

# 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









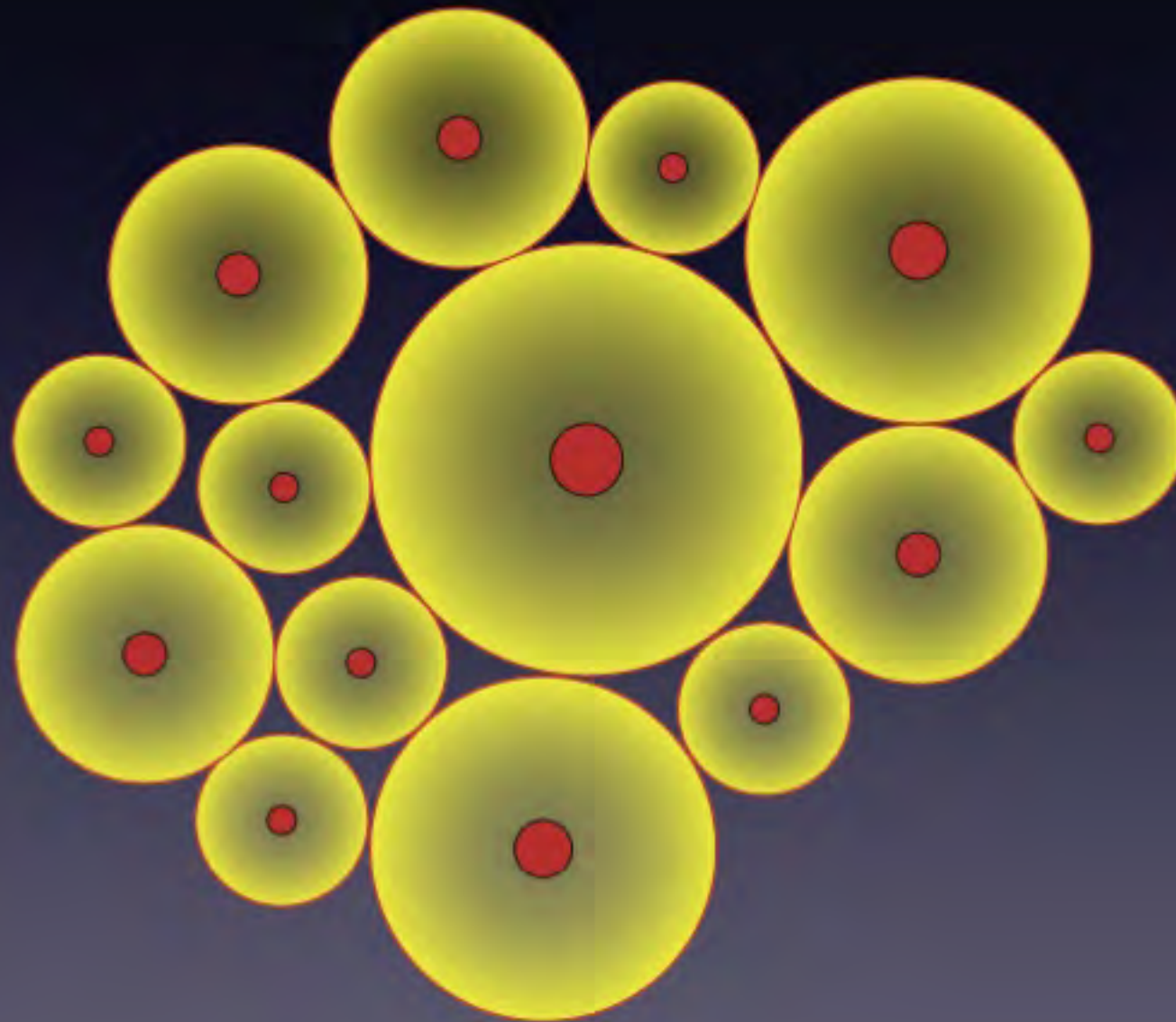
# The Failure of Traditional Marketing

- Golf?
- Parties?
- Committees?
- Boards?
- Sponsorships?

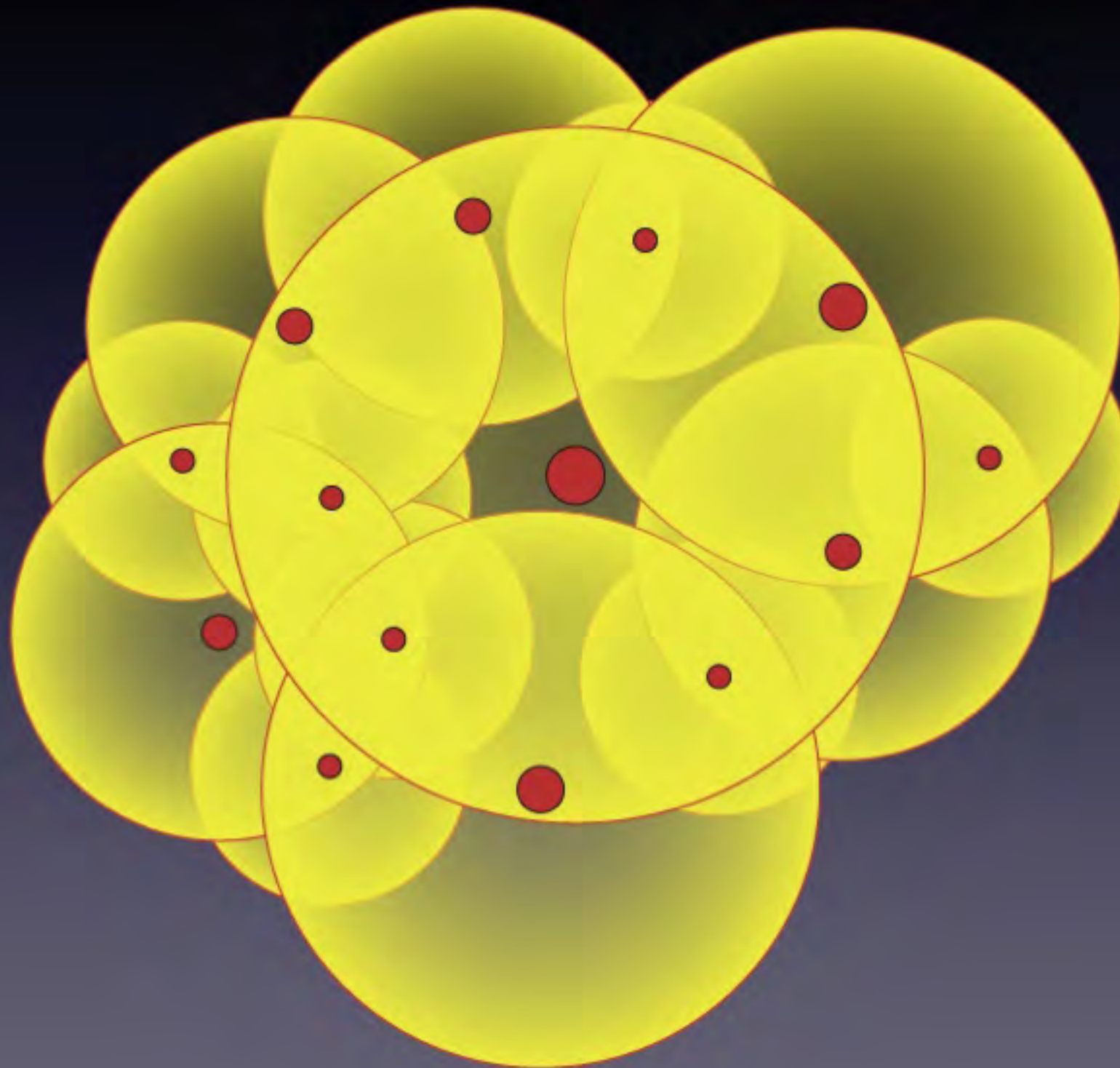




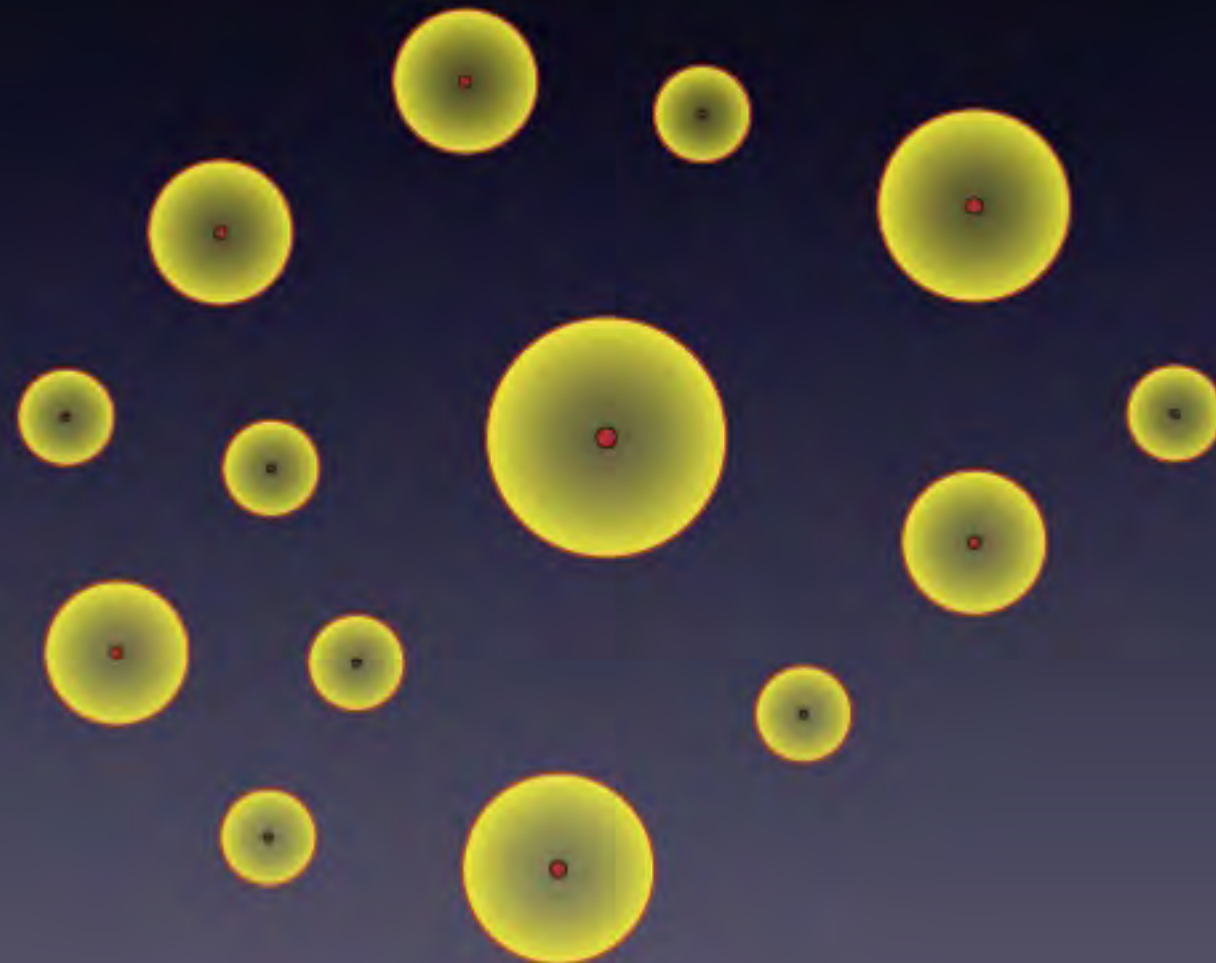
# The Problem of Physical Reach



# Explosion at the Meltdown



# Implosion That Followed





# The Death of Advertising

- Print
- Radio
- TV
- ~~Spam~~





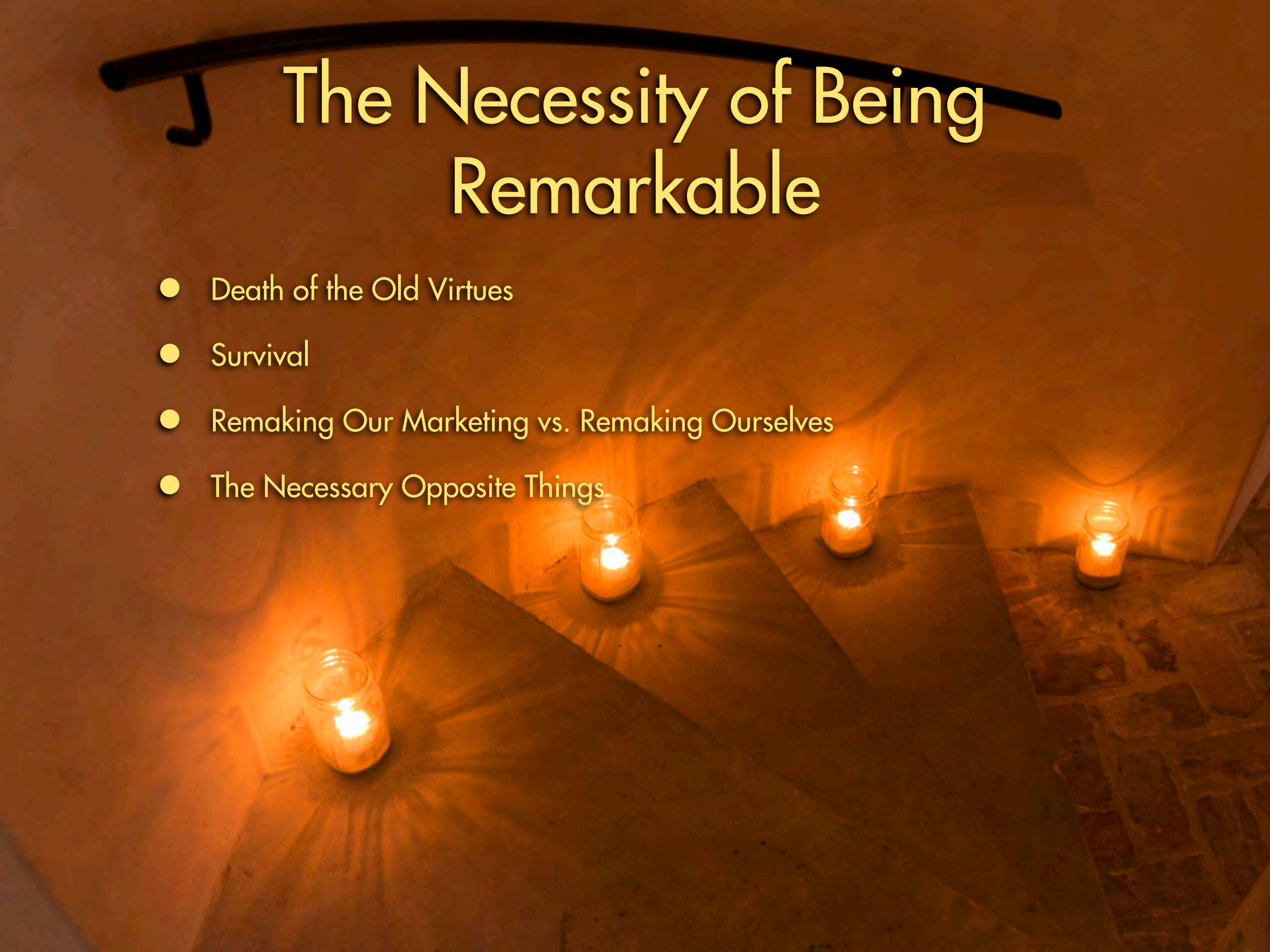
# The Spam Vaccination





# 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](http://www.originalgreen.org)



# Dawn of the Age of the Idea



[www.originalgreen.org](http://www.originalgreen.org)



# Idea Cards, Not Business Cards





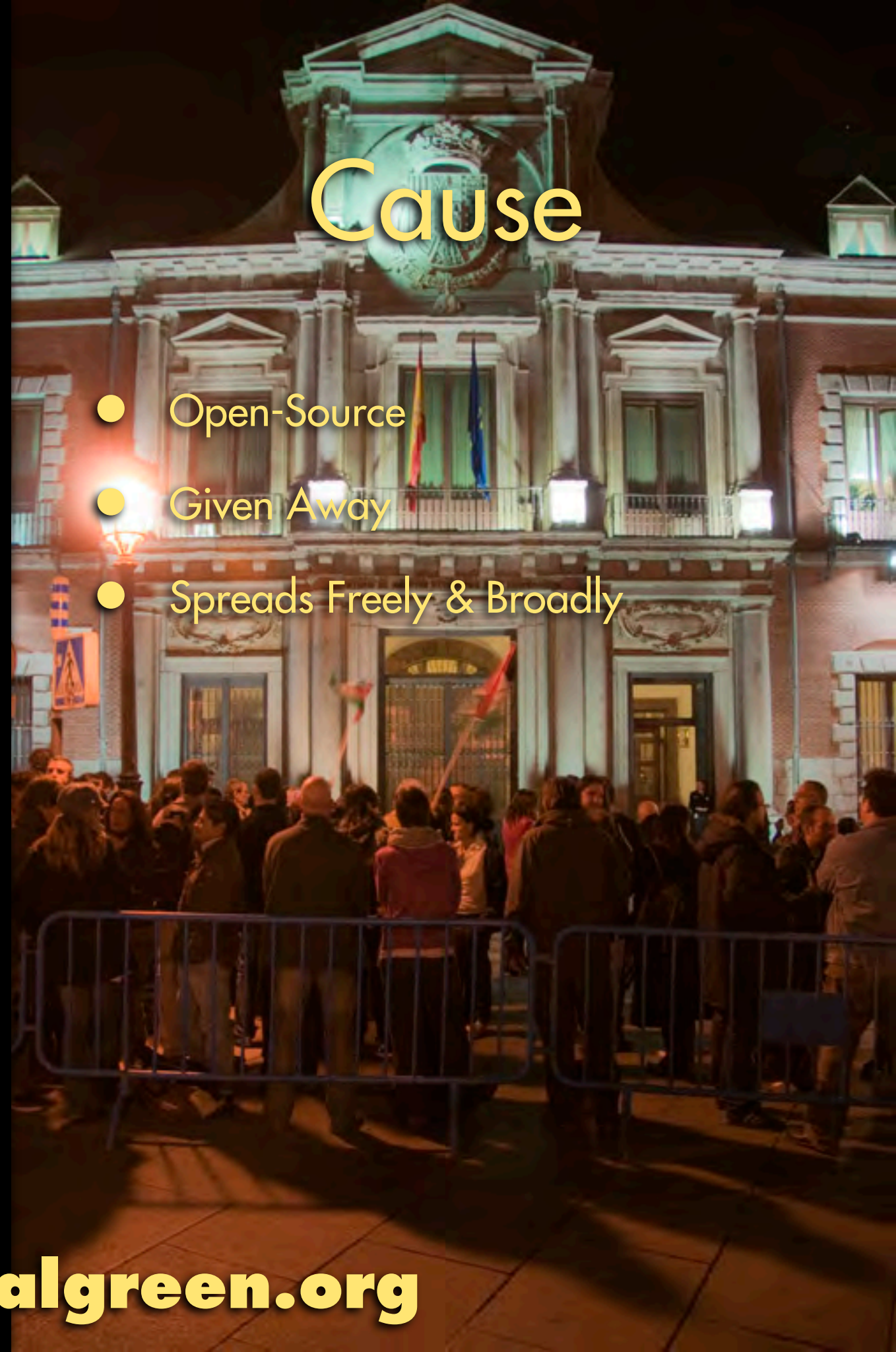
# Brand

- Proprietary
- Tightly Protected
- Spreads Only by Selling



# Cause

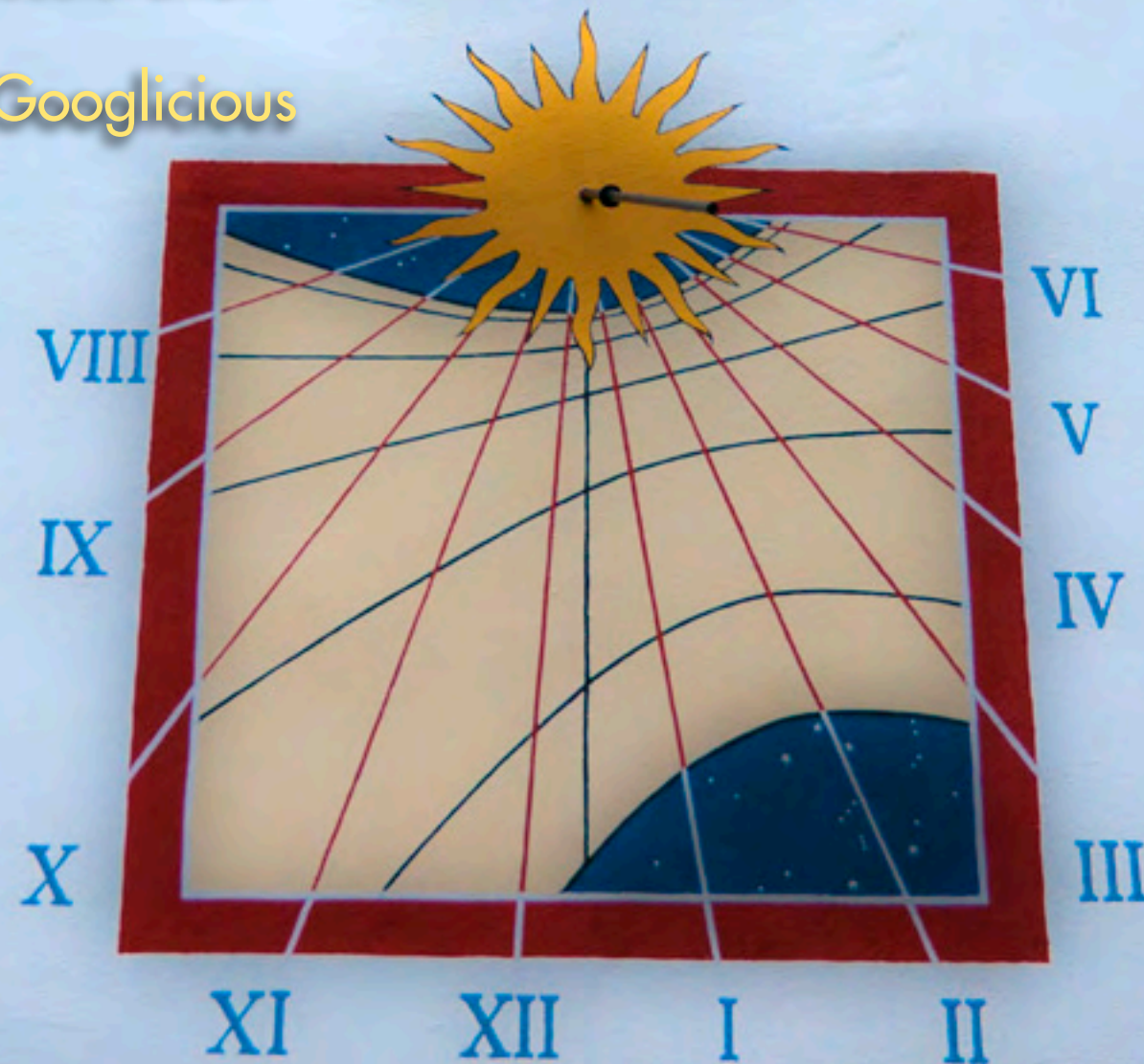
- Open-Source
- Given Away
- Spreads Freely & Broadly





# 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





**blog**

**YouTube**

**Twitter**

**LinkedIn & FB**

**website**

**apps**

**speaking**

**images**

**idea cards**

**mailing list**

**listservs**

**email**







**blog**

**YouTube**

**Twitter**

**LinkedIn & FB**

**website**

**apps**

**speaking**

**images**

**idea cards**

**mailing list**

**listservs**

**email**



**blog**

**YouTube**

**Twitter**

**LinkedIn & FB**

**website**

**apps**

**speaking**

**images**

**idea cards**

**mailing list**

**listservs**

**email**



## 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

10, 2011

### 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?



Hi, I'm Steve Mouzon. I'm an architect, urbanist, author, activist, speaker, and photographer... and try to do whatever else needs to get done. I've always tried to find needs that weren't already being met and fill them, so I do some fairly unique stuff.

Here's my Original Green Blog:  
<http://www.originalgreen.org/OG/>

These are my other websites:  
<http://www.originalgreen.org>  
<http://www.newurbanguild.com>  
<http://www.katrinacottages.com>  
<http://www.mouzon.com>

You can follow me here on Twitter:  
<http://twitter.com/stevemouzon>

Here's the Original Green Cause on facebook:  
<http://apps.facebook.com/causes>

Here are my books on Amazon:  
<http://www.amazon.com/shops/m>

And here are my photos on Zenfolio:



# the Original Green

[Home](#) [About Us](#) [Resources](#) [Bookstore](#) [Albums](#) [Blog](#) [OGTV](#) [Subscribe](#)

## the Original Green Blog

This blog discusses in plain-spoken terms various in-depth aspects of Steve Mouzon's proposition of the Original Green, which is that originally, before the Thermostat Age, the places we made and the buildings we built had no choice but to be green. The Original Green is holistic sustainability, and broader than Gizmo Green. If this blog interests you, please subscribe to it by clicking the RSS button to the right.

[Go to archive](#)

### 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



[RSS](#) [Subscribe](#)

#### **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



### 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

### **Speaking**

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?

[\*\*Make a Request\*\*](#)



### **Got an Idea?**

If you have an idea for a story, or know about work we need to feature...

[\*\*Please Let Us Know!\*\*](#)

Cause & Timeline:



Steve's Useful Stuff & News:



NU Guild & Mouzon Design:



Project:SmartDwelling:



**Original Green Book on Amazon:**



Saturday, October 16, 2010



[Read more... 9 Comments](#)

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



[Read more... 8 Comments](#)

Bloggging 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



[Read more... No Comments](#)

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

**Original Green Book on Amazon:**



### **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](#)  
[Pond5.com](#)



[Read more... 4 Comments](#)

### Walkable Paradise

*Tuesday, September 7, 2010*



[Read more... 4 Comments](#)

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*



[Read more... 3 Comments](#)

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*



[Read more... 5 Comments](#)

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*

Ads by Google

#### **Room & Board**

Timeless Designs  
Handcrafted in  
US Competitive  
Prices. Shop  
Now.

[www.roomandboard.c...](http://www.roomandboard.com)

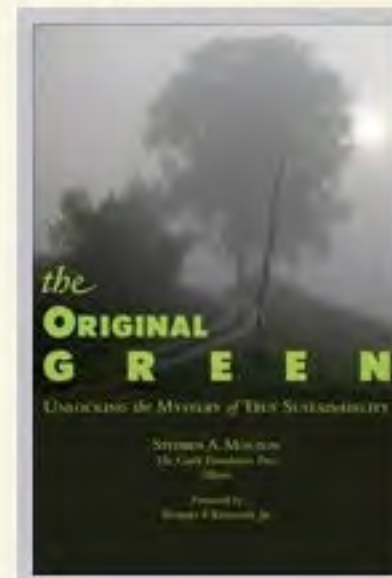
All the top stories



Featured in Alltop

Best Green Blogs  
Editor's Choice!

Original Green Book on  
Amazon:





Wednesday, August 11, 2010



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](#)

### 1 Bryant Park and the LEED Problem

Friday, July 2, 2010



1 Bryant Park in New York, which opened recently to great fanfare as the first LEED Platinum skyscraper, highlights one of the biggest

If you'd like to financially support the Original Green cause, you can donate here:

[Donate](#)



Your donation goes to the Guild Foundation, which hosts the Original Green, and which is a Florida 501(c)(3) non-profit organization.



# the Original Green

[Home](#)[About Us](#)[Resources](#)[Bookstore](#)[Albums](#)[Blog](#)[OGTV](#)[Subscribe](#)[SHARE](#)

## 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.

### **Room & Board**

Timeless Designs Handcrafted in US Competitive Prices. Shop Now.

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

### **Become a Wellness Coach**

Enroll today in one of our online wellness coach programs

[www.vicnw.com](http://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.

#### Holistic Health Coaching

Passionate About Health & Wellness? Get Certified & Earn Up To \$175/ hr  
IntegrativeNutrition.com

Ads by Google

## Frequent Tags

accessible agriculture andresduany  
architect architecture btu cancer  
carbon classical ClimateChange CNU  
cnu17 cnu18 code collector consumption  
cottage DeepGreen design designer  
Dover-Kohl dpz durable  
environment flexible footprint  
frugal frugality future Gated  
GizmoGreen green  
GreenBuilding GulfCoast high-performance  
historic house innovation INTBAU  
KatrinaCottage KatrinaCottages  
KitchenGarden LEED  
LivingTraditions LocalFood  
LocalHarvest locavore lovable  
meltdown MiamiBeach MichaelAbleman  
MichaelPollan mystery neighborhood  
NewOrleans NewUrbanGuild  
newurbanism newurbanist  
nourishable nourishing  
OriginalGreen OutdoorRooms  
park PFBE planning plans porch  
preservation Prince'sFoundation  
PrinceCharles ProjectSmartDwelling  
RobertRodale SchoonerBay securable  
secure Serenbe serviceable Sky  
SkyFlorida SmartCode SmartDwelling  
SmartGrowth sprawl  
SteveMouzon style Subdivision  
sustainability



the world can rob us of our 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.



A community  
is a group of  
people united

## 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](#)  
[ITOn Group - Vince Graham](#)  
[Jim Kunstler](#)  
[Kenneth Hitchens](#)  
[Living Car-Free in Big D](#)  
[Local Harvest](#)  
[Making Places](#)  
[Moser Design Group](#)  
[NewUrbanismBlog](#)  
[PedShed](#)  
[PlaceEconomics](#)  
[Placeshakers & Newsmakers](#)  
[Planetizen](#)  
[Rancho Cappucino](#)  
[Seth Godin's Blog](#)  
[Slow Food](#)  
[Streetsblog](#)  
[Strong Towns Blog](#)  
[Switchboard, from NRDC](#)  
[The Oil Drum](#)  
[The View From Rome](#)  
[Treehugger](#)  
[Urban Lovers](#)  
[Urban Travel, Sustainability & Accessibility](#)  
[Useful Stuff](#)  
[Veritas et Venustas](#)



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.

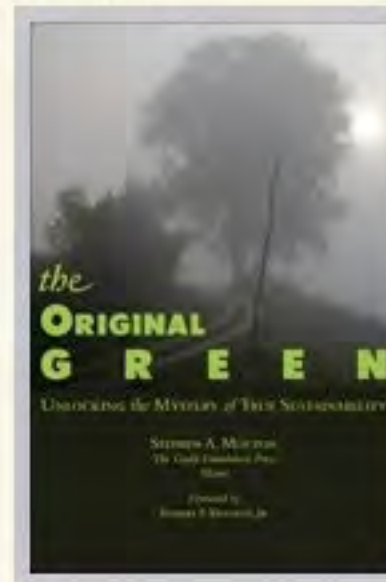
But we can't do without it. We have known for millennia that humans have a great need for connection with the rest of nature that is not human. Places that allow us the occasional immersive experiences in nature without too much difficulty or distance clearly contribute to our wellness of mind.

Let's be clear about love: the built environment typically does not elicit the



Best Green Blogs  
Editor's Choice!

Original Green Book on  
Amazon:



If you'd like to financially support the Original Green cause, you can donate here:

Donate



Your donation goes to the Guild Foundation, which hosts the Original Green, and which is a Florida 501(c)(3) non-profit organization.

6 1 4



-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/aNszDg>) 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 Unsubcriber**

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 ("...say(ing) 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







Edit Bookmark on Delicious

http://delicious.com/save?jump=yes&partner=addthis&url=http%3A%2F%2Fwww.originalgreen.org%2FOG%2FBlog%2Fentries%2F2010%2F01%2F13\_the\_expanded\_comfort\_range.html

RSS

Google

Bonjour

Sharing

Apple (138)

Architecture

Blogs (313)

Books

FAQ

Green

Materials

News (1178)

PowerCADD

Reference

Signed in as SAMouzon

Inbox

Settings

Help

Sign Out

delicious

Home

Bookmarks

People

Tags

Search Delicious

Search

Edit bookmark

Change your tags and notes

Originally saved 13 Jan 2010

URL

http://www.originalgreen.org/OG/Blog/Entries/2010/1/13\_the\_Expanded\_Comfort\_Range.html

Required

TITLE

the Expanded Comfort Range

Required

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 98% of recorded human history before the Thermostat Age. It turns out that the best way of expanding the range is something highly pleasurable...

654 characters left

TAGS

frugal frugality green GreenBuilding sustainability sustainable SteveMouzon

Space separated, 128 characters per tag

SEND

Space separated

☐ Mark as Private

Save

Cancel

Tags

Send

Sort: Alpha | Frequency

Recommended

sustainable green sustainability SteveMouzon frugal GreenBuilding frugality

All my tags

accessible agriculture AliceWaters ALivingTradition andresduany architect architecture avenue BarbaraKingsolver baseball basketball BayVillage BenBolgar biking Boston boulevard BreakfastTerrace BreezeChimney BruceTolar btu cancer CapitolCove carbon carbon-neutral CarbonFootprint cars CentralPark ChezPanisse China ChristopherAlexander cistern classical ClimateChange CNU cnu17 code collector Colorado CompactFluorescent ConservingEconomy ConsumingEconomy consumption CoolDip cottage CottageCourt CouncilReport craftsmanship craftsmanship, cross-ventilation CurtainColumns DavidBrussat DeepGreen Democrat Denver design designer developer development DinnerGarden disease Dover-Kohl dpz drawing durable dwell EdMazria efficiency EleanorGriffin ElizabethPlater-Zyberk environment EveningPavilion extinction fallacy fashion FashionCycle fence fitness flexible FoodSecurity football footprint Form-BasedCodes



My Library

http://www.diigo.com/user/stevemouzon

RSS

Google

BonjourSharingDiigoletApple (53)ArchitectureBlogs (614)BooksFAQGreenMaterialsNews (237)PowerCADD

Annotate, Archive, Organize

What's NewSteve MouzonGo PremiumToolsHelpFeedbackSign Out

diigo

V5.0 beta

My LibraryMy NetworkMy GroupsCommunity

Search...

The obvious choice for email marketingstart your FREE TrialiContact

My Library

filter by tags, space-separated

My Items (312)Add+

> All

Read Later

Bookmarks

Images

Notes

My Tags (359)Edit

Recent Tags

sustainable47

green45

sustainability43

SteveMouzon24

NewUrbanism23

OriginalGreen23

lovable13

accessible10

FilterallView

04 Jan 11Writing 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

Insightcausemovementliving traditionModernismtraditionalismSteve Mouzon

27 Dec 10Original 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!

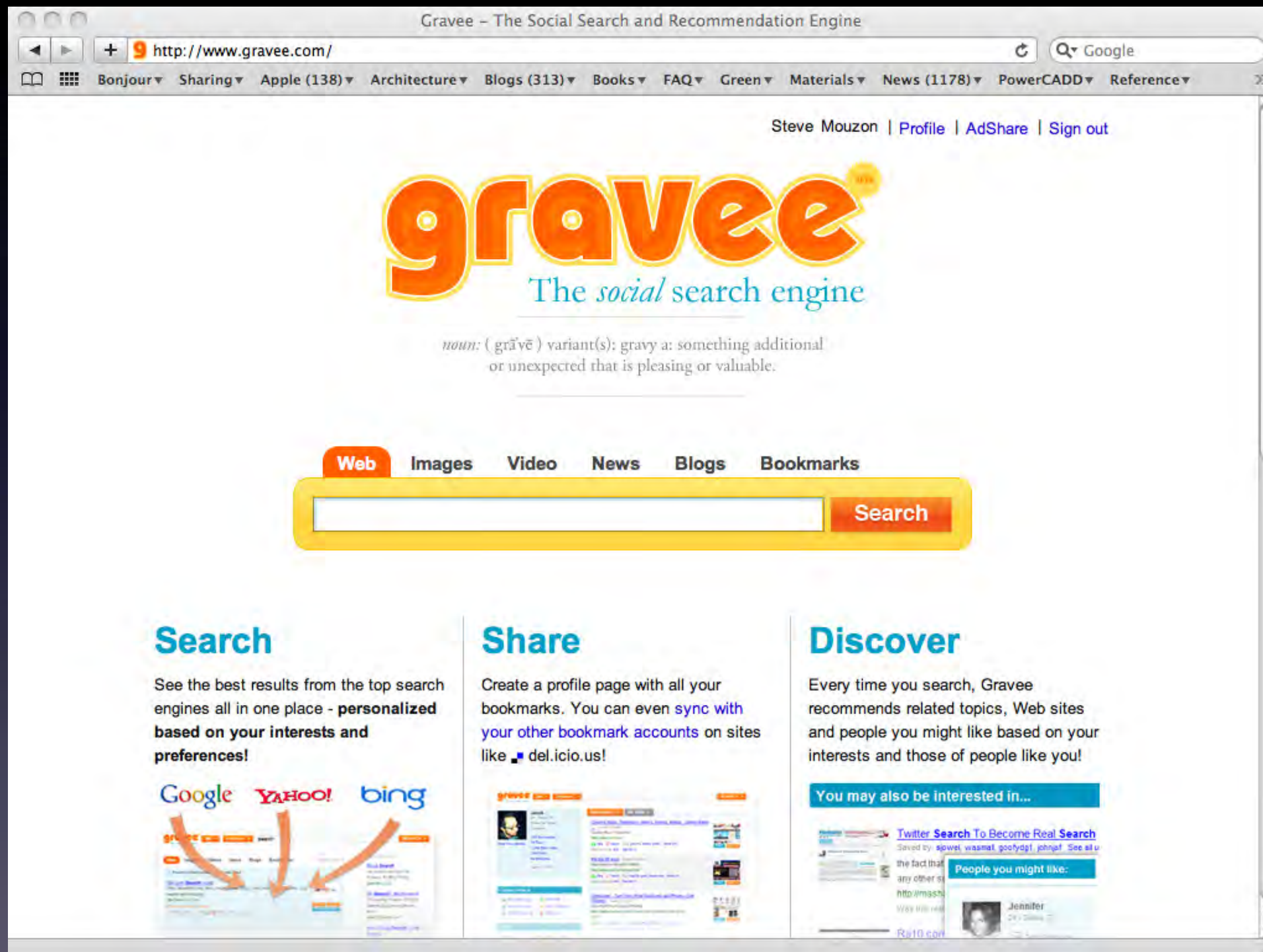
more from www.originalgreen.org - Not Cached - Edit - Delete - Share - Preview

Original GreenPrince's Foundation

24 Dec 10Subscribe

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







Favorites

http://www.stumbleupon.com/favorites/

RSS

Google

Bonjour

Sharing

Apple (138)

Architecture

Blogs (313)

Books

FAQ

Green

Materials

News (1178)

PowerCADD

Reference

StumbleUpon

Hi SAMouzon • News! • Visitors 1 • Inbox • Settings • Logout

Discover

Favorites

Stumblers

Search your favorites

Stumble >

Your favorites

Add a site

All

Reviews

Photos


Videos

Discoveries

Tags

Grid

List




1

View

the Original Green

Rated Jan 13 • 1 review • environment • originalgreen.org

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...




1

View

the Original Green

Rated Jan 12 • 1 review • environment • originalgreen.org

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...




1

View


the Original Green

Rated Jan 11 • 1 review • car parts, environment peakoil • originalgreen.org

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.



the Original Green



SAMouzon

164 Favorites




49 Subscribers




61 Subscriptions




37 Reviews & Blogs




See more




Subscriptions











See more

Feedback



Thank you for your Favorites Submission – Technorati

http://technorati.com/favorites-thanks/

Google

Bonjour

Sharing

Apple (138)

Architecture

Blogs (313)

Books

FAQ

Green

Materials

News (1178)

PowerCADD

Reference

DirectBuy

The Home Improvement & Furnishings Club

Imagine Your Dream Kitchen at Direct Insider Prices.

Cabinets

Flooring

Lighting

Appliances

Furniture

Electronics

Get Your FREE Visitor's Pass

Technorati

beta

Blogs

Posts

Search for posts...

SAMouzon

[sign out]

Technology

Business

Entertainment

Lifestyle

Sports

Politics

Videos

Blogging

Twittorati

» 7.0 Earthquake Devastates Haiti

Blog Directory

Top 100

Tags

People

Technorati Blog

Write for Technorati

State of the Blogosphere

Android

Guru

Ads by Google

[URL Submission](#)

[Cisco RSS Feed](#)

[Digg Marketing](#)

[Apps Wordpress](#)

Thank you for your Favorites Submission

Thank you for using Technorati Favorites! Technorati is collecting Favorites information as usual, however not currently displaying them in the site. Your submission was just saved. We are working on an upgraded Favorites system we think you'll like much better than the previous system. When we roll it out in the near future, all your previous favorite submissions will again be available to you. Thank you for your patience!

PRODIGY

WATCH FILM

ResponsibilityProject.com

Liberty Mutual

Latest Articles

Facebook and McAfee Partnership Provides Free Security

Google Has Heated Internal Debate Over China

Can the Boston Celtics Keep Focused Through the January Doldrums?

Bravo Increases Its Unscripted Programming (Reality Shows!)



the Original Green

http://www.originalgreen.org/OG/Blog/Entries/2010/1/13\_the\_Expanded\_Comfort\_Range.html

Google

Bonjour▼ Sharing▼ Apple (138)▼ Architecture▼ Blogs (314)▼ Books▼ FAQ▼ Green▼ Materials▼ News (1181)▼ PowerCADD▼ Reference▼

the Original Green

Home About Us Resources Bookstore Albums Blog

SHARE





the Expanded Comfort Range

Wednesday, January 13, 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 hand-held fan.

Prefab Gr

Beautiful,

sustainable

special off

www. Bamboo

bit.ly

Signed into bit.ly as [stevemouzon](#).

Share

http://bit.ly/7VMk8d

Copy

Info

Share on Twitter 101 / 140

the Original Green [http://bit.ly/7VMk8d](#)

Twitter (stevemouzon)

Post

Or, send to [Email](#) · [Gmail](#) · [Facebook](#) · [Twitter](#)

Clicks

211 On Your bit.ly Link

More info: [http://bit.ly/7VMk8d+](#)

221 On All bit.ly Links to this Page

More info: [http://bit.ly/7ofaZ5+](#)

Conversations

4 Tweets

2 Shares; 0 Likes; 10 Comments

0 Shares

Twitter (4)

[stevemouzon](#) The only article of clothing to play a role in ending a US presidency? [http://bit.ly/7VMk8d](#) It's a good #green tool if people would use it

[stevemouzon](#) the Expanded Comfort Range: if you like

[About](#) | [FAQ](#) | [Privacy](#) | [Terms of Service](#) | [Feedback](#)



**bit.ly** Shorten, share, and track your links

[buzon. Account](#) | [Sign out](#)

[Home](#) | 
 [Tools](#) | 
 [Pro](#) | 
 [Blog](#)

Share a File | [Share on Twitter](#)

**Shorten and Share Links From Anywhere**  
Use the [bit.ly sidebar](#) on any webpage.

Preview links in [Firefox](#) or [Chrome](#) before you click: page title, user info, and more.

See all our [tools](#) to get the most out of bit.ly

feedback

1 - 15 [Next Page](#)

INFO

212

222

- The only article of clothing to play a role in ending a US p...Wed, 13 Jan 2010 17:15
- the Expanded Comfort Range: If you like this post, please cl...Wed, 13 Jan 2010 16:06
- Expanding the human comfort range is far more effective for ...Wed, 13 Jan 2010 14:04

Copy

⊗

[bit.ly/7VMk8d](http://bit.ly/7VMk8d)

113

126

the Source of Stuff: why Embodied Miles matter if we want to...Tue, 12 Jan 2010 15:51

Copy

☒

[bit.ly/BNgLO7](http://bit.ly/BNgLO7)

13

Out of

[Edit](#)  
[Miamilordaid story http://bit.ly/9aiDeC on Smart Growth Mapus Tue 12 Jan 2010](#)

Clicks

Clicks Info Page +

3

3 the Original Green

Thu Dec 17 2009

bit.ly Pro, bit.ly Labs, and bitly.tv

[Read more...](#)



# the Original Green

[Home](#)[About Us](#)[Resources](#)[Bookstore](#)[Albums](#)[Blog](#)[OGTV](#)[Subscribe](#)

## Sustainable places are...

Nourishable



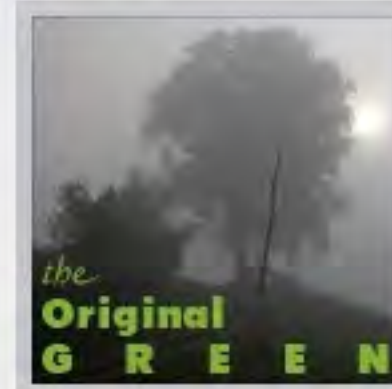
Accessible



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

### 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

*June 1-4*

Congress for the New



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

### Speaking

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?

### Make a Request



### Got an Idea?

If you have an idea for a story, or know about work we need to feature...

### Please Let Us Know!

Cause & Timeline:



Steve's Useful Stuff & News:



NU Guild & Mouzon Design:



Project:SmartDwelling:



Original Green Book on Amazon:



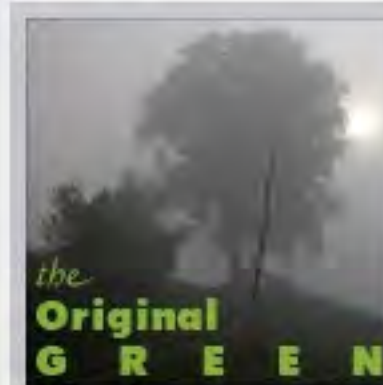
# the Original Green

[Home](#)[About Us](#)[Resources](#)[Bookstore](#)[Albums](#)[Blog](#)[OGTV](#)[Subscribe](#)

## *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



### **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

*June 1-4*

Congress for the New



#### **Eco-Friendly Luxury Homes**

Meet Nate from K. Hovnanian Homes  
Nature. Technology. Efficiency.



#### **Eco Advisors**

LEED-Accredited Professionals to  
Manage Your Green Building Project

Ads by Google



## Original Green *Resources*

[Home](#) [About Us](#) [Resources](#) [Bookstore](#) [Albums](#) [Blog](#) [OGTV](#) [Subscribe](#)

[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**

### **Locable Buildings Resources**



#### **LEED Certification**

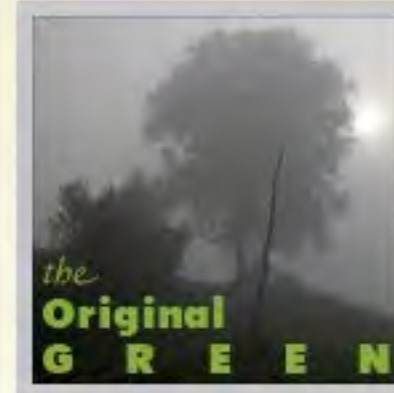
LEED Consulting 150+ LEED Project All  
LEED project types



#### **Eco-Friendly Luxury Homes**

Meet Nate from K. Hovnanian Homes  
Nature. Technology. Efficiency.

Ads by Google



## Links

[Home](#) [About Us](#) [Resources](#) [Bookstore](#) [Albums](#) [Blog](#) [OGTV](#) [Subscribe](#)

### 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



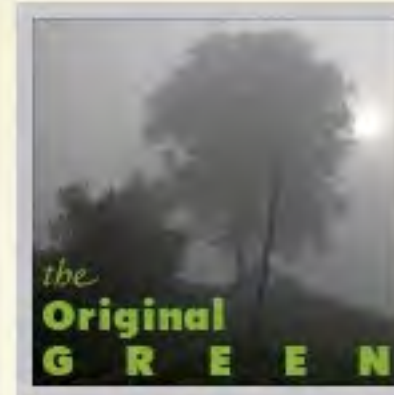
#### **Sustainability Strategy**

Recycle Roof Replacement Waste Insist on the Green Option; LEED;

#### **LEED Commissioning**

Over 150 LEED Projects All Commercial Project Types

Ads by Google



## Twitter Streams

[Home](#) [About Us](#) [Resources](#) [Bookstore](#) [Albums](#) [Blog](#) [OGTV](#) [Subscribe](#)

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:

[@stevemouzon](#) 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

[@BFDonnelly](#) 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" Joffe is a noted organic/biodynamic farmer and agricultural evangelist

[@geoffreydgraham](#) 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 Osner is an urban planner in Modesto, California

[@GrantHumphreys](#) Grant Humphreys is a New Urbanist Town Founder (Carlton Landing) in Oklahoma

[@GreenCurmudgeon](#) 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

[@HistoricShed](#) To-Ann Peck is a preservationist in Brooksville, Florida



- 10 October 10 • The Whistle Stop • San Diego  
the Original Green
- 10 October 04 • Southeastern Regional Association of Physical Plant Administrators • Point Clear  
the Original Green on Campus
- 10 September 30 • Preservation Resource Center • New Orleans  
[the Original Green: Sustainability for the Long Run](#)
- 10 September 23 • Prince's Foundation for the Built Environment • New Orleans  
the Original Green
- 10 September 15 • Beaufort, South Carolina  
[Beaufort and the Original Green](#)
- 10 September 14 • Civic by Design • Charlotte  
Living Traditions and the Original Green
- 10 September 10 • Judson University • Elgin, Illinois  
Living Traditions and the Original Green
- 10 July 08 • St. Paul University • Ottawa  
the Original Green
- 10 June 16 • JPHorizons • Dallas  
A Challenge to the Green Industry
- 10 June 11 • AIA National Convention • Miami  
The Art & Science of Design for Coastal Hazard Mitigation
- 10 June 03 • GreenTrends 2010 • St. Petersburg  
the Original Green
- 10 May 21 • Congress for the New Urbanism 18 • Atlanta  
Affordable Housing & Sustainability: How Can We Afford Affordable Housing?
- 10 May 20 • Congress for the New Urbanism 18 • Atlanta  
Opening Up the Original Green
- 10 May 19 • Congress for the New Urbanism 18 • Atlanta  
The Sky Method
- 10 April 05 • Institute of Classical Architecture/Classical America • San Antonio  
[the Original Green](#)
- 10 March 21 • INTBAU Scandinavia • La Habana, Cuba  
[the Original Green](#)
- 10 March 09 • Prince's Foundation for the Built Environment Master Class • London  
the Original Green
- 10 March 06 • JPHorizons • New Orleans  
A Better Way to Make the Green Industry Green
- 10 February 25 • MiaGreen • Miami Beach  
Keeping Existing Buildings for the Long Run



# the Original Green

[Home](#)[About Us](#)[Resources](#)[Bookstore](#)[Albums](#)[Blog](#)[OGTV](#)[Subscribe](#)

## CURATOR

*Common-Sense, Plain-Spoken  
Architecture & Urbanism*

[Subscribe](#)[Forward to a Friend](#)

### 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.

*the ORIGINAL GREEN?*  
*There's an App for that!*

Join the [Original Green Discussion Group](#) for provocative and insightful discourse.



Here's where you can find the [Original Green book](#) on Amazon:

#### [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:



#### 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





### [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](#)

[<< Previous](#)

[Next >>](#)



# the Original Green

[Home](#) [About Us](#) [Resources](#) [Bookstore](#) [Albums](#) [Blog](#) [OGTV](#) [Subscribe](#)

## 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.

[Go to archive](#)

### 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](#)



Subscribe

#### **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



**blog**

**YouTube**

**Twitter**

**LinkedIn & FB**

**website**

**apps**

**speaking**

**images**

**idea cards**

**mailing list**

**listservs**

**email**







blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

mailing list

listservs

email





ze  
en

Dezeen

1 sec

RT @charlottecramer: creepy or beautiful? <http://t.co/lyGolQO> via @dezeen



INFILLnc

22 secs

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



brainpicker

1 min

In 1588, Galileo gave two lectures questioning the  
physics of Dante's Inferno <http://j.mp/fUZs4i>



JamesHPerry

5 mins

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

by thenation



peterrothberg

5 mins

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

by thenation



qbike

1 min

#Bicycling Magazine suggests 5 friendly small cities  
for #bike riding - <http://bit.ly/aRzf1G>



EcoGOP

1 min

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



thenation

2 mins

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



bgardner

8 mins

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

by chrisbrogan



chrisbrogan

2 mins

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



joelallock

2 mins





**Urbanverse**

16 mins

@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**

17 mins

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



**Urbanverse**

37 mins

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



**Urbanverse**

41 mins

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



**MarkJohnsonFAIA**

48 mins

The ArchitectureDesign Daily is out! <http://bit.ly/dVChOY> ▶ Top stories today by @stevemouzon @myarchn @architect\_news



**SHUEDA**

2 days

The Architecture Daily is out! <http://bit.ly/ha6M2K> ▶ Top stories today by @ig\_construction @stevemouzon @romeroarch @jmassengale



**KarjaCH**

2 days

RT @MontacoTruck: Food Truck Party 6-11 Saturday in Wynwood! <http://bit.ly/fgbDkZ> cc @SteveMouzon @wandamouzon



**SLSCConstruction**

2 days

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



**OneProjCloser**

3 days

Thx!! RT @SLSCConstruction: More Great #FF @buildSupplyCC @LEEDforHomes @concretedetail @stevemouzon @Bensonwood @dogwalkblog @EnergyCircle



**arqpalazzo**

3 days



# the Original GREEN

Hi, I'm Steve Mouzon.  
I'm an architect, urbanist, author, activist, speaker, and whatever else needs to get done. I've always tried to find needs that weren't already being met and fill them, so I do some fairly unique stuff. You can also find me here:

[www.originalgreen.org](http://www.originalgreen.org)  
[www.newurbanguild.com](http://www.newurbanguild.com)  
[www.katrinacottages.com](http://www.katrinacottages.com)  
[www.mouzon.com](http://www.mouzon.com)  
[mouzon.typepad.com](http://mouzon.typepad.com)  
[samouzon.xenfolio.com](http://samouzon.xenfolio.com)



## Steve Mouzon

@stevemouzon Miami Beach

Steve is a principal of the New Urban Guild and Mouzon Design in Miami. He is an author, and lectures frequently across the country and abroad.

<http://www.originalgreen.org/OG/Blog/Blog.html>

Edit your profile →

Timeline Favorites Following Followers Lists

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

**stevemouzon** Steve Mouzon  
Not yet, but several cities have asked me about it... stay tuned RT @Urbanverse Love Sky Method, brilliant. has any one used it?  
43 minutes ago

**stevemouzon** Steve Mouzon  
@Urbanverse Important subject... Thanks! I've spent a lot of time on the Gulf Coast in the years after Katrina... <http://post.ly/1UNAw>  
1 hour ago

**stevemouzon** Steve Mouzon  
@Urbanverse Of all the C topics you could have chosen, Cindy, I'm delighted you picked this one! The grand projects ...  
<http://post.ly/1RXZH>  
1 hour ago

**stevemouzon** Steve Mouzon  
The Urbanism Daily is out! <http://bit.ly/fb4Unk> • Top stories today by @urbanstl @mikesoron @lindsaybanks @clayfonsberg  
22 hours ago

**stevemouzon** Steve Mouzon  
The slowness of facebook's iPhone app is absurd. Every other app I have is many times faster. Makes me want to ditch facebook  
15 Jan

**stevemouzon** Steve Mouzon  
Just because you don't quite know how an idea will turn out yet doesn't mean you shouldn't present it. Everyone should watch it grow  
15 Jan

**stevemouzon** Steve Mouzon  
Some things we present should be well-seasoned and compelling. Other ideas should be young & vulnerable. We need both.  
15 Jan

**stevemouzon** Steve Mouzon  
Lots of Art Deco Weekend posts on Steve Wright's blog:  
<http://bit.ly/c1UlmZ>  
18 Jan

**stevemouzon** Steve Mouzon  
Real traditional architecture comes from a living tradition. Volume builders = fake patina factories when they knockoff "traditional"  
18 Jan

**stevemouzon** Steve Mouzon  
Vernacular isn't a product, it's a process. Give me the sterility of Modernism over fake patina.  
18 Jan

About @stevemouzon

2,917 Tweets 840 Following 1,227 Followers 172 Listed

Following 840



Followers 1,227



Similar to You · view all

**NewUrbArchitect**  
Brandt Hay

**landpolicy**  
Lincoln Institute

**jmassengale**  
John Massengale

**TheCityFix**  
TheCityFix.com

About · Help · Blog · Status · Jobs · Terms · Privacy · Shortcuts  
Advertisers · Businesses · Media · Developers · Resources · © 2011 Twitter



# 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



blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

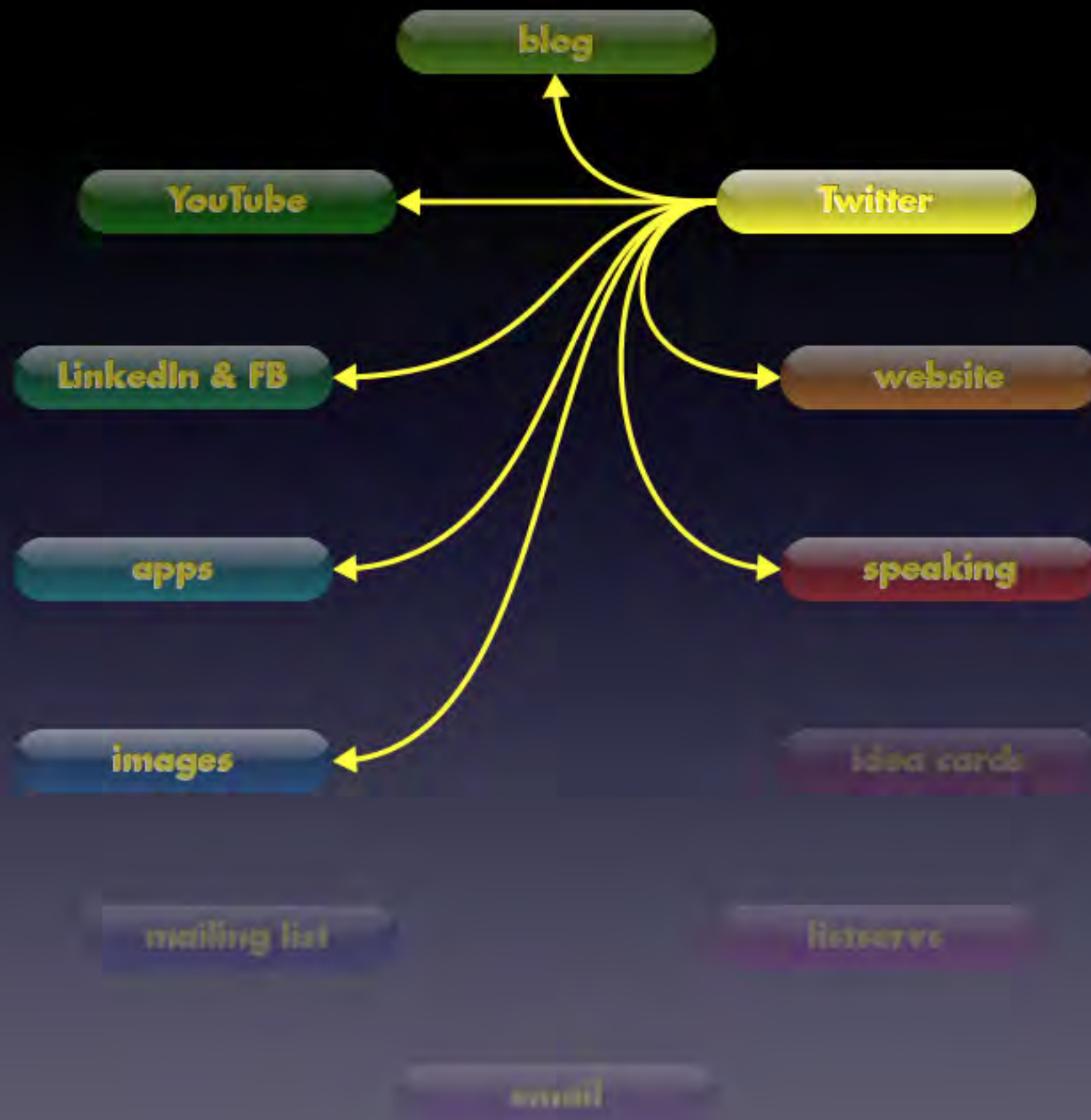
idea cards

mailing list

listservs

email







blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

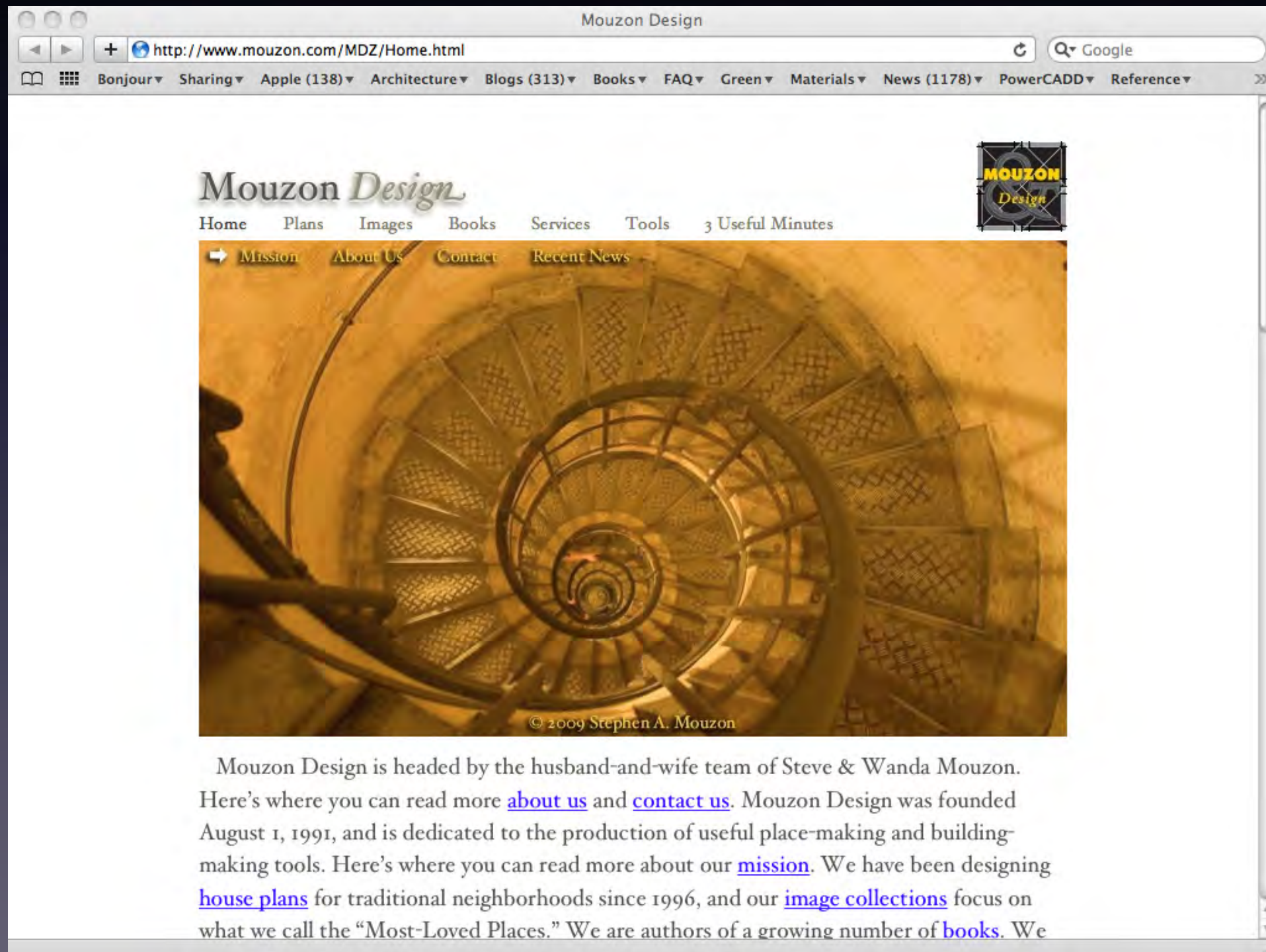
mailing list

listservs

email



# The New Web Paradigm





the NEW URBAN GUILD

http://www.newurbanguild.com/NUG/Home.html

Google

Bonjour▼ Sharing▼ Apple (138)▼ Architecture▼ Blogs (313)▼ Books▼ FAQ▼ Green▼ Materials▼ News (1178)▼ PowerCADD▼ Reference▼



the NEW URBAN GUILD

[Home](#) [SmartDwelling](#) [Services](#) [Initiatives](#) [Store](#) [Useful Stuff](#)

[Mission](#) [About Us](#) [Members](#) [Affiliates](#) [Contact](#) [News Archive](#)



image © 2009 Stephen A. Mouzon

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



blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

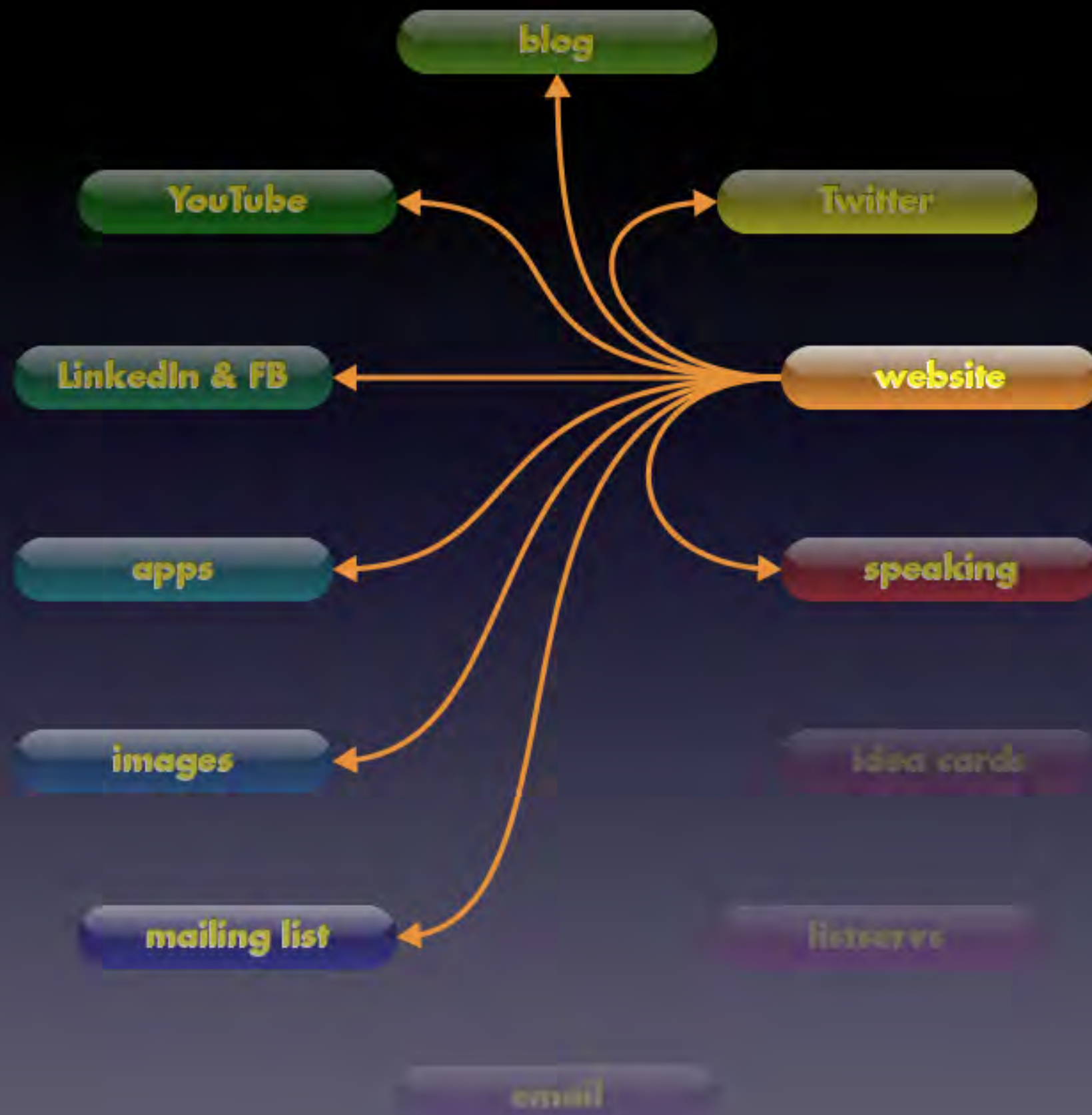
idea cards

mailing list

listservs

email







blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

mailing list

listservs

email



# 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



blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

mailing list

listservs

email







blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

mailing list

listservs

email





**STEVE MOUZON**  
1253 WASHINGTON, SUITE 222  
MIAMI BEACH, FL 33139  
7 8 6 • 2 7 6 • 6 0 0 0  
STEVE@MOUZON.COM

PROJECT:SMARTDWELLING  
*is being hosted by the*  
NEW URBAN GUILD

[WWW.NEWURBANGUILD.COM/NUG/SMARTDWELLING.HTML](http://WWW.NEWURBANGUILD.COM/NUG/SMARTDWELLING.HTML)

**PROJECT:SMARTDWELLING**



*SmartDwelling I  
was featured in the  
Wall Street Journal's  
Green House of the Future story.*



blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

mailing list

listservs

email







blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

mailing list

listservs

email



Urbanists — On My Mac (16894 messages, 1 unread)

Get Mail Delete Junk Reply Reply All Forward New Message Note To Do Flag Threads Address Colors Chat Search

- Financial
- General Business
- Guild Foundation
- House Plans
- Inactive Jobs
- Jobs
- Listservs
  - Building Process Network
  - Codes
  - Names
  - New Discourse
  - New Urban Bloggers
  - NewUrb
  - Urbanists** 1
  - NextGen 1
  - Pienza
  - Pop-U-List
  - ProUrb In 3
  - ProUrb Out
  - SmartCode
  - Sprawl Repair
  - TradArch Filed
  - TradArch In 1
  - Transect 1
  - VisitAccess
- M&A Office Building
- Marketing

MAIL ACTIVITY

From	Subject	Date Received	S...
Gate Pratt	Re: [URBANISTS] Exterior Plaste...	Today 12:23 PM	74.9 K
Sara Hines	Re: [URBANISTS] Exterior Plaste...	Today 11:50 AM	73.1 K
Gate Pratt	[URBANISTS] Exterior Plaster (w...	Today 11:37 AM	65.3 K
Sara Hines	Re: [URBANISTS] The Problem w...	Today 11:30 AM	51.1 K
Ann B Daigle	Re: [URBANISTS] The Problem w...	Today 11:21 AM	70.7 K
Patrick Condon	[URBANISTS] Sustainable transit...	Today 11:15 AM	4.9 KB
Gate Pratt	Re: [URBANISTS] Adele Scheele:...	Today 11:11 AM	12.4 K
Gate Pratt	Re: [URBANISTS] Adele Scheele:...	Today 11:08 AM	9.7 KB
John Massengale	[URBANISTS] Adele Scheele: Aci...	Today 11:04 AM	4.7 KB
Gate Pratt	Re: [URBANISTS] The Problem w...	Today 10:53 AM	52.2 K
Ann B Daigle	Re: [URBANISTS] The Problem w...	Today 10:39 AM	53.1 K
Gate Pratt	Re: [URBANISTS] The Problem w...	Today 10:06 AM	35.9 K
Sara Hines	Re: [URBANISTS] The Problem w...	Today 9:58 AM	11.5 K
Mary Madden	Re: [URBANISTS] The Problem w...	Yesterday 11:08 PM	14.0 K
Mary Madden	Re: [URBANISTS] The Problem w...	Yesterday 10:58 PM	14.0 K
John Massengale	Re: [URBANISTS] The Problem w...	Yesterday 7:27 PM	12.7 K
Frank Gruber	Re: [URBANISTS] The Problem w...	Yesterday 7:23 PM	4.2 KB
John Massengale	Re: [URBANISTS] The Problem w...	Yesterday 7:21 PM	12.1 K
Mary Madden	Re: [URBANISTS] The Problem w...	Yesterday 7:16 PM	12.2 K
John Massengale	Re: [URBANISTS] The Problem w...	Yesterday 7:04 PM	10.3 K
Mary Madden	Re: [URBANISTS] The Problem w...	Yesterday 6:55 PM	33.7 K
Sara Hines	Re: [URBANISTS] The Problem w...	Yesterday 4:55 PM	31.6 K
Jason Miller	Re: [URBANISTS] The Problem w...	Yesterday 4:19 PM	18.7 K
Jennifer Hurley	Re: [URBANISTS] The Problem w...	Yesterday 3:48 PM	8.6 KB
Gate Pratt	Re: [URBANISTS] The Problem w...	Yesterday 2:33 PM	28.1 K
Sara Hines	Re: [URBANISTS] Tstat Wars and...	Yesterday 2:31 PM	8.5 KB
Sara Hines	Re: [URBANISTS] The Problem w...	Yesterday 2:23 PM	23.4 K
Rich Mintz	Re: [URBANISTS] The Problem w...	Yesterday 12:22 PM	10.6 K
Martin Dreiling	Re: [URBANISTS] Tstat Wars and...	Yesterday 12:19 PM	8.2 KB
Randy Vinson	Re: [URBANISTS] Tstat Wars and...	Yesterday 12:13 PM	6.1 KB
John Massengale	Re: [URBANISTS] The Problem w...	Yesterday 12:13 PM	3.5 KB
Jennifer Hurley	Re: [URBANISTS] Monsanto's G...	Yesterday 12:02 PM	13.2 K
John Massengale	Re: [URBANISTS] The Problem w...	Yesterday 12:01 PM	22.1 K
Garv Iustiss	Re: [URBANISTS] The Problem w...	Yesterday 11:58 AM	30.7 K

From: Sara Hines

Subject: **Re: [URBANISTS] Exterior Plaster (was thermostats)**

Date: January 14, 2010 11:47:31 AM EST

To: The free discussion list for New Urbanism

Reply-To: The free discussion list for New Urbanism



blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

mailing list

listservs

email







blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

mailing list

listservs

email



New Message

Send Chat Attach Address Fonts Colors Save As Draft Photo Browser Show Stationery

To:

Cc:

Bcc:

Subject:

From: Steve Mouzon <steve@mouzon...> Mouzon server Signature: MDZ

Thanks!

Steve



Steve Mouzon  
AIA ~ CNU ~ LEED AP

Mouzon Design  
1253 Washington Avenue  
Suite 222  
Miami Beach, FL 33139  
USA

786-276-6000  
[steve@mouzon.com](mailto:steve@mouzon.com)





# 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

blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

mailing list

listservs

email





blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

mailing list

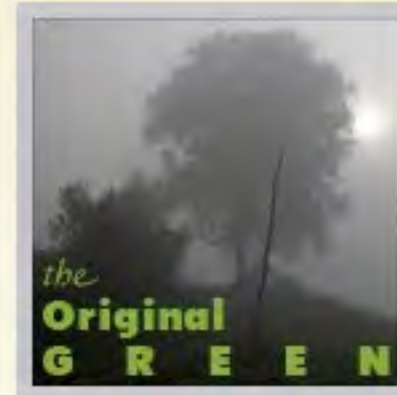
listservs

email



# Subscribe

[Home](#) [About Us](#) [Resources](#) [Bookstore](#) [Albums](#) [Blog](#) [OGTV](#) [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.

• Email	<input type="text"/>
Name Prefix	<input type="text"/>
• First Name	<input type="text"/>
• Last Name	<input type="text"/>
Name Suffix	<input type="text"/>
Phone	<input type="text"/>
Company Name	<input type="text"/>
Job Title	<input type="text"/>
Address 1	<input type="text"/>
Address 2	<input type="text"/>

These organizations may also be of interest (same privacy terms as above):

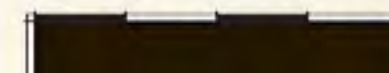
Click here to [subscribe to news releases from Mouzon Design](#), founded by Steve Mouzon.



*The*  
NEW URBAN  
GUILD

Click here to [subscribe](#)

[The New Urban Guild](#)



# Mailing List Rules of Thumb

10. Hosted Graphics
9. Mailing Service
8. Use Their Name
7. Image-Rich
6. Graphically Calm
5. Embedded Links
4. Low Info Threshold
3. Great Subject Line
2. Infrequent Mailings
1. Members Opt In



blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

mailing list

listservs

email





blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

mailing list

listservs

email



2634 photos

Visited 3416 times 4 guestbook entries | Add

## About



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!

## Contact Info

Address **1253 Washington Avenue  
Suite 222  
Miami Beach, Florida, 33139  
United States**

Daytime phone **786-276-6000**

E-mail **send message**

Web site **www.mouzon.com**

**Mouzon Design  
New Urban Guild  
the Original Green  
Useful Stuff  
Mouzon books**

**Become a fan on Facebook**

**Follow on Twitter**

## Featured Galleries &amp; Collections



## Portofino Night Shots

Visitors 139  
34 photos



## Paris Night Shots

Visitors 124  
41 photos



## Paris Île Saint-Louis

Visitors 184  
26 photos





# Image Rules of Thumb

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

blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

mailing list

listservs

email





blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

mailing list

listservs

email



Application Dashboard :: AppMakr

⏮

⏭

+

app

http://www.appmakr.com/app\_manager/

↻

Q Google

📖

🗪

Bonjour ▾

Sharing ▾

Apple (138) ▾

Architecture ▾

Blogs (317) ▾

Books ▾

FAQ ▾

Green ▾

Materials ▾

News (1185) ▾

PowerCADD ▾

Reference ▾

»»

appmakr

Beta

Welcome, [steve@mouzon.com](#)  
[Settings](#) | [Log out](#)

Dashboard

Developer Accounts

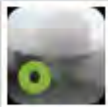
App Builds

Help

Support

Create New App

Your Applications



Original G

RSS MashUp Application

Manage

Add Developer Account

Developer Accounts

Default Developer Account: AppMakr as App Author

iPhone Distribution: Steve Mouzon

[View More](#)

Recent Build History

Original G (Bld#1749) status: Jan 09th | Request: Jan 10th  
AppStore: AppMakr will publish to iTunes

Original G (Bld#1523) status: Complete | Request: Jan 07th  
Distribution: You must upload to iTunes (Self Publish)

Learn More

App Pricing

Support

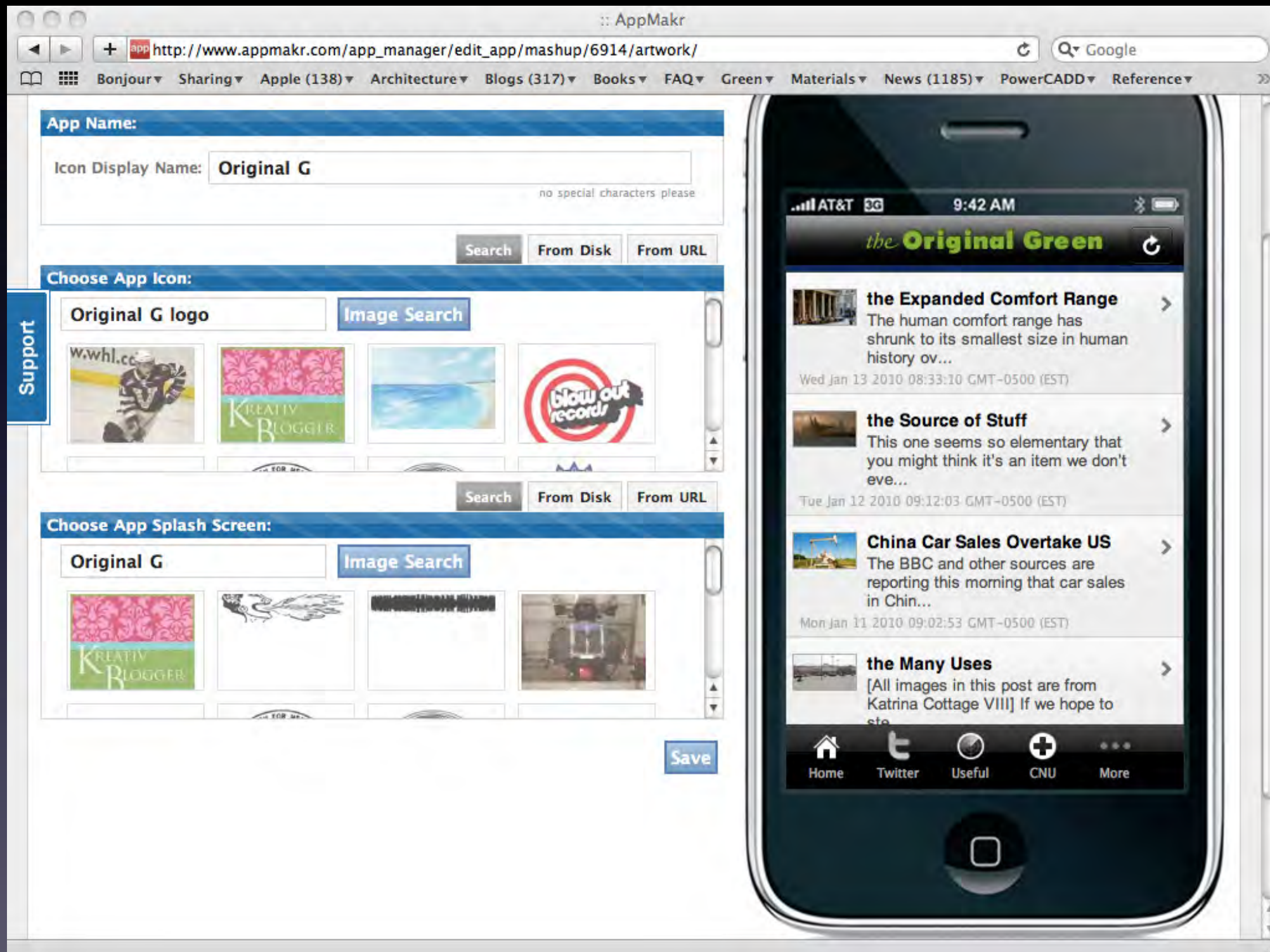
Privacy Policy

Terms of Service

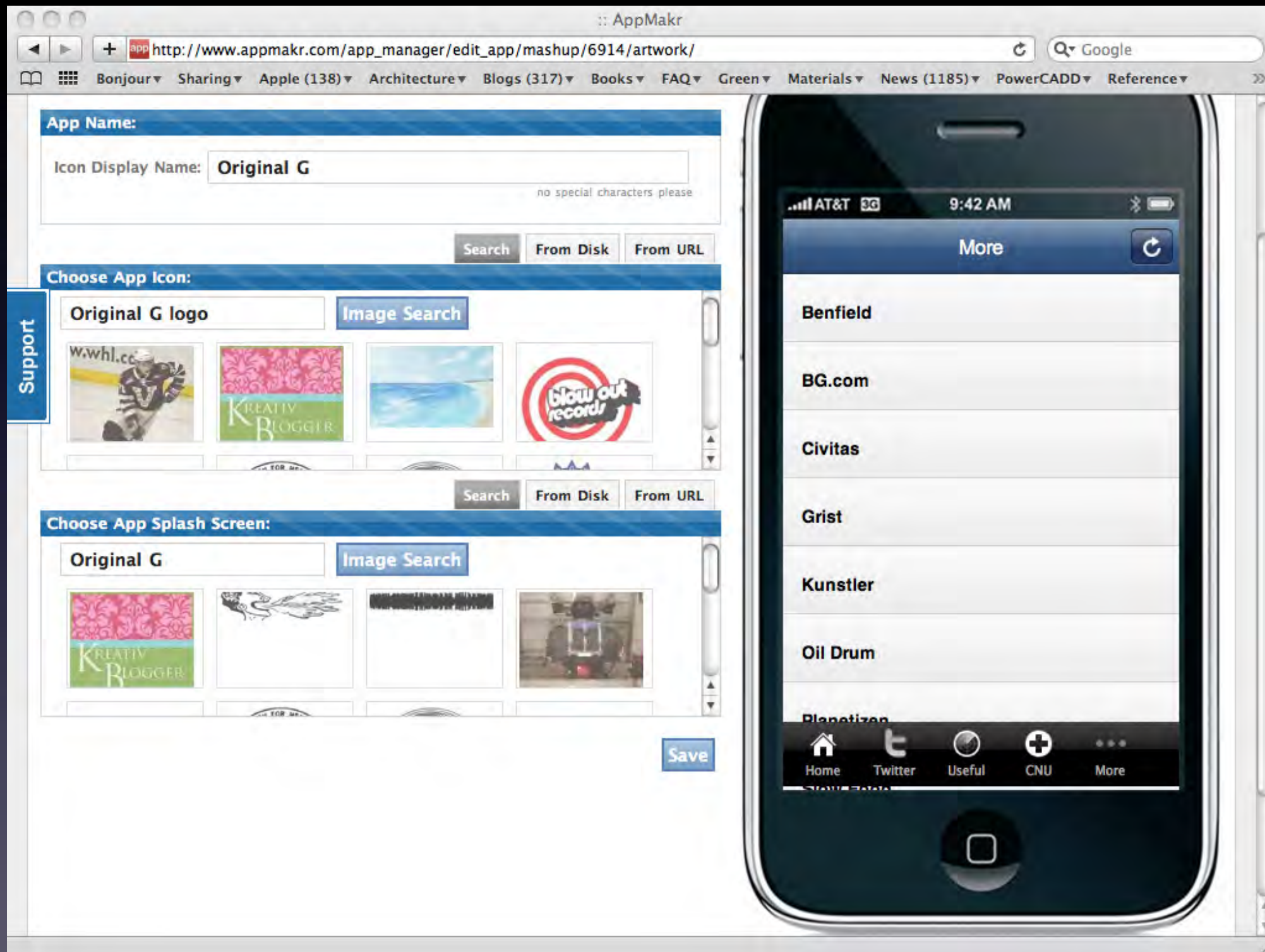
Blog

Contact Us

© Copyright 2008-2010 PointAbout, Inc. All Rights Reserved.







blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

mailing list

listservs

email





blog

YouTube

Twitter

**LinkedIn & FB**

website

apps

speaking

images

idea cards

mailing list

listservs

email



Steve Mouzon (3)

http://www.facebook.com/steve.mouzon


Google

Bonjour ▾ Sharing ▾ Diigolet Apple (53) ▾ Architecture ▾ Blogs (614) ▾ Books ▾ FAQ ▾ Green ▾ Materials ▾ News (237) ▾ PowerCADD ▾

facebook

Search

Home Profile Account ▾



Wall


Info

Photos (58)


Notes


Friends


Married to


 **Wanda Mouzon**

Friends (3287)

 **Karen W. Russo**

 **Susan Henderson**

 **Ty Reid**


 **Janna Whitley**


**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 Add languages you know Edit Profile

Share: Status Photo Link Video

What's on your mind?

**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 Climb 55 ft

Yesterday at 11:03am via RunKeeper · Like · Comment · Track your fitness

John Morrison, Hazel Borys, 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/24Bg>



**Steve Mouzon's answer to New Urbanism: What are the most influential New Urbanist blogs?**

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

**Find More Friends**

 **Karen Hansen** found you and 6 more friends using the friend finder.


Your Email

Email Password


**Find Friends**


Facebook won't store your password.

**Sponsored** [Create an Ad](#)


**Miami Bucket List** 


[partners.livingsocial.com](http://partners.livingsocial.com)

 365 Things to do in Miami before you die.


**Brick-It, Thin Bricks** 

[brickit.com](http://brickit.com)

 The largest selection of real clay thin bricks and easy DIY installation system. Ships anywhere in US.

**1 Flat Abs Tip** 

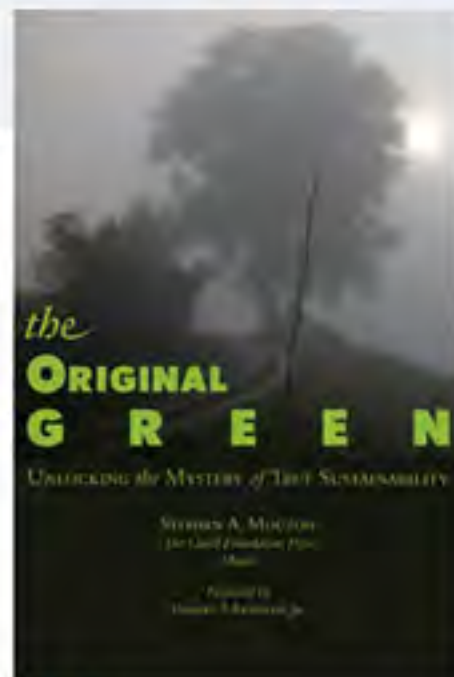
[31dayfatlosscure.com](http://31dayfatlosscure.com)

 This "strange" video reveals 1 little known ab exercise that gives

Carl Erwin O

Chat (158)



[Edit Page](#)[Promote with an Ad](#)[Add to My Page's Favorites](#)[Suggest to Friends](#)

Originally (before the Thermostat Age) we had no choice but to build green, otherwise people would not survive very long. The Original Green aggregates and distributes the wisdom of sustainability through the operating system of living traditions.

#### Information

Founded:  
April, 2010

#### Insights

[See All](#)

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](#)

## the Original Green [Unlocking the Mystery of True Sustainability]

[Wall](#) [Info](#) [Photos](#) [Discussions](#) [Wall Paper](#) [+](#)

Share: [Status](#) [Photo](#) [Link](#) [Video](#)

Write something...

[Options](#)

**SustainableThinking 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](http://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](http://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](http://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**

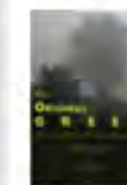
[twitter.com](http://twitter.com)

The PerFORMIDlance House is completely solar-powered and

#### Get More Connections

Get more people to like your Page with Facebook Ads! Preview below.

**the Original Green [Unlocking...**



Your Text Here

Steve Mouzon likes this.

[Like](#)



blog

YouTube

Twitter

**LinkedIn & FB**

website

apps

speaking

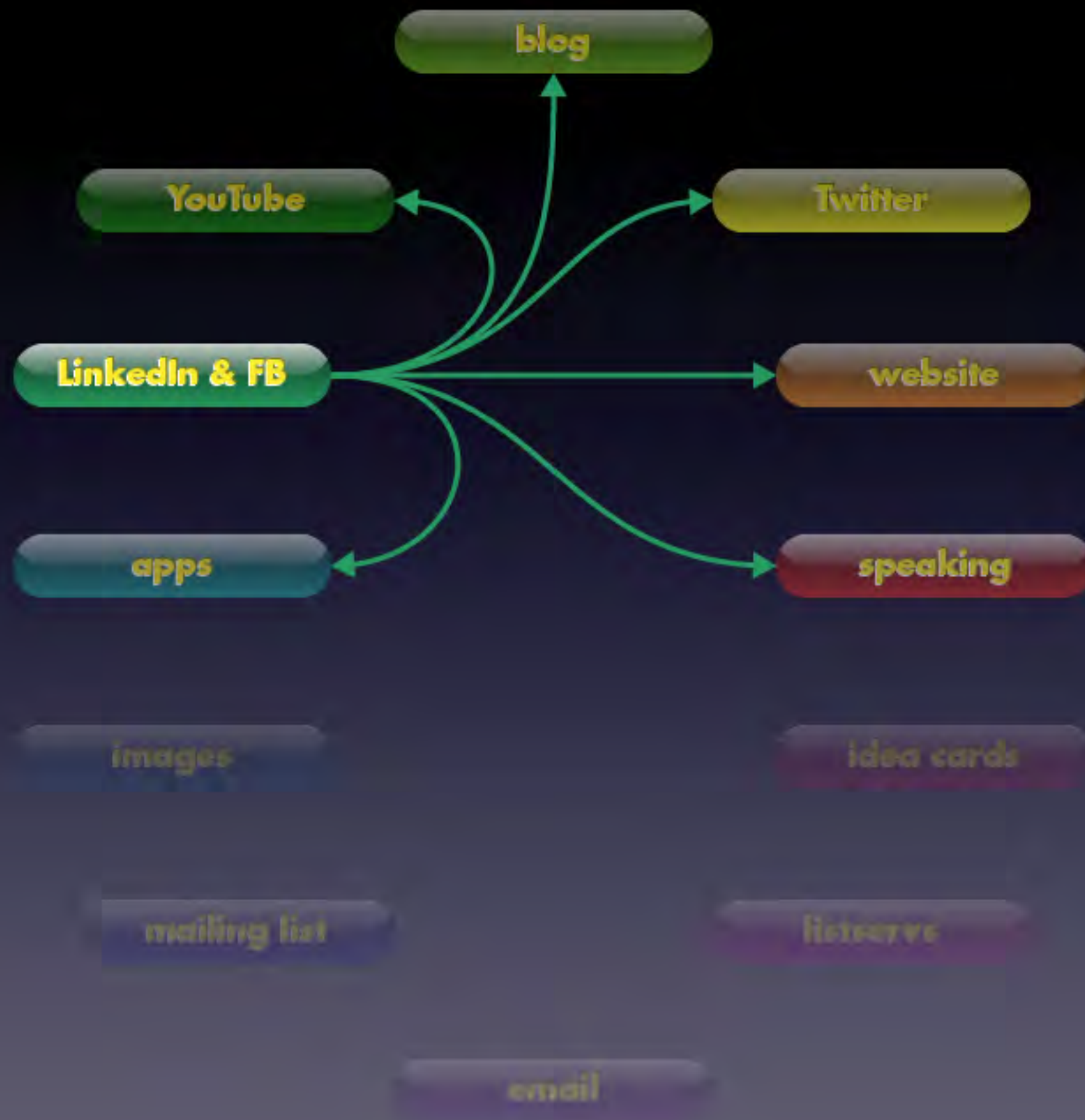
images

idea cards

mailing list

listservs

email





blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

images

idea cards

mailing list

listservs

email



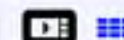
Search

[Browse](#)[Movies](#)[Upload](#)

OriginalGreenChannel

[Sign Out](#)[Post Bulletin](#)[Settings](#)[Themes and Colors](#)[Modules](#)[Videos and Playlists](#)

OriginalGreenChannel's Channel

**All**[Uploads](#)[Favorites](#)**Info**[Favorite](#)[Share](#)[Playlists](#)[Flag](#)**Chickenhouse Front Porch**

From: OriginalGreenChannel | May 26, 2011 | 73 views

It looks like the porch of a little cottage at first glance, but the residents are chickens! At Janna's Food Farm in Rogersville, Alabama.

[View comments, related videos, and more](#)**Uploads (10)****Chickenhouse Front Porch**

73 views - 1 week ago

**Small Bike Racks**

30 views - 2 weeks ago

**solar panel**

16 views - 4 months ago

[see all](#)[arrange](#)**Favorites (0)**[see all](#)[arrange](#)

OriginalGreenChannel

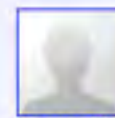
Your channel viewers will see links here, including "subscribe" and "add as friend".

**Subscribers (6)**[edit](#)

handpeep



greenguy



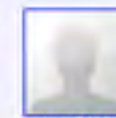
CCooper3927



savannahwolf



EarthSayer



ken000

**Profile**[edit](#)

Name: Steve

Channel Views: 221

Total Upload Views: 225

Joined: Aug 16, 2010

Last Visit Date: 9 seconds ago

Subscribers: 6

**Friends**[edit](#)**Channel Comments**[edit](#)

There are no comments for this user.

**Add Comment**



blog

YouTube

Twitter

LinkedIn & FB

website

apps

speaking

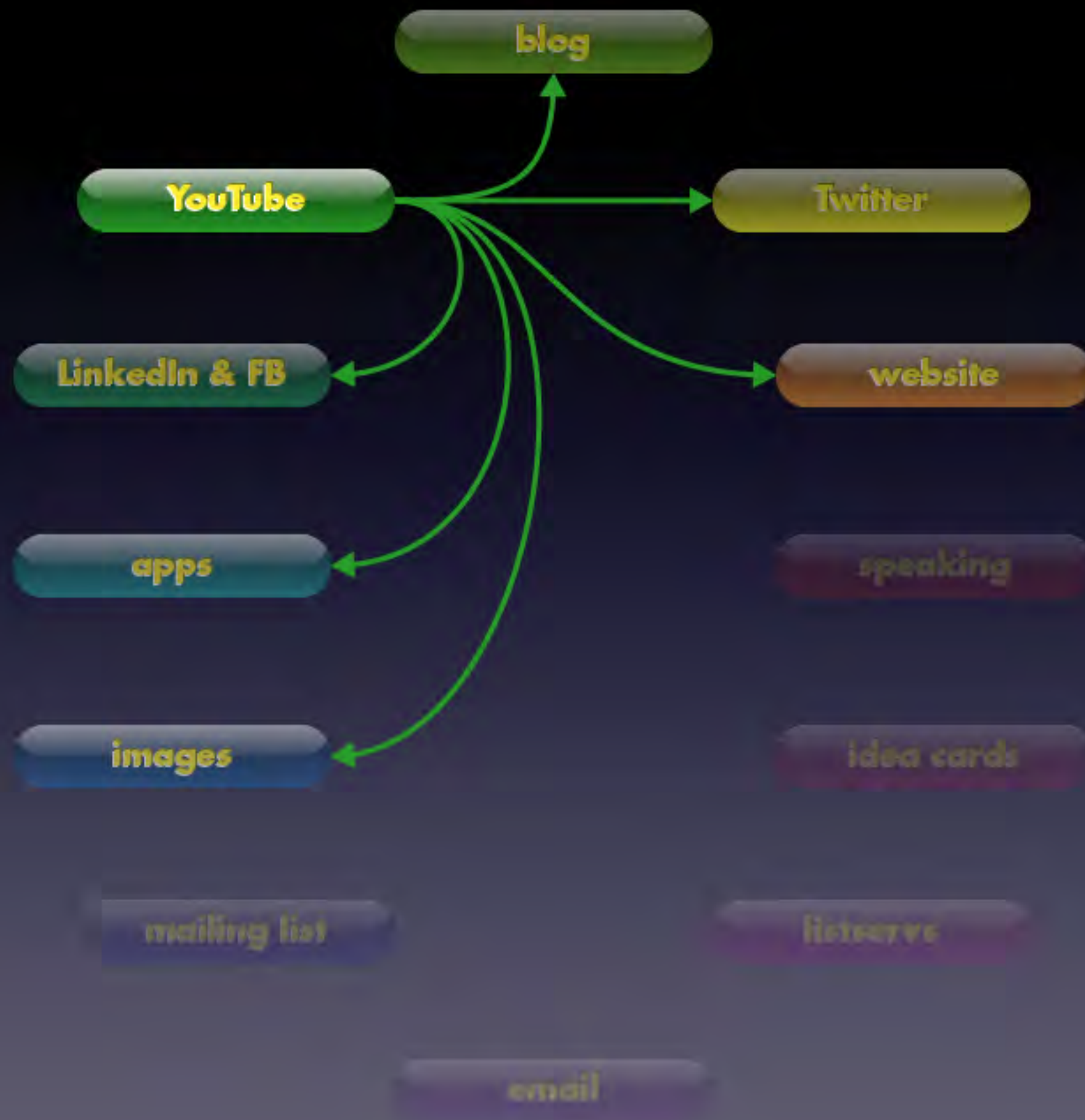
images

idea cards

mailing list

listservs

email







# 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](mailto: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](mailto:steve@mouzon.com) and I'll be happy to send them, as well as a few other resources you might find helpful.