

BEAUFORT *and the* ORIGINAL GREEN



BEAUFORT, SOUTH CAROLINA

10 September 15

STEPHEN A. MOUZON, AIA CNU LEED

THE NEW URBAN GUILD

Miami Beach, Florida, USA

DEVELOPMENT. DESIGN.
CONSTRUCTION. REAL ESTATE.



VERY FEW LEFT









Mouzon

the **ORIGINAL GREEN** UNLOCKING *the* MYSTERY of TRUE SUSTAINABILITY

the
**ORIGINAL
GREEN**

UNLOCKING *the* MYSTERY of TRUE SUSTAINABILITY

STEPHEN A. MOUZON
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Foreword by
ROBERT F. KENNEDY, JR.

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UNIVERSITY
GUILD
FOUNDATION

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ROBERT F. KENNEDY, JR.
Foreword by

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* 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. It is surrounded by dense green vegetation, including trees and bushes. In the foreground, there is a wooden frame structure, possibly a fence or a support for a roof. The overall scene is one of rural development or restoration.

10. *the* ABSENCE of PLAIN-SPOKEN SUSTAINABILITY

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The background of the slide is a photograph of an industrial facility. Several tall, dark smokestacks are visible, with thick, dark smoke billowing from them and rising into the sky. The sky is a hazy, yellowish-brown color, suggesting a sunset or sunrise. In the foreground, there are dark, silhouetted structures of the industrial plant, including pipes, scaffolding, and storage tanks. The overall tone is somber and industrial.

9. *the* DANGER of WISHES

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An aerial photograph of a rugged mountain range. The mountains are covered in dark, dense vegetation, likely evergreen forests. Patches of snow are visible in the higher elevations, along the ridges, and in the valleys. The lighting suggests a bright day, with shadows highlighting the contours of the terrain.

8. *the* DILEMMA of GLOBAL WARMING

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7. *the* FATE of “OUGHT-TO”



6. *the* PROBLEM OF GROWTH



An aerial photograph of a large industrial waste site, possibly a coal processing or power plant area. The site is characterized by large, dark, irregular piles of material, likely coal or ash, which dominate the lower and central portions of the frame. Several roads and tracks crisscross the site, with numerous trucks and vehicles visible, indicating active operations. In the background, a long freight train with multiple yellow and white cars is visible, traveling horizontally across the upper part of the image. The surrounding landscape includes green grassy fields and a dense line of trees at the very top. The overall scene suggests a significant impact on the environment due to industrial activity.

5. *the* TROUBLE
with CONSUMPTION

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PLANNED OBSOLESCENCE



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THROWAWAY BUILDINGS



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THROWAWAY PLACES



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4. *the* ACHILLES HEEL
of ARCHITECTURE

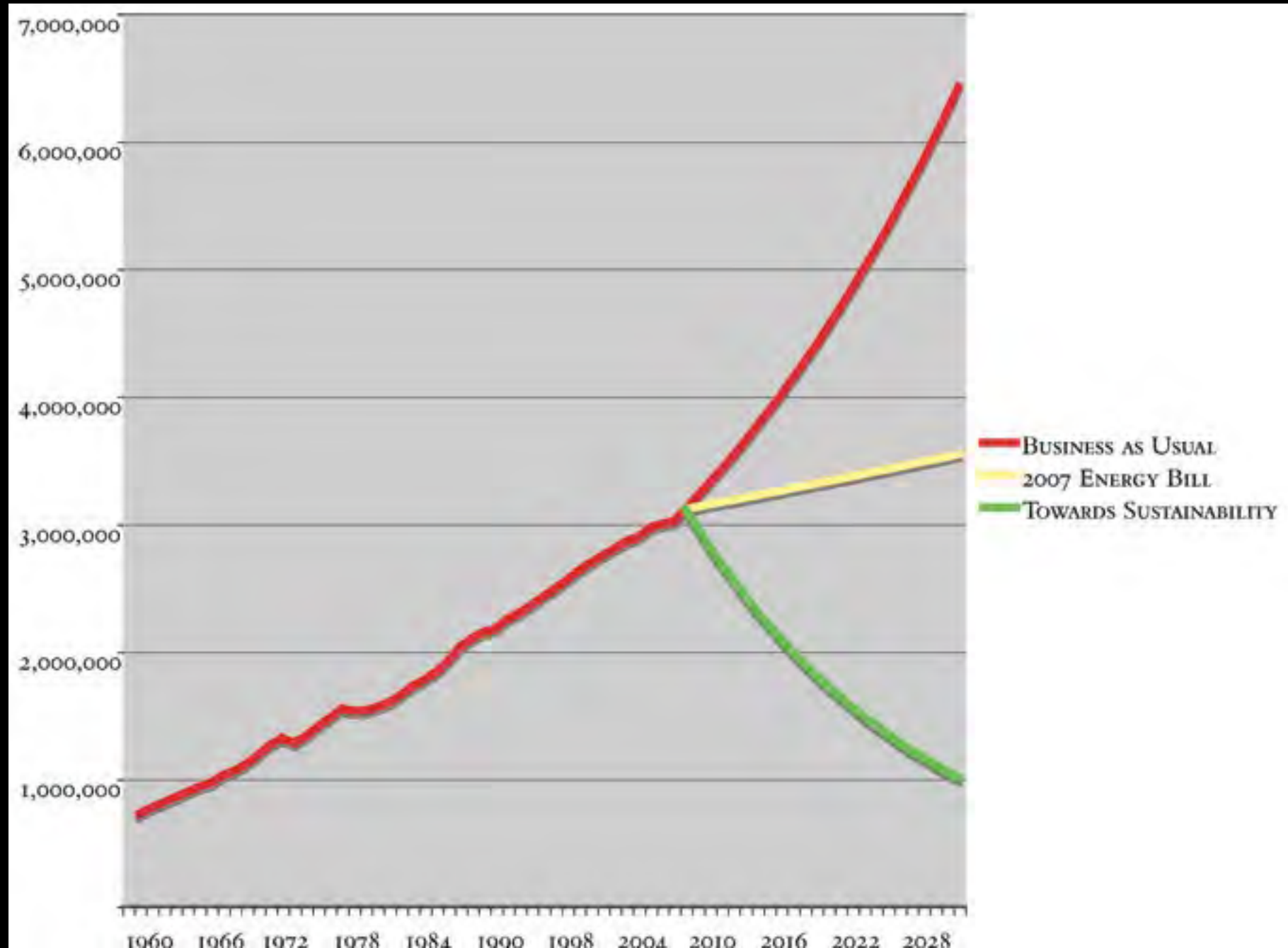
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An aerial photograph showing a multi-lane highway with several vehicles, including cars and trucks. The highway curves through a landscape of dry, brownish fields and some green grass. In the background, there are some buildings and a parking lot. The text "3. the CARBON FOCUS" is overlaid in a yellow, serif font.

3. the CARBON FOCUS

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2. *the* SUPPLY-SIDE FOCUS



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the FALLACIES of EFFICIENCY



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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* DIVERSIFIED EXTENT

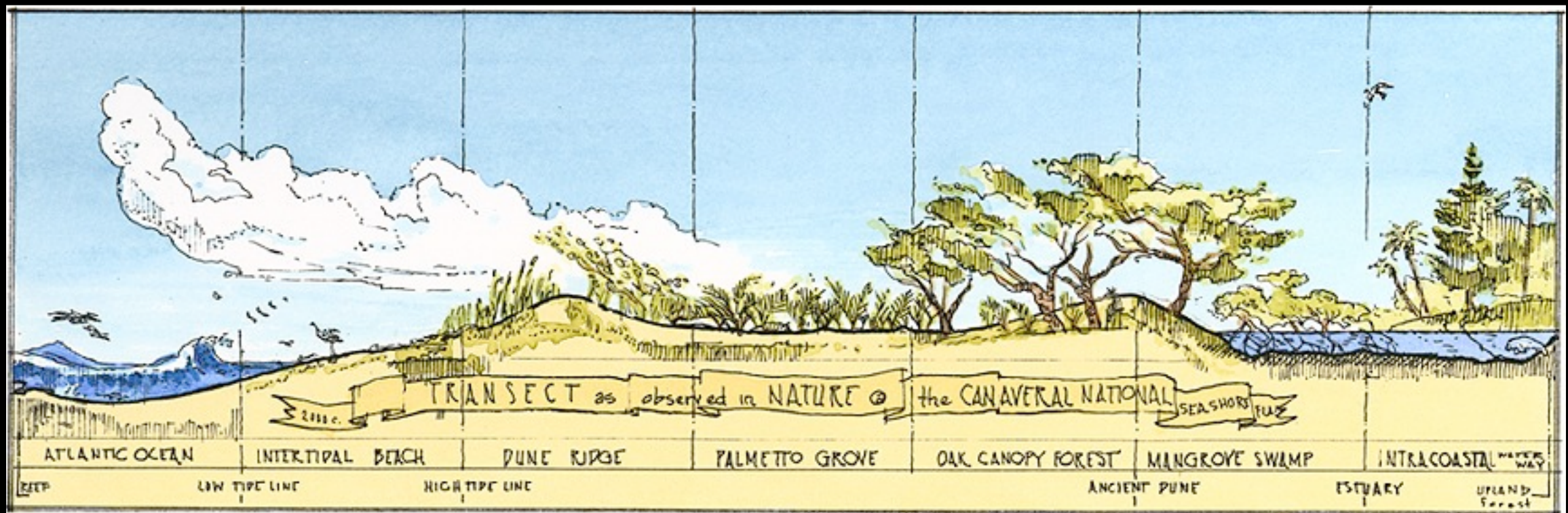


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8. *the* DIVERSIFIED ENVIRONMENT

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.



the TRANSECT



- ★ T1: NATURAL (THE WILDERNESS)
- ★ T2: RURAL (FIELDS & MEADOWS)
- ★ T3: SUBURBAN (THE OUTSKIRTS)
- ★ T4: GENERAL URBAN (NEIGHBORHOODS)
- ★ T5: URBAN CENTER (MAIN STREET)
- ★ T6: URBAN CORE (DOWNTOWN)

7. *the* DIVERSIFIED MEANS

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VERNACULAR



MEDIAN



CLASSICAL



MORE ORGANIC

MORE REFINED

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6. *the* EXPANDED USES



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5. the NARROWED RESOURCE RANGE



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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 shop has a sign that reads "TABERNATOXANI". People are walking along the street, and a person on a motorcycle with a bright headlight is in the foreground. On the right, there are racks of clothing hanging outside a shop. The scene is illuminated by warm streetlights and shop lights.

4. *the* EXPANDED COMFORT RANGE

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CONDITIONING *the* BUILDINGS FIRST



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CONDITIONING THE HUMANS FIRST



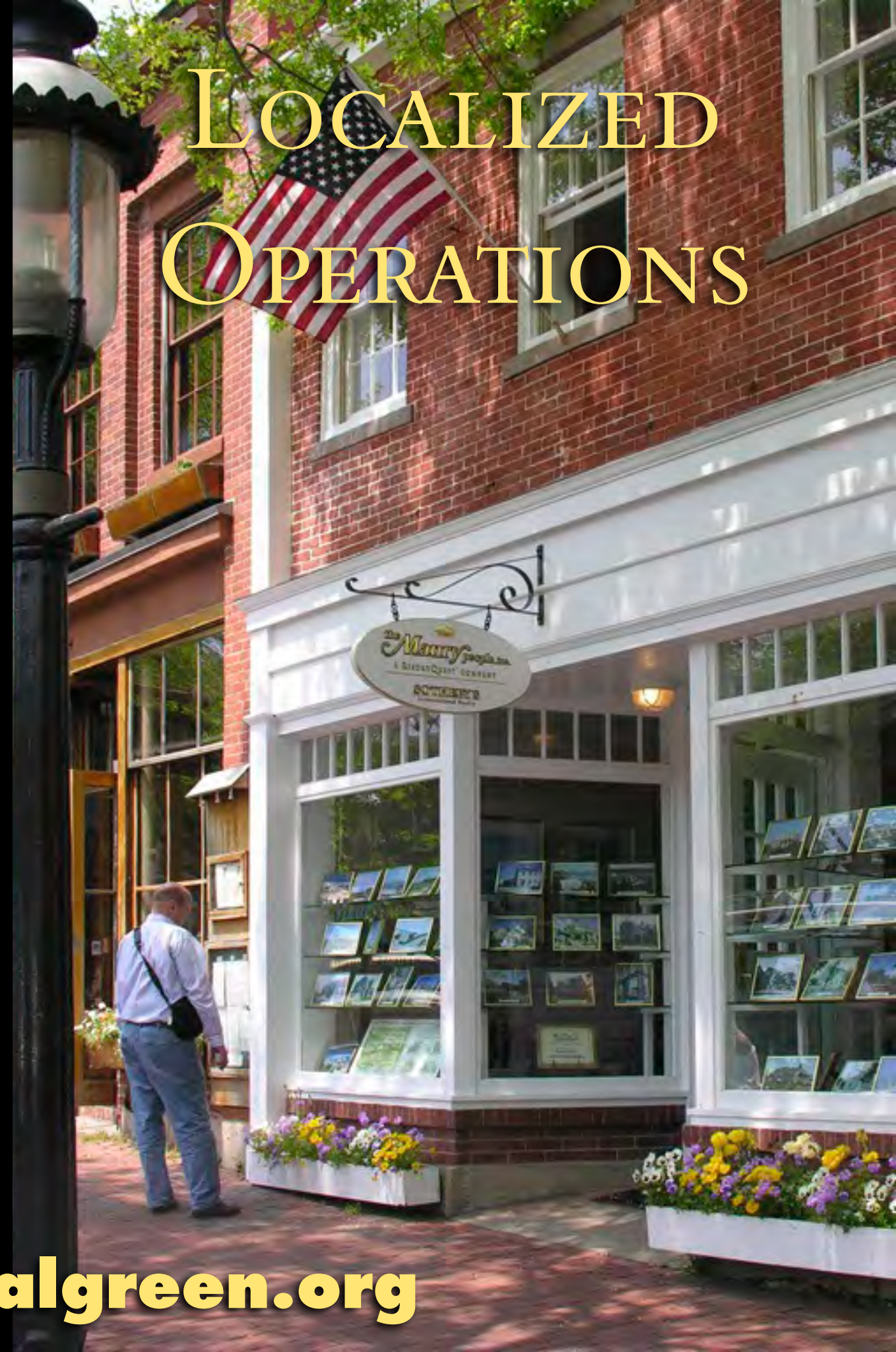
3. *the* LOCALIZED OPERATIONS



LARGE-SCALE Waffle House OPERATIONS



LOCALIZED Maury's OPERATIONS



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WEB of DAILY LIFE











Accountant















Apple Store



Restaurants















WEB OF DAILY LIFE



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2. *the* SHARING of WISDOM



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I. *the* INVOLVEMENT of EVERYONE



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WHAT IS A LIVING TRADITION?

★ INSPIRATION

★ RESONANCE

★ REPETITION

★ ADOPTION

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THE TRANSMISSION DEVICE

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GIZMO GREEN

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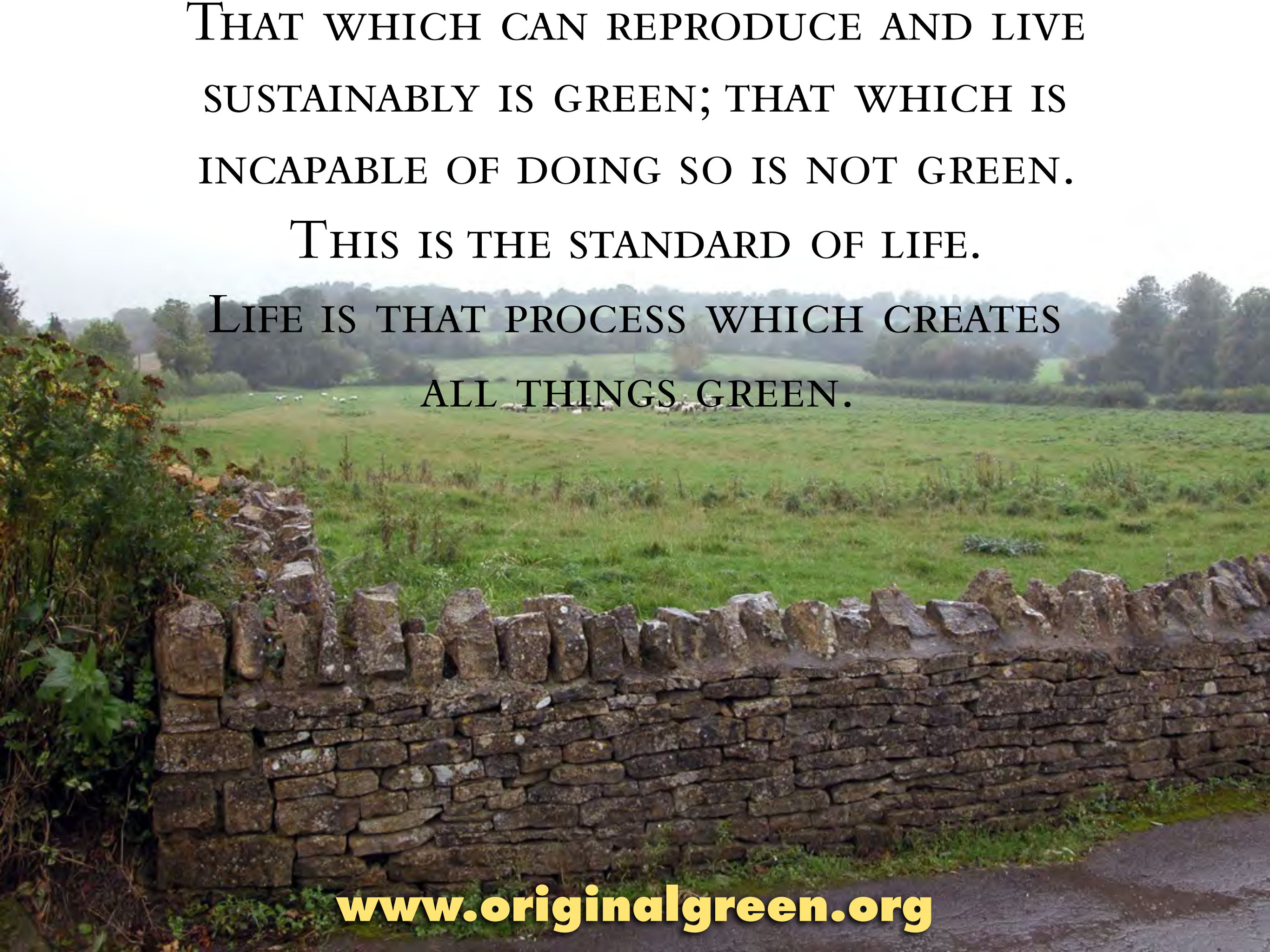
“THIS IS HOW WE BUILD HERE”

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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.

A photograph of a rural landscape. In the foreground, a rustic stone wall made of stacked, irregular stones runs across the frame. To the left of the wall, there are some green plants and bushes. Beyond the wall is a vast, green field. In the distance, a line of trees is visible under a hazy, overcast sky. The overall scene is peaceful and natural.

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WHAT IS *the* ORIGINAL GREEN?

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HOW THINGS OPERATE



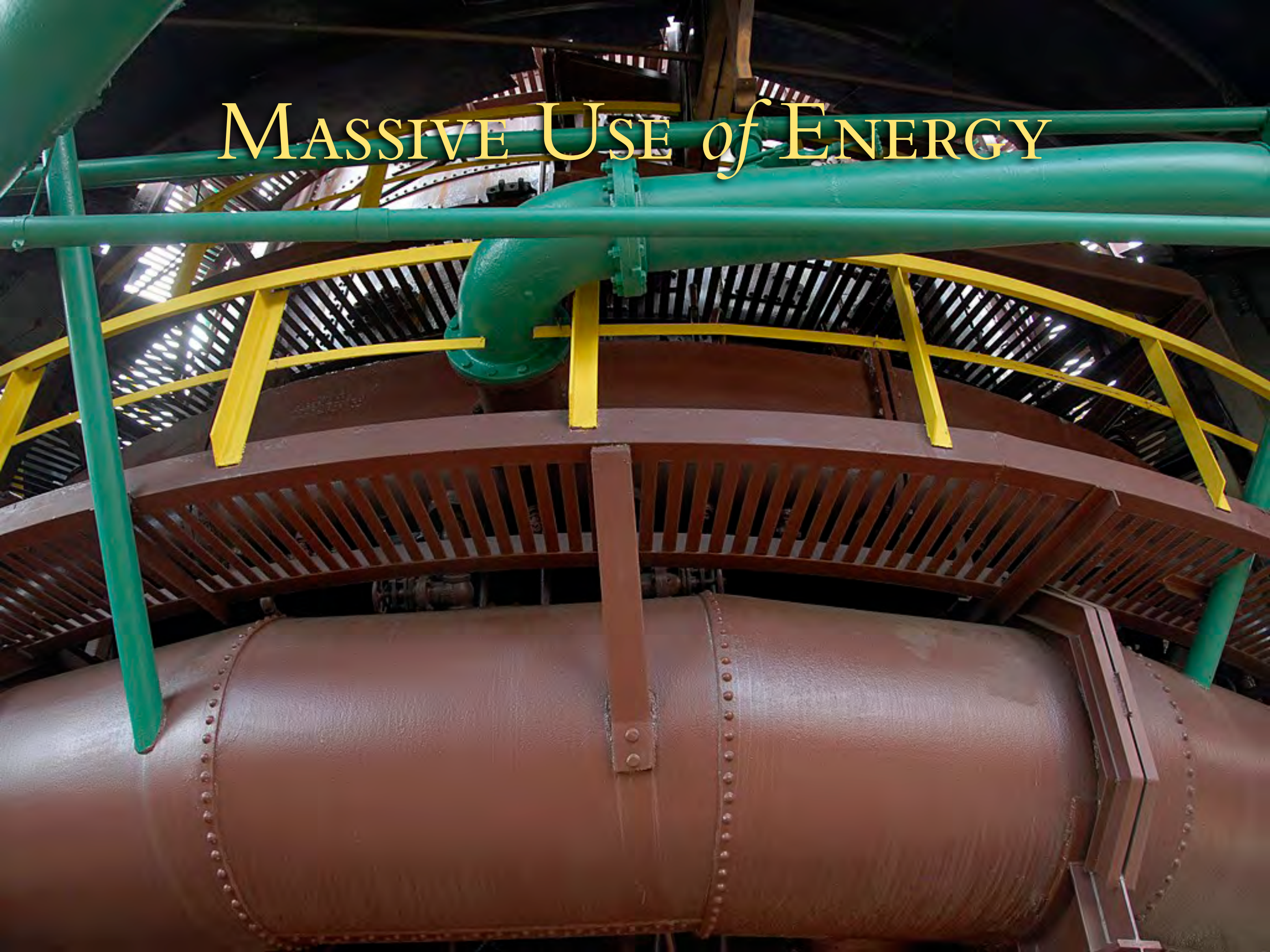
LOTS of CONTROLS



PRECISION ALIGNMENTS



MASSIVE USE *of* ENERGY



HOW THINGS GROW



THINGS *that have* LIFE



WHERE THEY *can* THRIVE



HOW WE GET THERE



HOW WE PARTICIPATE



THE ORIGINAL GREEN



PLACES

THE ORIGINAL GREEN



THE ORIGINAL GREEN

PLACES

BUILDINGS



THE ORIGINAL GREEN

NOURISHABLE

PLACE

BUILDINGS



THE ORIGINAL GREEN

NOURISHABLE

ACCESSIBLE

PLACES

BUILDINGS

A photograph of a street in a village, likely in England, showing traditional stone houses, parked cars, and a person walking. The image is used as a background for the text.

THE ORIGINAL GREEN

PLACES **NOURISHABLE**

ACCESSIBLE

SERVICEABLE

BUILDINGS

THE ORIGINAL GREEN

S NOURISHABLE

E ACCESSIBLE

A SERVICEABLE

L SECURABLE

R

BUILDINGS

A photograph of a street in a historic town, likely Bath, England. The street is lined with multi-story stone buildings. On the left, there are shops with signs, including one for 'ANTHONY LADIES HOMAGE BED & BREAKFAST'. A blue car is parked on the left side of the road. A pedestrian is walking on the sidewalk on the right. The street is paved with cobblestones. The overall atmosphere is peaceful and historic.

THE ORIGINAL GREEN

PLACABLE **NOURISHABLE** **LOVABLE** **BUILDING**
ACCESSIBLE
SERVICEABLE
SECURABLE

A photograph of a street in a historic town, likely Bath, England. The street is lined with stone buildings, some with hanging flower baskets. A blue car is parked on the left, and a black car is parked on the right. A pedestrian is walking on the sidewalk. The text is overlaid on the image.

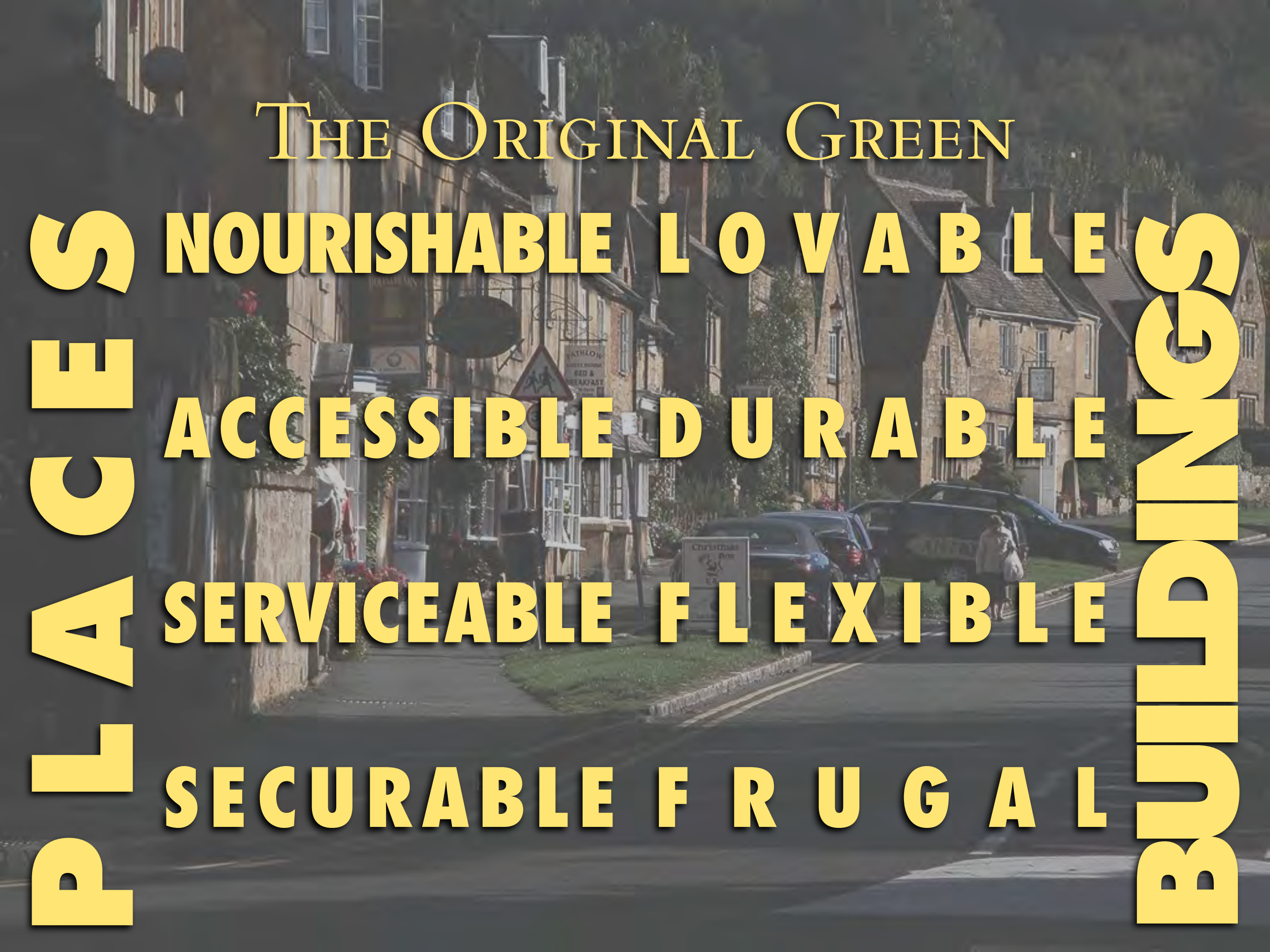
THE ORIGINAL GREEN

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

A background image of a street in a historic town. The street is paved and has a double yellow line. On the left, there are stone buildings with multiple windows and doors. Some buildings have signs, including one that says "ANTHONY'S" and another that says "LARGE HOUSE BED & BREAKFAST". There are parked cars on the street, and a pedestrian is walking on the sidewalk. The overall scene is a typical street view in a historic town.

THE ORIGINAL GREEN

S **NOURISHABLE** **L O V A B L E** **S**
E **A C C E S S I B L E** **D U R A B L E** **E**
C **S E R V I C E A B L E** **F L E X I B L E** **N**
A **S E C U R A B L E** **I**
L **B**

A background image of a street in a historic town. The street is lined with multi-story stone buildings. There are parked cars along the side of the road, and a pedestrian is visible walking on the sidewalk. The overall atmosphere is that of a quiet, historic neighborhood.

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** **N**
A **SECURABLE** **F R U G A L** **I**
L **B**



NOURISHABLE PLACES

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OUR FOOD COMES *from the* ASDA GROCERY STORE

★ MOST of it ALSO REQUIRES *a* PASSPORT

★ 1,500 MILES TRAVELED



MAN-HOUR *vs.* LAND AREA EFFICIENCY



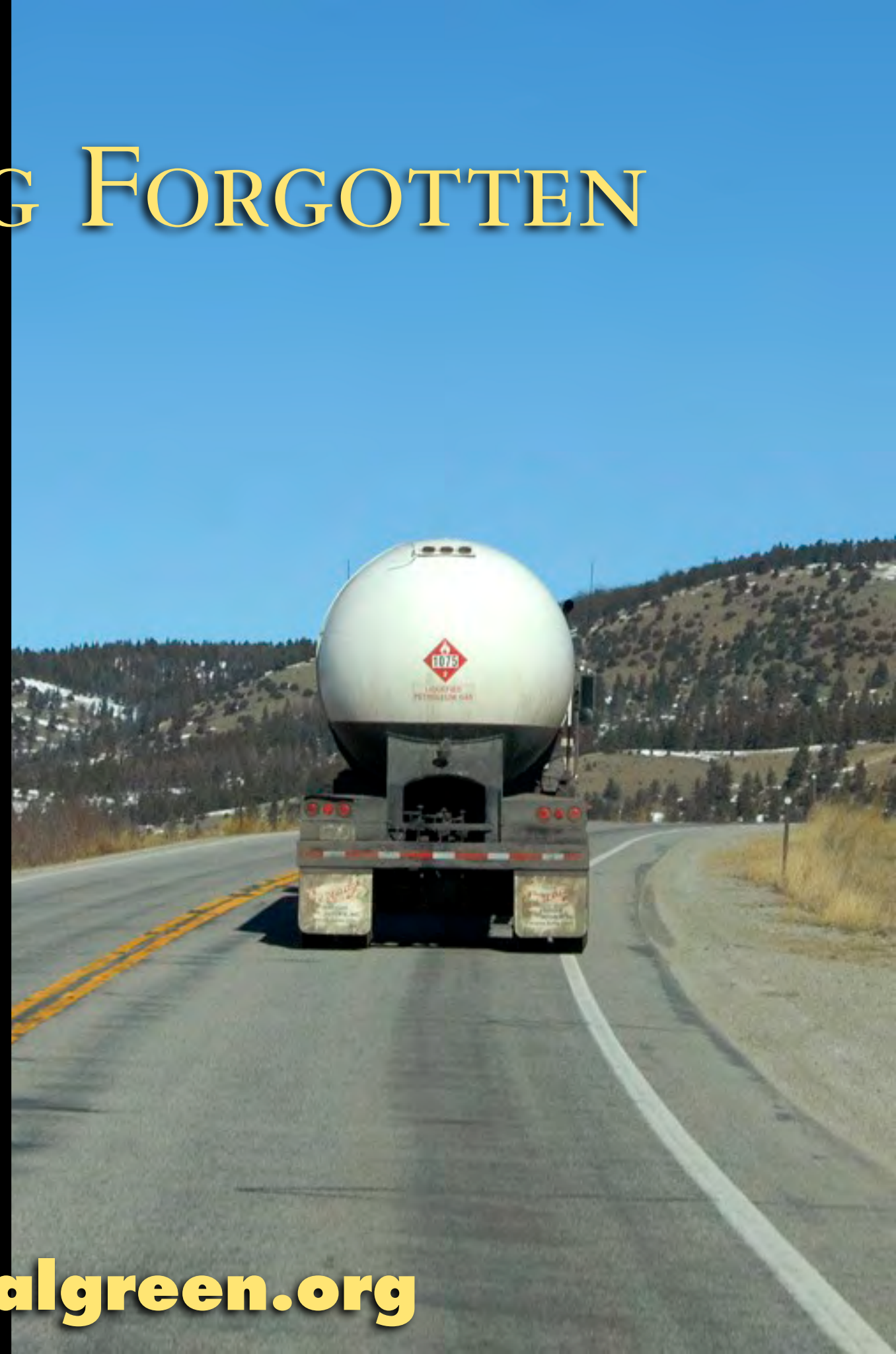
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EFFICIENCY *of the* FARMER *on a* TRACTOR?



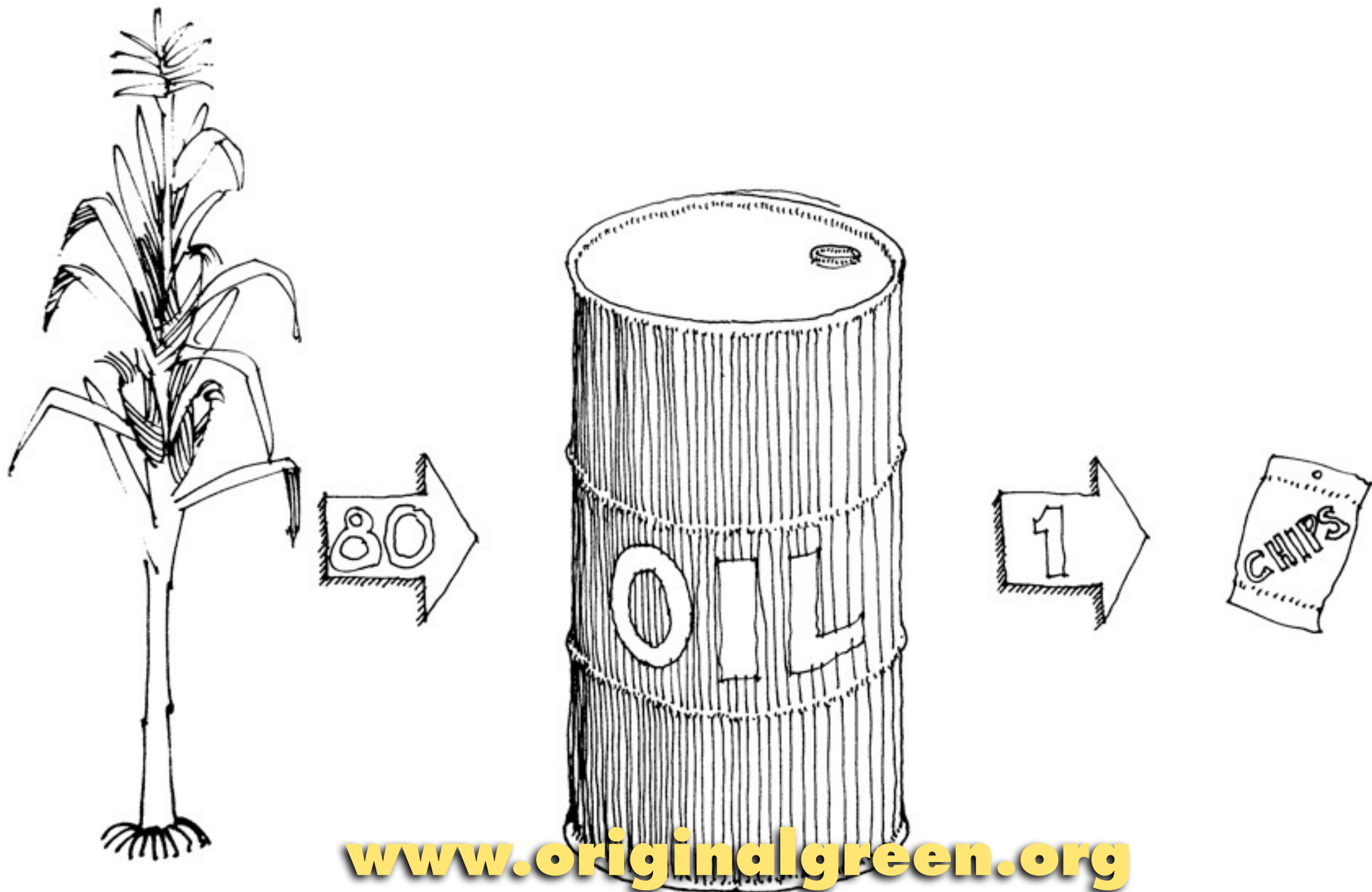
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WHAT'S BEING FORGOTTEN



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CALORIE INEFFICIENCY



EXPORTING *the* GUILT



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FOOD SECURITY?

★ EXCHANGE RATES

★ POLITICAL ISSUES

★ AGRIBUSINESS

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INDUSTRIAL SCALE REQUIRES BAD-NEIGHBOR AGRICULTURE

★ CHEMICAL FERTILIZER

★ CROP-DUSTING

★ FOULED RUNOFF

★ CAFO

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GOOD-NEIGHBOR AGRICULTURE



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SCALES OF AGRICULTURE

- ★ EMPLOYING FARM
- ★ FAMILY FARM
- ★ ALLOTMENT GARDEN
- ★ EDGE YARD GARDEN
- ★ COURTYARD GARDEN
- ★ ROOF GARDEN
- ★ ARBOR GARDEN
- ★ WALL GARDEN
- ★ BALCONY GARDEN
- ★ WINDOW GARDEN

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FARMER'S MARKET



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ACCESSIBLE PLACES

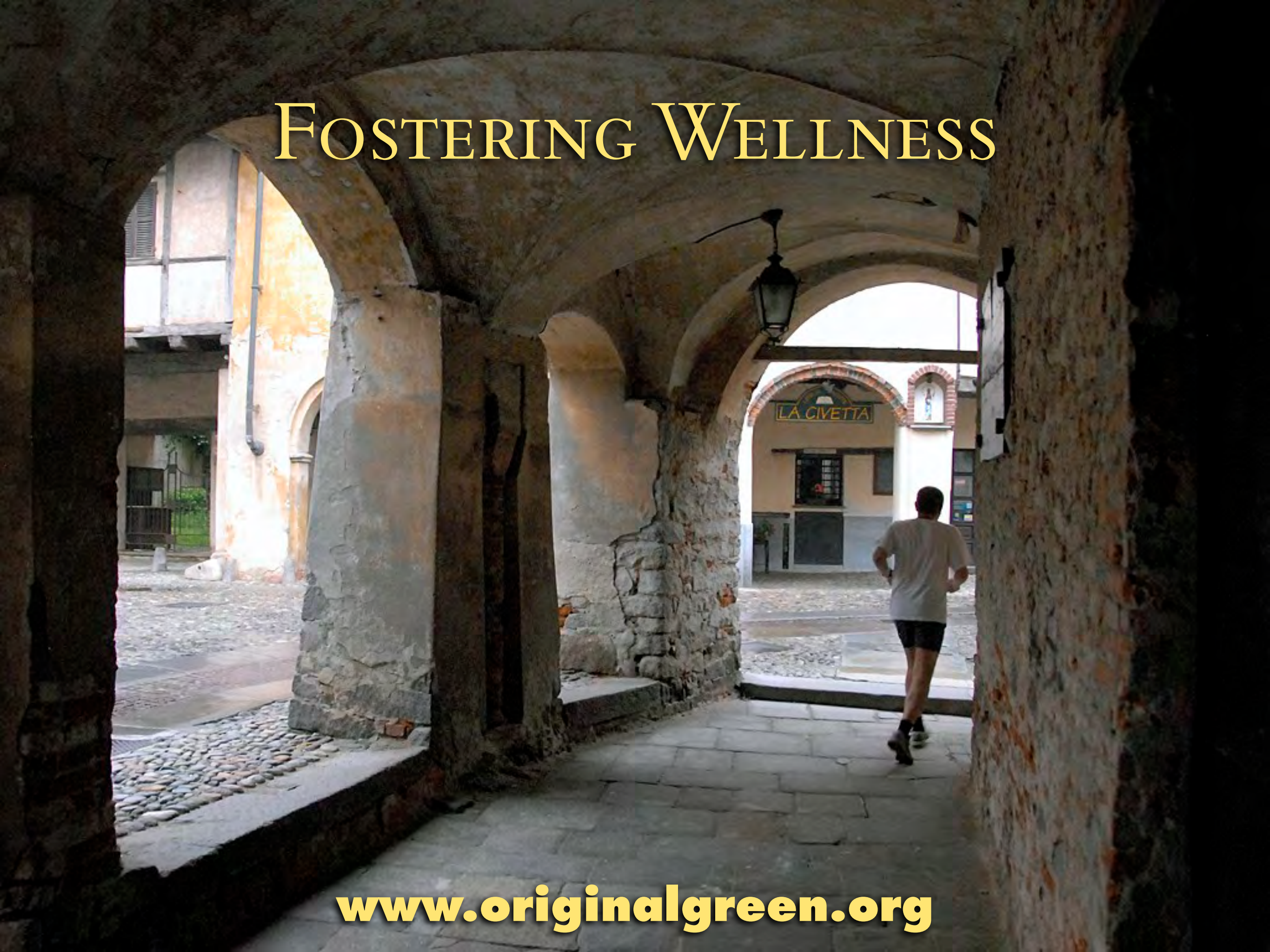
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AUTOMOBILE POVERTY



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FOSTERING WELLNESS

A man in a white t-shirt and black shorts is running away from the camera through a series of stone archways. The arches are made of rough-hewn stone and are part of a larger building. The ground is paved with cobblestones. In the background, a building with a sign that says "LA CIVETTA" is visible. The scene is lit with natural light, creating a warm and inviting atmosphere.

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SERVICEABLE PLACES



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REDUCING PROPERTY VALUES *of the* ADJACENT HOMES



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AFFORDABILITY: COTTAGES



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AFFORDABILITY: REAR LANE ADDRESSES

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AFFORDABILITY: MEWS



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SECURABLE PLACES



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LOVABLE BUILDINGS

A photograph of a red brick building with green shutters and a vine-covered trellis. The image shows a section of a brick wall with a white-framed window and a door, both featuring dark green shutters. A large, leafy vine hangs over the door and window. To the right, a small potted tree stands on a brick-paved area. In the background, a metal railing and more foliage are visible.

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DOWN *the* UNLOVABLE CARBON STAIR-STEPS





ENGINEERING



DESIGN

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OF OUR TIME



OF HERE, OF US



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THE TOGGLE SWITCH



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DURABLE BUILDINGS

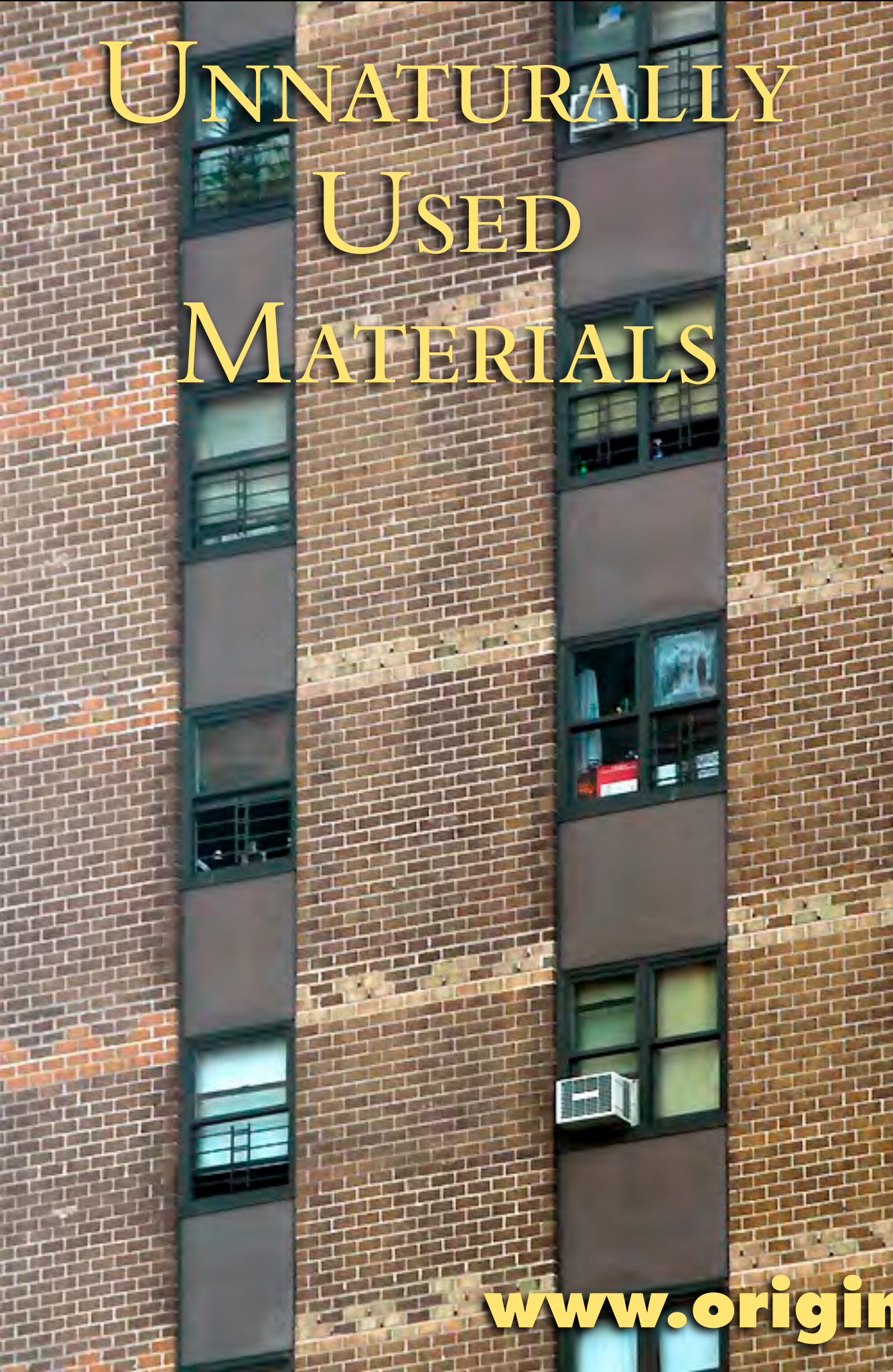


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UNNATURALLY USED MATERIALS



NATURALLY USED MATERIALS

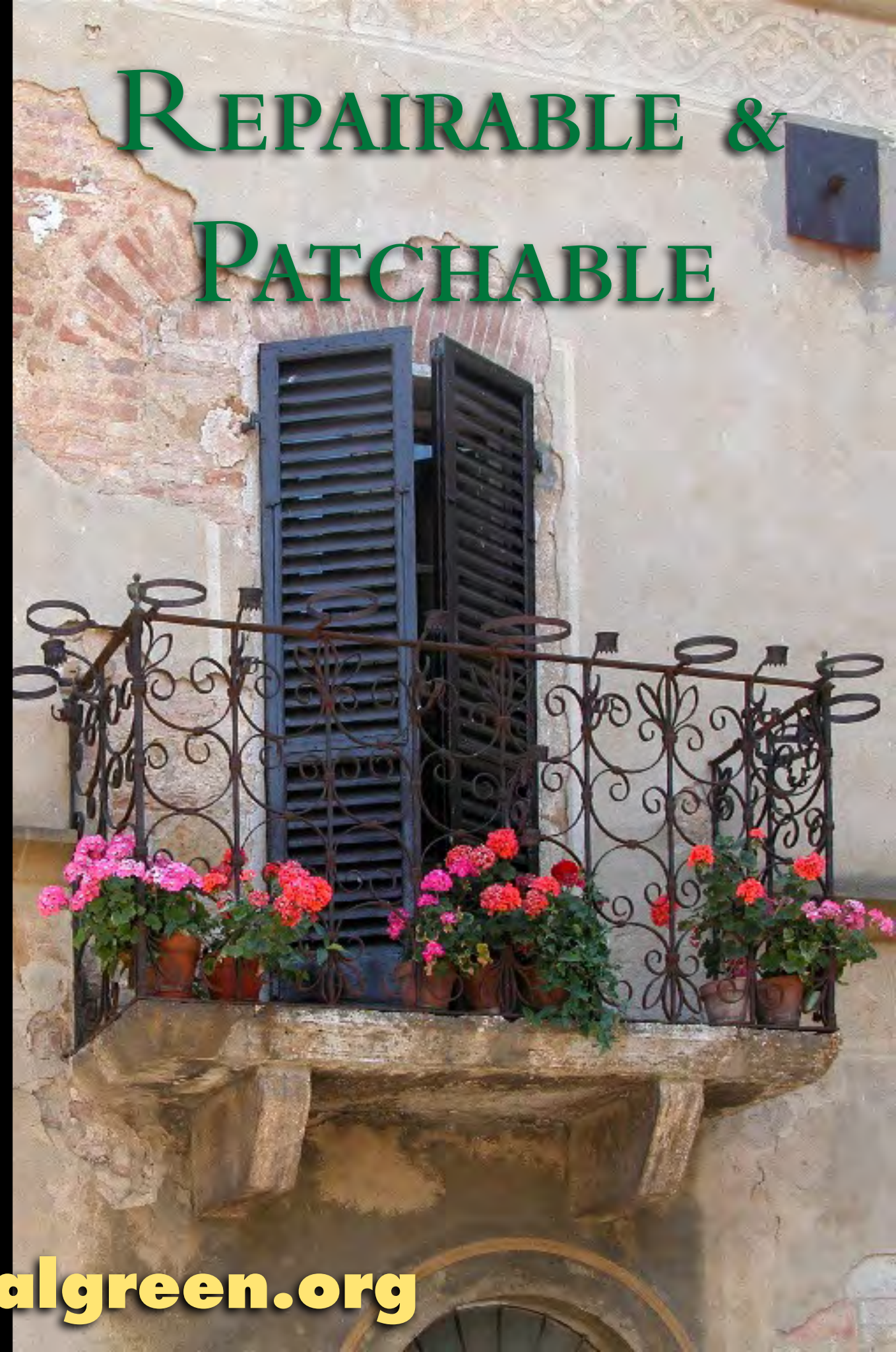


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**“No
Maintenance”**



**REPAIRABLE &
PATCHABLE**



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FLEXIBLE BUILDINGS

A low-angle photograph of a multi-story building with a slate roof and a small wooden balcony. Laundry is hanging on the balcony. The sky is clear blue.

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PROXIMITY TO STREET

A photograph of a street scene in London. The foreground shows a red brick building with a sign that reads "GREAT SMITH STREET SW1". The building has several windows, some of which are arched. The background shows a row of multi-story red brick buildings, typical of Victorian architecture. The sky is overcast.

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CEILING HEIGHT



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SIMPLICITY OF MASSING



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SIMPLICITY OF CIRCULATION (???)



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PIPES



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FRUGAL BUILDINGS

A photograph of a brick building with a curved bay window. White curtains are hanging from the window, and a dark object is visible inside. A green plant is in the foreground on the left.

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SUSTAINABILITY *and the* MELTDOWN



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BE FRUGAL FIRST

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THEN BRIDGE THE GAP



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PUTTING BUILDINGS

BACK *to* WORK



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DOUBLE *the* SIZE
HALF *the* FAMILY

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SMALL
is the
NEW LUXURY

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THE ORIGINAL GREEN

PLACES

NOURISHABLE LOVABLE

ORGANIC
FARMING

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

GREENING

WHAT CAN I DO?

10. ALL *the* OTHER STUFF

9. DON'T SUCCUMB *to the* NO-
MAINTENANCE MYTH

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

7. SMALLER *with* MANY USES

6. CHOOSE COMMUNITY INSTEAD
of GATES

5. OPERATE NATURALLY

4. RAISE *a* VICTORY GARDEN

3. BUILD OUTDOOR ROOMS

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



6. LIVE WHERE FRIENDS VISIT UNANNOUNCED



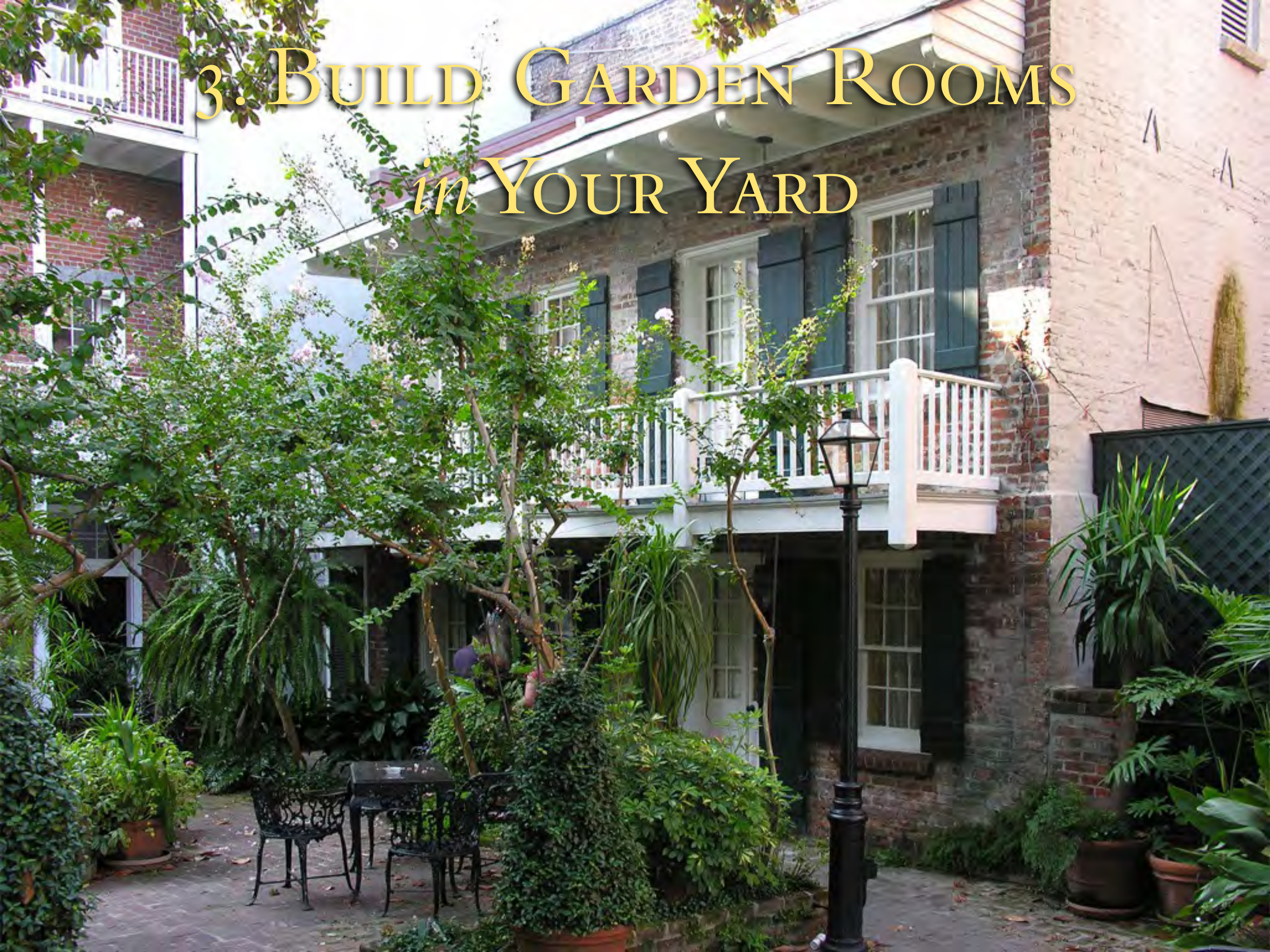
5. OPERATE NATURALLY



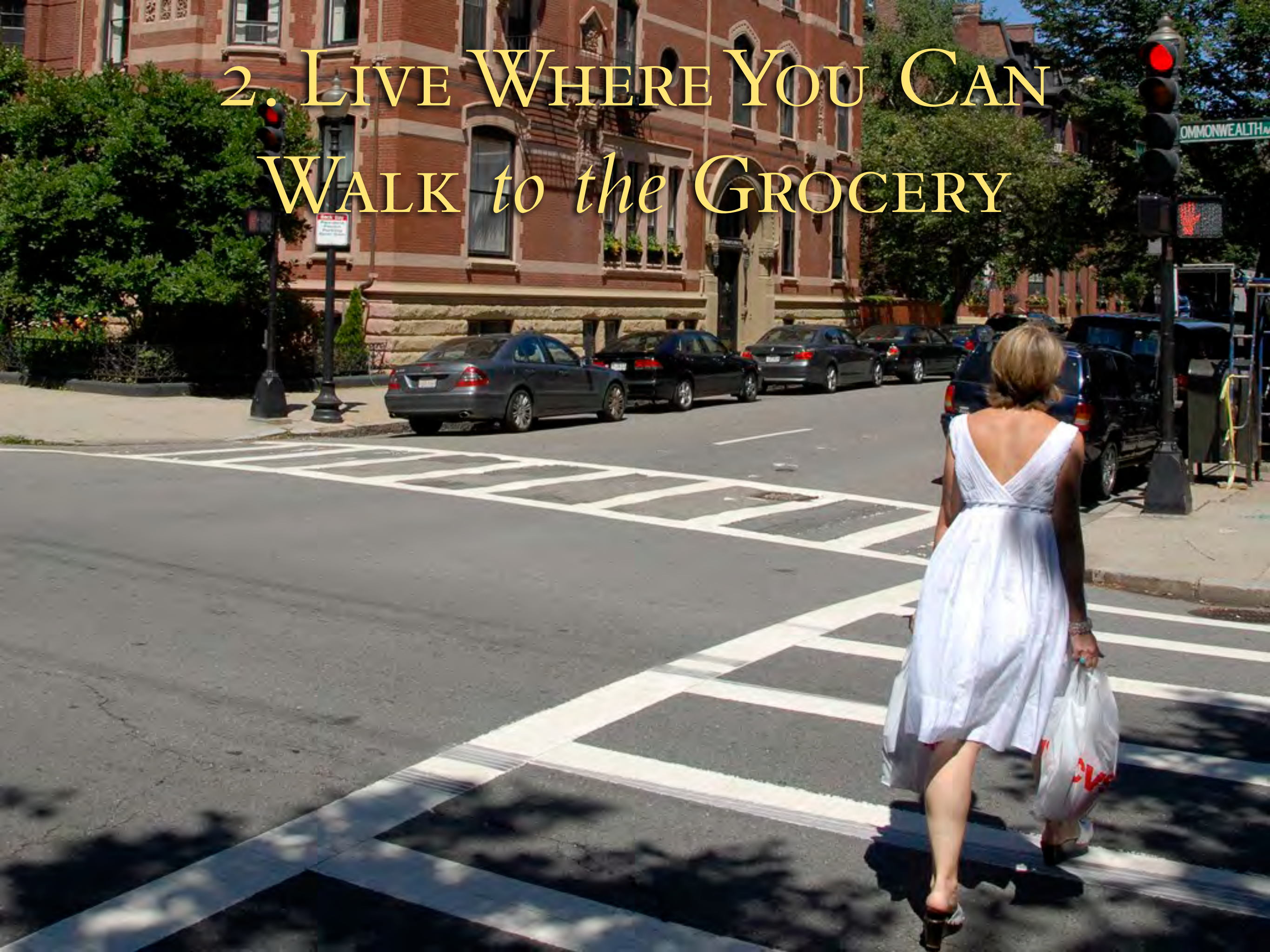
4. RAISE *a* VICTORY GARDEN



3. BUILD GARDEN ROOMS *in* YOUR YARD



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



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





ORIGINAL GREEN

PARTNERSHIP OPPORTUNITIES

- ★ A LIVING TRADITION *for* OTHER REGIONS
- ★ BENEFACTOR *for the* ORIGINAL GREEN
- ★ ORIGINAL GREEN TOUR
- ★ GUILD FOUNDATION 501(C)(3)

the

Original

G R E E N

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