, 2010 at 4:57pm · Like · Comment · Share

Ed Seymour Follow the FIU Solar Decathlon on Twitter!

FIU Solar Decathlon (FIU_SD_2011) on Twitter
twitter.com
The PreCERMIiance House is completely solar-powered and is one of 20 teams from around the world to compete in the U.S. Department of Energy Solar Decathlon.

Edit Page
Promote with an Ad
Add to My Page’s Favorites
Suggest to Friends

Information

Founded:
April, 2010

Insights

24 Monthly Active Users
0 Daily New Likes
0 Daily Post Views
0 Daily Post Feedback

Insights are visible to page admins only.

692 Friends Like This
6 of 692 Friends
See All
Resources

• New Media Resources (essential books): http://bit.ly/NMResources

• Top 10 Characteristics of New Media People: http://bit.ly/NMCharacters

• First 10 Things (to get started): http://bit.ly/NMGettingStarted

• The Importance of Blogging: http://bit.ly/ImportanceOfBlogging

• Thoughts on Social Media: http://bit.ly/NMThoughts

If you want live links rather than having to write all these down, please email me at steve@mouzon.com and I’ll be happy to send them, as well as a few other resources you might find helpful.
What Next?

1. Open your Twitter account.
2. Open your bit.ly account.
3. Start your blog.
4. Print your Idea Cards.
5. Start your mailing list.

If you’d like my recommendations on the best ways to do all of these things, please email me at steve@mouzon.com and I’ll be happy to send them, as well as a few other resources you might find helpful.