

THE ORIGINAL GREEN



INTBAU SCANDINAVIA

La Habana

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WHAT'S *the* PROBLEM?

10. *the* ABSENCE of PLAIN-SPOKEN
SUSTAINABILITY

9. *the* DANGER of WISHES

8. *the* DILEMMA of GLOBAL
WARMING

7. *the* FATE of "OUGHT-TO"

6. *the* PROBLEM of GROWTH

5. *the* TROUBLE with
CONSUMPTION

4. *the* ACHILLES HEEL of
ARCHITECTURE

3. *the* FUZZY CARBON FOCUS

2. *the* SUPPLY-SIDE FOCUS

1. *the* 2.5 BILLION PEOPLE

A photograph of a stone building under construction in a lush green field. The building is made of rough-hewn stones and has a partially completed roof. In the foreground, there is a wooden trellis structure made of bamboo or similar material, likely for growing plants. The background is filled with dense green foliage and trees. The text "10. the ABSENCE of PLAIN-SPOKEN SUSTAINABILITY" is overlaid in a yellow, serif font at the top of the image.

10. *the* ABSENCE
of PLAIN-SPOKEN SUSTAINABILITY

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The image shows a silhouette of an industrial facility with several tall smokestacks. One stack on the left is actively emitting a thick, dark plume of smoke that rises into the sky. The background is a hazy, orange-tinted sky, suggesting a sunset or sunrise. The overall scene conveys a sense of industrial activity and environmental impact.

9. *the* DANGER of WISHES

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An aerial photograph of a mountain range with several snow patches. The mountains are dark green and brown, with snow patches scattered across the peaks and ridges. The text is overlaid on the upper part of the image.

8. *the* DILEMMA
of GLOBAL WARMING

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7. *the* FATE of “OUGHT-TO”



6. *the* PROBLEM OF GROWTH



An aerial photograph showing a large-scale construction or industrial site. The site is characterized by extensive earthmoving, with large areas of dark, excavated earth and numerous dirt roads and paths crisscrossing the landscape. Several pieces of heavy machinery, including trucks and excavators, are visible throughout the site. The site is bordered by green fields and a dense forest in the background. A railway line with a train is visible at the top of the image. The text "5. the TROUBLE with CONSUMPTION" is overlaid in a yellow, serif font across the upper portion of the image.

5. *the* TROUBLE
with CONSUMPTION

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4. *the* ACHILLES HEEL
of ARCHITECTURE

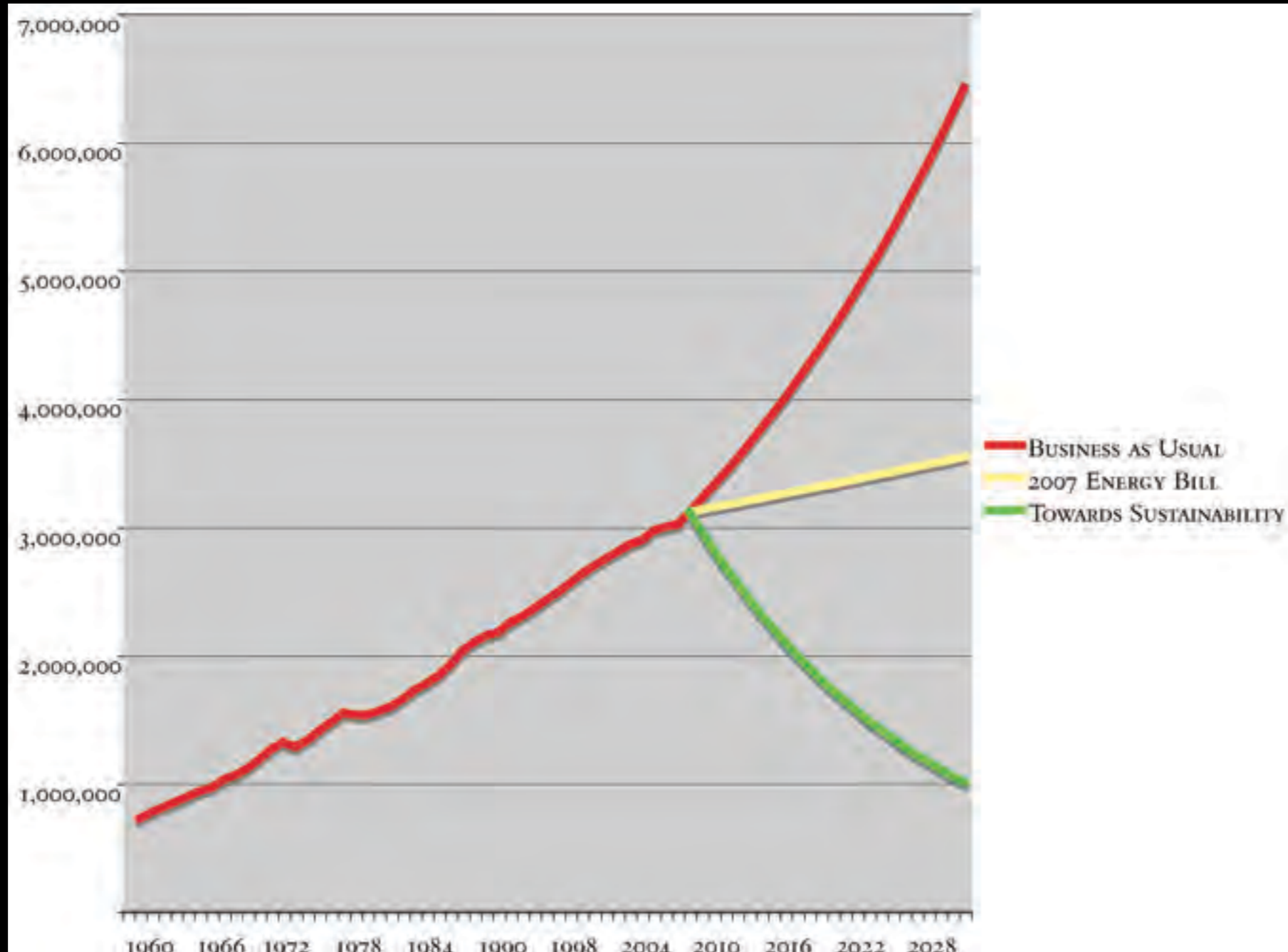
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An aerial photograph showing a multi-lane highway interchange. The highway curves from the bottom left towards the top right. To the right of the highway, there is a large, multi-story, light-colored building with a flat roof, surrounded by a large parking lot filled with cars. The surrounding area includes green fields, some trees, and other buildings in the distance. The text '3. the FUZZY CARBON FOCUS' is overlaid in a yellow, serif font across the top half of the image.

3. *the* FUZZY CARBON FOCUS

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2. *the* SUPPLY-SIDE FOCUS



1. the 2.5 BILLION PEOPLE

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WHAT CAN WE DO?

10. *the THINGS that WORK*

9. *the DIVERSIFIED EXTENT*

8. *the DIVERSIFIED ENVIRONMENT*

7. *the DIVERSIFIED MEANS*

6. *the EXPANDED USES*

5. *the NARROWED RESOURCE RANGE*

4. *the EXPANDED COMFORT RANGE*

3. *the LOCALIZED OPERATIONS*

2. *the SHARING of WISDOM*

1. *the INVOLVEMENT of EVERYONE*

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10. *the THINGS that WORK*

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9. *the* SIX REALMS *of* GREEN

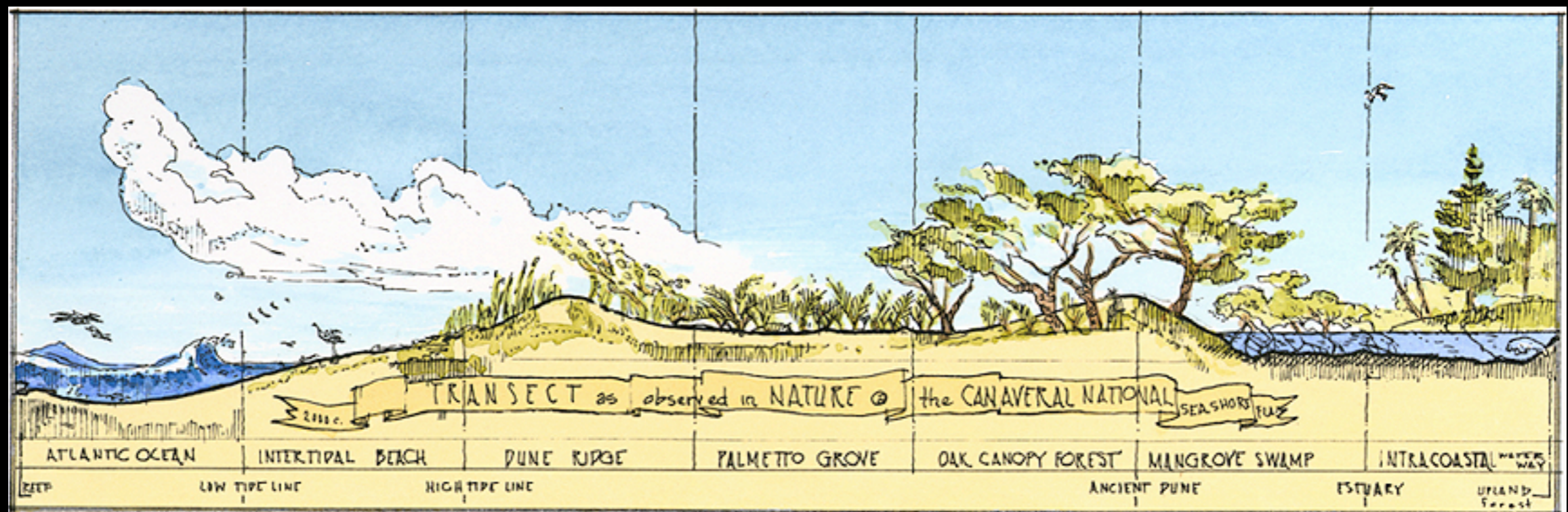


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8. *the* GREEN COUNTRY *to the* GREEN CITY

The Transect is the operating system of the New Urbanism.

The idea of the Transect originated in the 1900's as an ecological tool used to describe a series of natural habitats, but transects have existed in nature since the dawn of time.





T1

THE TRANSECT

T2

T3

T4

T5

T6

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TI: NATURAL

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TI: NATURAL



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T2: RURAL

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T2: RURAL



An aerial photograph of a suburban residential neighborhood. The houses are arranged in a grid-like pattern with winding streets. Many homes have swimming pools in their backyards. The lawns are green, and the overall scene is well-maintained. The text 'T3: SUBURBAN' is overlaid in the upper center in a yellow, serif font.

T3: SUBURBAN

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T3: SUBURBAN



T4: GENERAL URBAN



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T4: GENERAL URBAN



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T5: URBAN CENTER

201
N. MAIN

www.originalgreen.org

T5: URBAN CENTER



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T6: URBAN CORE



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T6: URBAN CORE



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DA: SPECIAL DISTRICT



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An aerial photograph of a large industrial facility, likely a water treatment plant. The facility is characterized by a dense array of large, cylindrical storage tanks or clarifiers arranged in long, parallel rows. To the right of the tanks, there is a large, multi-story building with a dark roof, possibly a control room or administrative building. The facility is situated in a valley, with residential areas and greenery visible in the background. The text "DA: SPECIAL DISTRICT (WARRANTED)" is overlaid in a yellow, serif font at the top of the image.

DA: SPECIAL DISTRICT (WARRANTED)

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An aerial photograph of a large commercial building complex, likely a shopping center or office park. The central building is a long, multi-story structure with a flat roof. It is surrounded by several large parking lots filled with cars. In the background, there are more buildings and a highway. The text "DA: SPECIAL DISTRICT (UNWARRANTED)" is overlaid in a large, yellow, serif font across the top half of the image.

DA: SPECIAL DISTRICT (UNWARRANTED)

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DA: SPECIAL DISTRICT
(WARRANTED)

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DA: SPECIAL DISTRICT
(UNWARRANTED)

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DA: SPECIAL DISTRICT (WARRANTED)

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DA: SPECIAL DISTRICT (WARRANTED)

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An aerial photograph of a large industrial complex, likely a refinery or chemical plant. The facility is densely packed with various structures, including large storage tanks, distillation columns, and processing units. Several tall smokestacks are visible, each emitting a thick plume of white smoke that rises into the air. The ground is a mix of paved areas, dirt paths, and industrial equipment. The overall scene conveys a sense of intense industrial activity and environmental impact.

DA: SPECIAL DISTRICT (WARRANTED)

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7. *the* SIMPLER WAY

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V

VERNACULAR



M

MEDIAN



C

CLASSICAL



MORE ORGANIC

MORE REFINED

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6. *the* MANY USES



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5. *the* SOURCE of STUFF



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A night scene of a busy street market. The street is paved with cobblestones and lined with shops. On the left, a restaurant named 'TABERNA to XANI' has outdoor seating with tables and chairs. People are walking along the street, some carrying shopping bags. On the right, there are racks of clothing hanging outside a shop. The scene is illuminated by warm streetlights and shop lights, creating a vibrant atmosphere.

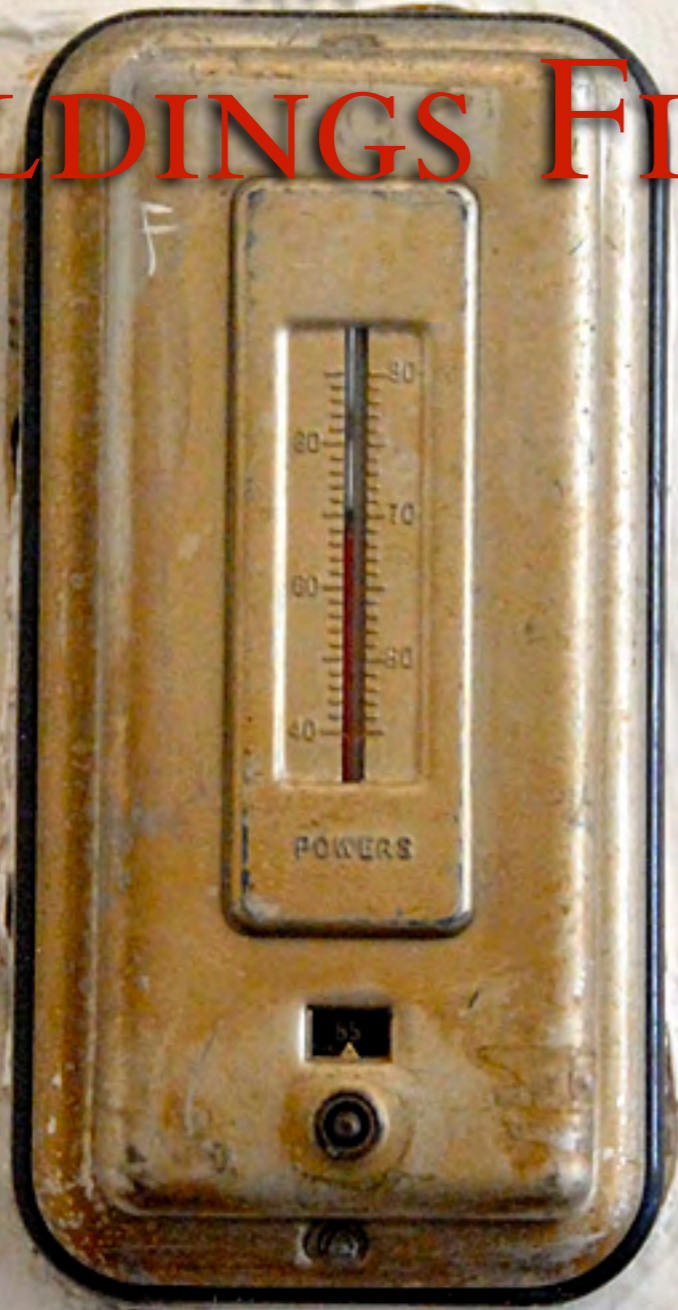
4. *the* EXPANDED
COMFORT RANGE

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CONDITIONING

the

BUILDINGS FIRST



CONDITIONING

THE

HUMANS FIRST



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LIVING *in* SEASON



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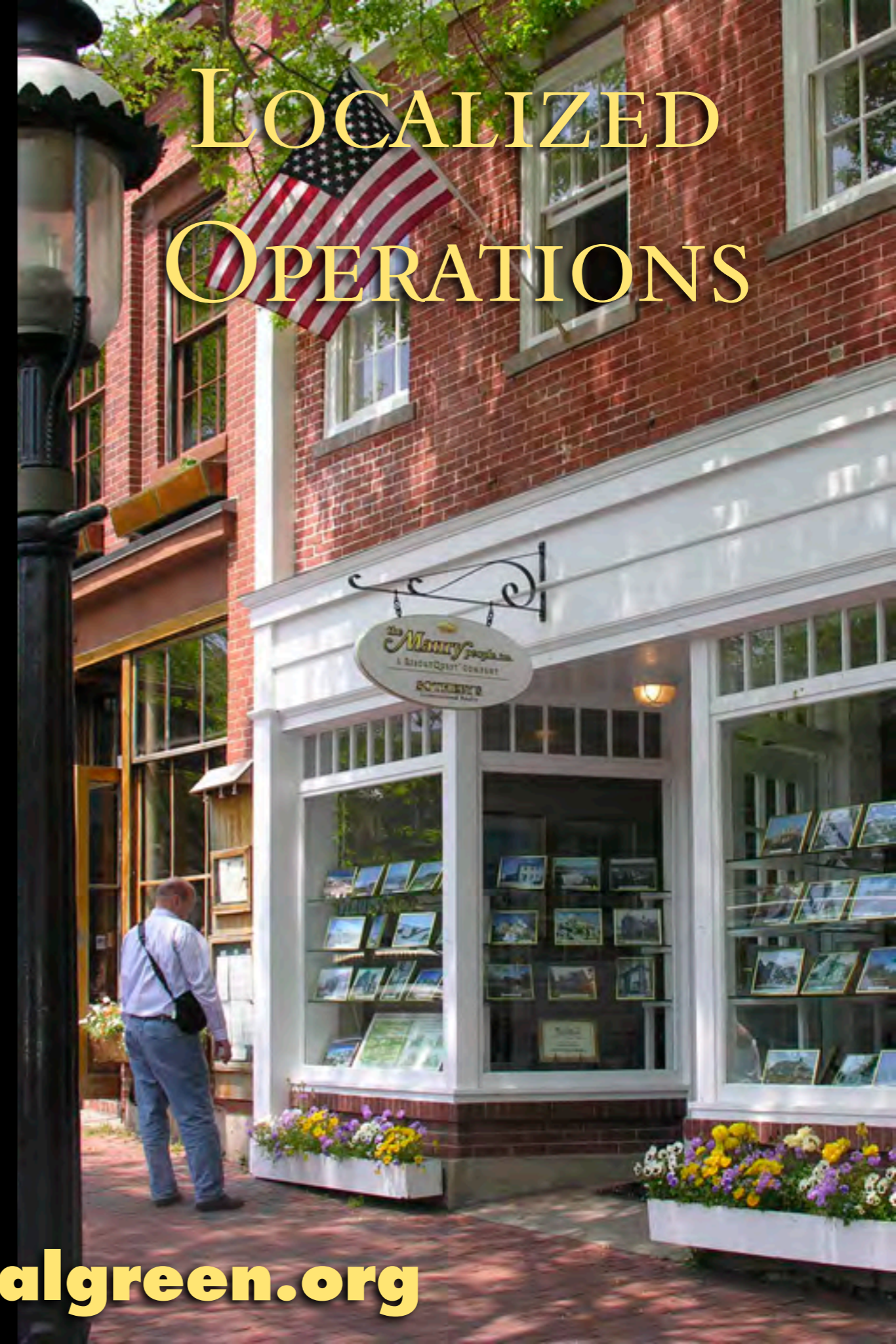
3. *the* LOCALIZED OPERATIONS



LARGE-SCALE WAFFLE HOUSE OPERATIONS



LOCALIZED OPERATIONS



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2. *the* SHARING of WISDOM

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WHAT'S THE DELIVERY SYSTEM?

★ PUBLIC EDUCATION'S WAY

★ HIGHER EDUCATION'S WAY

★ *the* SPECIALISTS' WAY

★ NATURE'S WAY

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PUBLIC EDUCATION'S WAY

PUBLIC LIBRARY

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HIGHER EDUCATION'S WAY

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the SPECIALISTS' WAY

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NATURE'S WAY

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I. *the* INVOLVEMENT of EVERYONE



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THAT WHICH CAN REPRODUCE AND LIVE
SUSTAINABLY IS GREEN; THAT WHICH IS
INCAPABLE OF DOING SO IS NOT GREEN.

THIS IS THE STANDARD OF LIFE.

LIFE IS THAT PROCESS WHICH CREATES
ALL THINGS GREEN.

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WHAT IS *the* ORIGINAL GREEN?

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WORKMAN/TOOL/PRODUCT OG/LT/ARTIFACTS



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THE ORIGINAL GREEN

S NOURISHABLE L O V A B L E **S**
E ACCESSIBLE D U R A B L E **E**
C SERVICEABLE F L E X I B L E **C**
A SECURABLE F R U G A L **A**
L **L**
R **B**

NOURISHABLE PLACES

An aerial photograph of a rural settlement. In the foreground, a large, light-colored building with a red-tiled roof and a series of arches along its side is visible. To its left is a large, open courtyard area with a gravel path and several circular garden beds. The settlement is surrounded by lush green trees and vegetation. In the background, there are rolling hills and mountains under a clear blue sky. The overall scene depicts a peaceful, rural environment.

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ACCESSIBLE PLACES

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SERVICEABLE PLACES



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SECURABLE PLACES



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A photograph of a building's courtyard. The building has a light orange or peach-colored facade. On the upper level, there is a balcony with a black metal railing. The balcony features several windows with bright blue frames and white louvered shutters. The windows are arched and have decorative stained glass patterns in shades of blue and white. A central column is visible on the balcony level. The courtyard is filled with lush green plants, including ferns and other foliage. The overall atmosphere is warm and inviting.

LOVABLE BUILDINGS

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DOWN *the* UNLOVABLE CARBON STAIR-STEPS





ENGINEERING



DESIGN

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DURABLE BUILDINGS

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FLEXIBLE BUILDINGS

A photograph of a multi-story building with a grey shingled roof and a wooden balcony. Laundry is hanging on the balcony. The building has arched windows and a brick chimney.

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FRUGAL BUILDINGS

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PUTTING BUILDINGS

BACK *to* WORK



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THE ORIGINAL GREEN

**S
E
C
A
R
E**

NOURISHABLE

ORGANIC
FARMING

LOVABLE

NU:
CODES

LIVING
TRADITIONS

ACCESSIBLE DURABLE

NU:
COMPACT & WALKABLE

LIVING
TRADITIONS

SERVICEABLE FLEXIBLE

NU:
DIVERSE

LIVING
TRADITIONS

SECURABLE FRUGAL

NU:
IDENTITY

LIVING
TRADITIONS

GIZMO
GREEN

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WHAT CAN I DO?

10. DO ALL *the* STUFF YOU
ALREADY KNOW

9. GIVE *a* GIFT *to the* STREET

8. CHOOSE IT *for* LONGER THAN
YOU'LL USE IT

7. CHOOSE SMALLER STUFF *with*
DOUBLE DUTY

6. LIVE WHERE FRIENDS VISIT
UNANNOUNCED

5. OPERATE NATURALLY

4. RAISE *a* VICTORY GARDEN

3. BUILD GARDEN ROOMS *in*
YOUR YARD

2. LIVE WHERE YOU CAN WALK *to*
the GROCERY

1. MAKE *a* LIVING WHERE YOU'RE
LIVING

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10. Do *ALL the* STUFF YOU
ALREADY KNOW



9. GIVE *a GIFT to the STREET*



8. CHOOSE IT *for* LONGER
THAN YOU'LL USE IT



7. CHOOSE SMALLER STUFF
with DOUBLE DUTY



An aerial photograph of a coastal town, likely in the Northeastern United States, showing a dense residential area with a mix of architectural styles. The buildings are interspersed with green trees. A waterfront area with a road and parked cars is visible on the right side of the image. The text '6. LIVE WHERE FRIENDS VISIT UNANNOUNCED' is overlaid in a large, yellow, serif font across the top half of the image.

6. LIVE WHERE FRIENDS VISIT
UNANNOUNCED

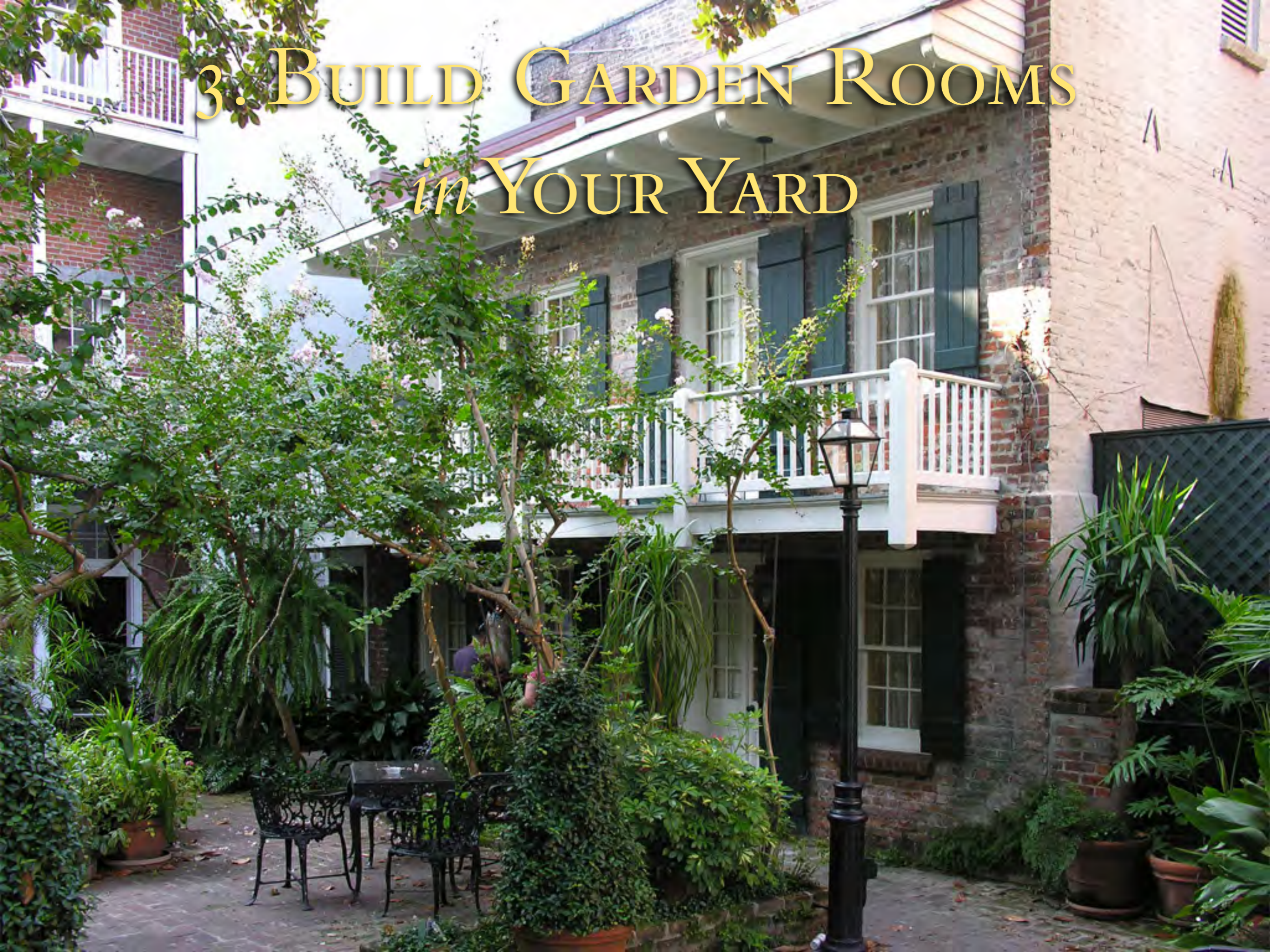
5. OPERATE NATURALLY



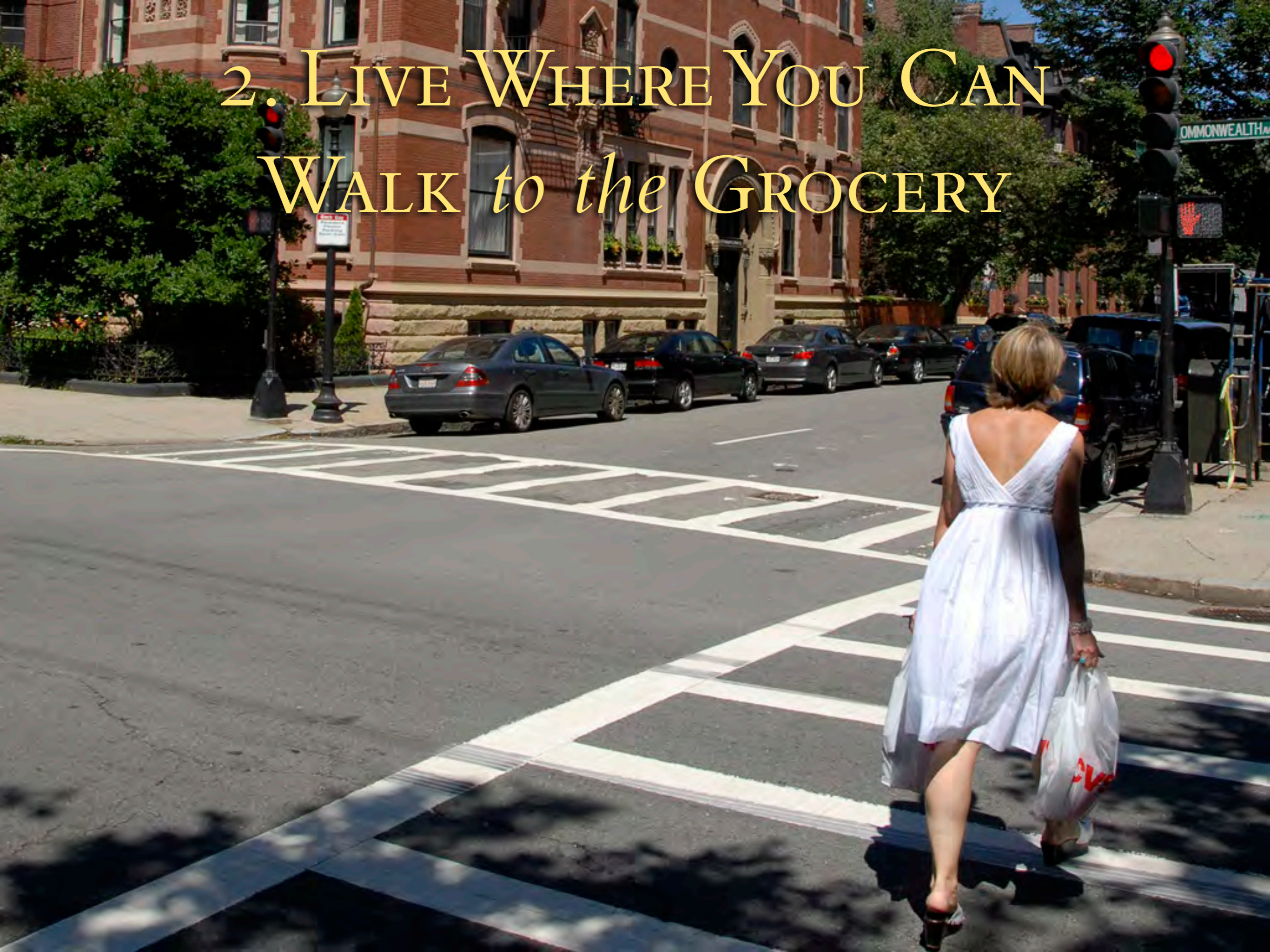
4. RAISE *a* VICTORY GARDEN



3. BUILD GARDEN ROOMS *in* YOUR YARD



2. LIVE WHERE YOU CAN WALK *to the* GROCERY



I. MAKE *a* LIVING WHERE YOU'RE LIVING



An aerial photograph of a landscape featuring a mix of green vegetation and brown, eroded soil. Winding, light-colored paths or roads meander across the terrain. A small blue pond is visible in the upper right quadrant. The overall scene suggests a rural or agricultural setting with some signs of erosion or land management.

FOSTERING LIFE

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the
Original
G R E E N

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