

THE ORIGINAL GREEN



2011 LOUISIANA SMART GROWTH SUMMIT

Baton Rouge
11 August 18

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THE NEW URBAN GUILD
Miami Beach, Florida, USA

HOW THINGS OPERATE

A large, rusted industrial machine, possibly a steam engine or turbine, is the central focus of the image. The machine is made of dark, weathered metal and features a large, curved, ribbed structure. In the foreground, a chain-link fence runs across the frame, partially obscuring the machine. The background shows a dimly lit industrial interior with various pipes, structural beams, and a brick wall. The overall atmosphere is gritty and industrial.

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LOTS of CONTROLS



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PRECISION ALIGNMENTS



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MASSIVE USE of ENERGY

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HOW THINGS GROW



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THINGS *that have* LIFE



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WHERE THEY *can* THRIVE

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HOW WE GET THERE

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HOW WE PARTICIPATE

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MICRON

the ORIGINAL GREEN UNLOCKING *the* MYSTERY of TRUE SUSTAINABILITY

the
**ORIGINAL
GREEN**

UNLOCKING *the* MYSTERY of TRUE SUSTAINABILITY

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Miami*

Foreword by
ROBERT F. KENNEDY, JR.

NEW
GREEN
GUILD
FOUNDATION

UNIVERSITY
OF
FLORIDA
PRESS

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

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

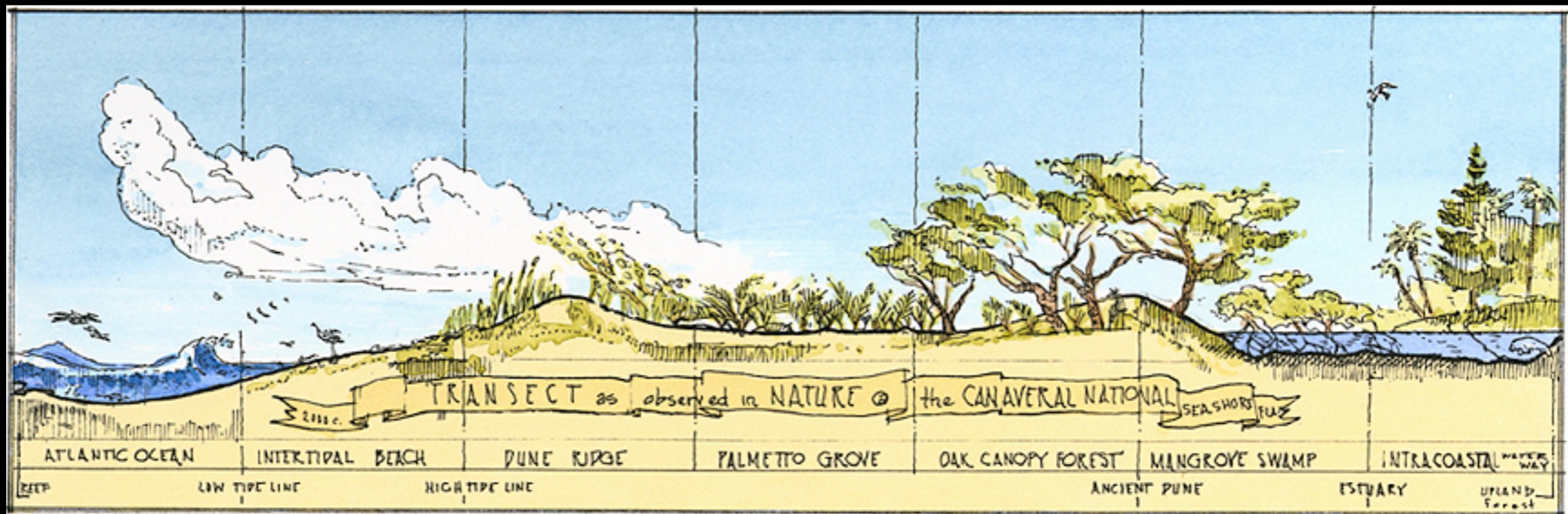


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8. *the* DIVERSIFIED ENVIRONMENT

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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V

VERNACULAR



M

MEDIAN



C

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 restaurant named 'TABERNA to XANI' has outdoor seating with tables and chairs. People are walking along the street, some looking at items on display. 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.

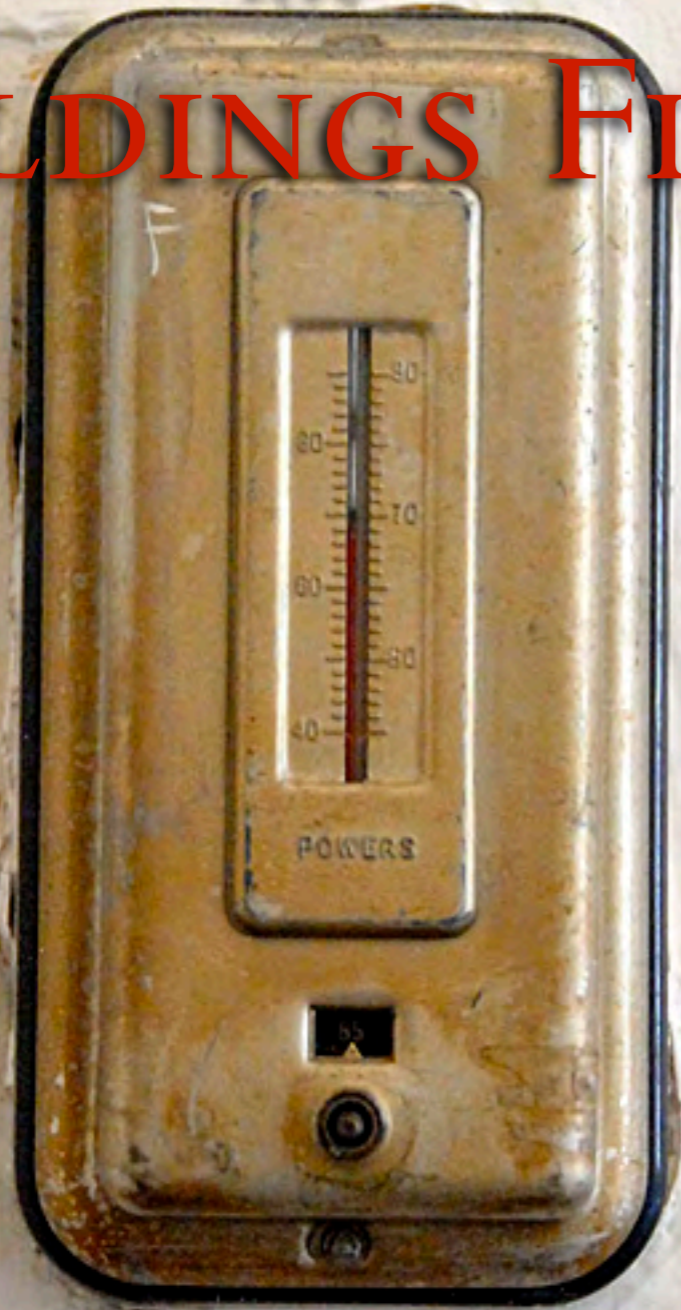
4. *the* EXPANDED
COMFORT RANGE

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CONDITIONING

the

BUILDINGS FIRST



CONDITIONING

THE

HUMANS FIRST



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LIVING *in* SEASON



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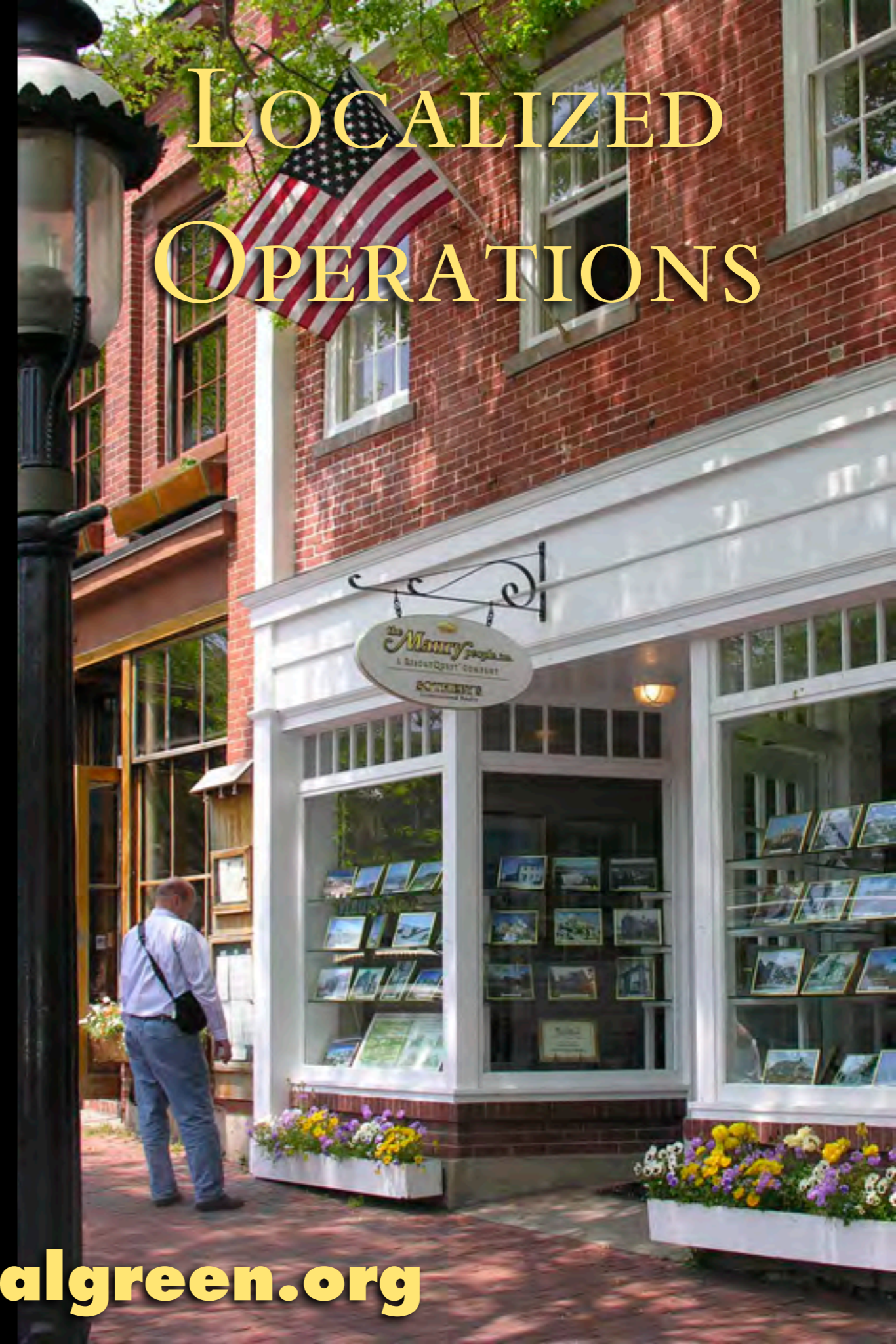
3. *the* LOCALIZED OPERATIONS



LARGE-SCALE WAFFLE HOUSE OPERATIONS



LOCALIZED OPERATIONS



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WEB of DAILY LIFE



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Doctor

www.originalgreen.org



Accountant ●

●

●

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Vitamins

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Groceries ●



Groceries



Hardware ●

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Bookstore

www.originalgreen.org



Apple Store



Restaurants

WEB OF DAILY LIFE



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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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WHAT IS A LIVING TRADITION?

- ★ INSIGHT
- ★ RESONANCE
- ★ REPETITION
- ★ ADOPTION

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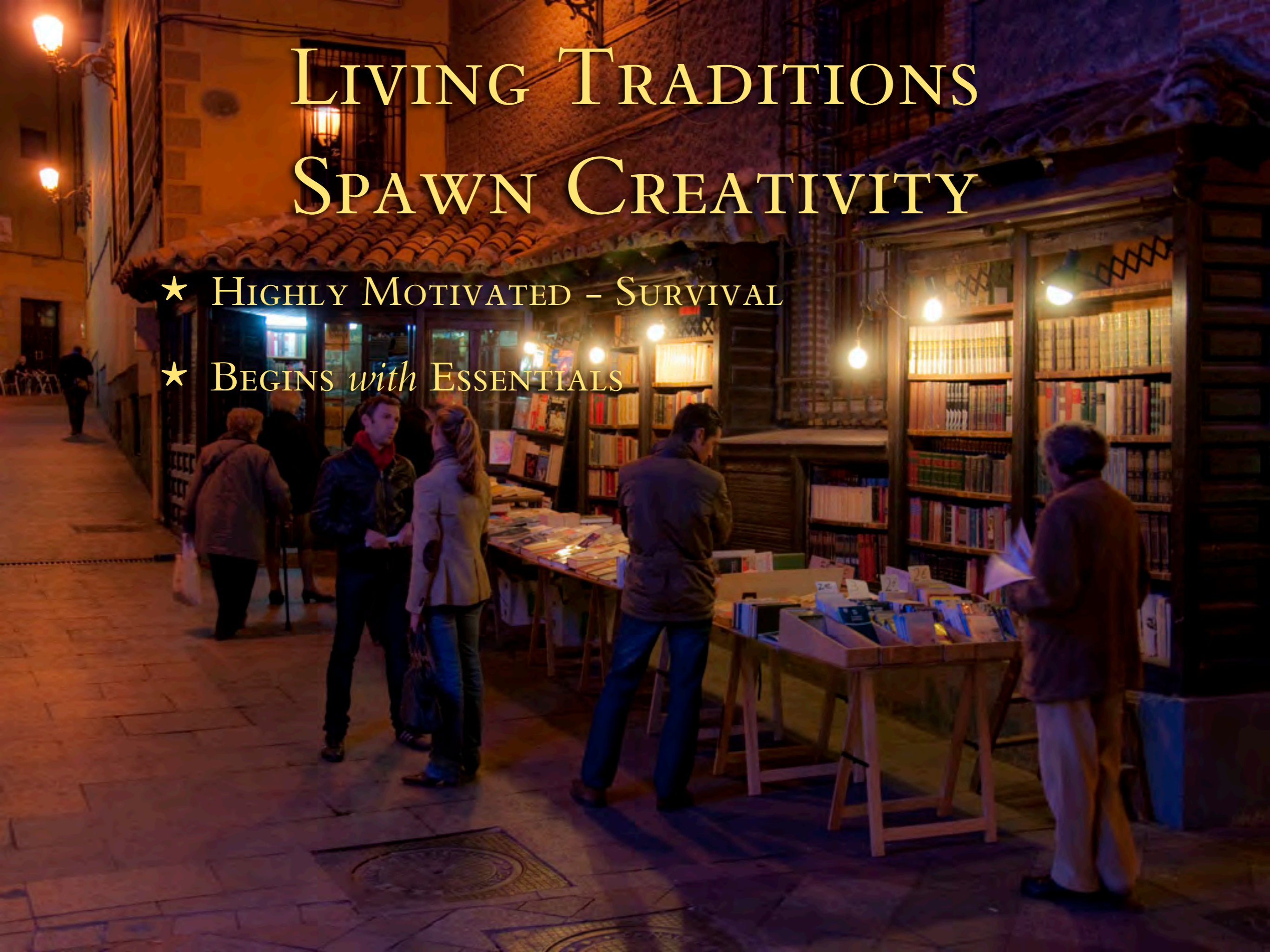
WORKINGS *of a* LIVING TRADITION

- ★ EASILY PERCEIVED
- ★ EASILY LOVED
- ★ EASILY PERFORMED
- ★ ... BY THE PEOPLE, NOT JUST THE SPECIALISTS

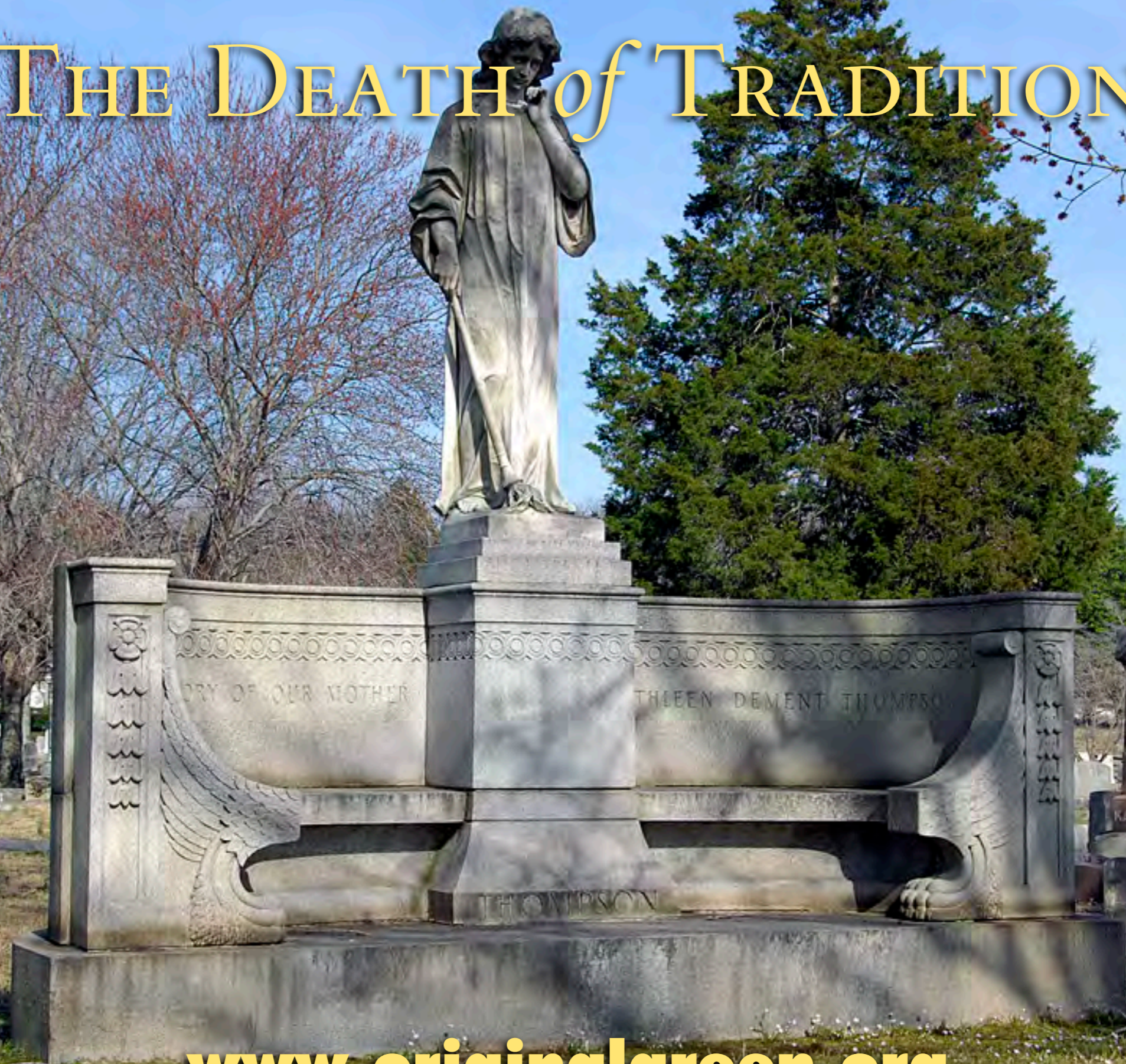
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LIVING TRADITIONS SPAWN CREATIVITY

- ★ HIGHLY MOTIVATED - SURVIVAL
- ★ BEGINS *with* ESSENTIALS



THE DEATH *of* TRADITION



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THE GREAT DECLINE

1925-1945

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THE DARK AGES OF ARCHITECTURE

1945-1980

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THE NEW RENAISSANCE



★ FIRST PHASE: 1980-2005

★ SECOND PHASE: 2006-?

★ THIRD PHASE: ?-

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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.

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WHAT IS *the* ORIGINAL GREEN?

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THE ORIGINAL GREEN



THE ORIGINAL GREEN

PLACES



THE ORIGINAL GREEN

P L A C E S

B U I L D I N G S



THE ORIGINAL GREEN

NOURISHABLE

PLACES

BUILDINGS



THE ORIGINAL GREEN

NOURISHABLE

ACCESSIBLE

PLACES

BUILDINGS



A street scene in a village with stone buildings, parked cars, and a person walking a dog. The scene is set in a narrow street with traditional stone buildings on either side. A person is walking a dog on the right side of the street. There are several cars parked along the side of the road. The overall atmosphere is peaceful and scenic.

THE ORIGINAL GREEN

S NOURISHABLE

E ACCESSIBLE

A SERVICEABLE

P L A C E

B U I L D I N G S

A street scene in a village with stone buildings, parked cars, and a person walking a dog. The scene is set in a narrow street with traditional stone buildings on either side. A person is walking a dog on the right side of the street. There are several cars parked along the side of the road. The overall atmosphere is peaceful and scenic.

THE ORIGINAL GREEN

S NOURISHABLE

E ACCESSIBLE

A SERVICEABLE

L SECURABLE

P

BUILDINGS

A street scene in a village with stone buildings, parked cars, and a person walking a dog. The scene is overlaid with a dark, semi-transparent layer. The text is in a bold, yellow, sans-serif font.

THE ORIGINAL GREEN

S NOURISHABLE L O V A B L E **S**

E ACCESSIBLE **E**

A SERVICEABLE **A**

L SECURABLE **L**

P **B**

A street scene with stone buildings, parked cars, and a person walking a dog. The scene is slightly dimmed to make the text stand out.

THE ORIGINAL GREEN

S NOURISHABLE L O V A B L E **S**

E ACCESSIBLE D U R A B L E **G**

A SERVICEABLE **N**

L SECURABLE **I**

P **B**



THE ORIGINAL GREEN

S NOURISHABLE L O V A B L E **S**

E ACCESSIBLE D U R A B L E **E**

A SERVICEABLE F L E X I B L E **A**

L SECURABLE **L**

P **P**



THE ORIGINAL GREEN

S NOURISHABLE L O V A B L E **S**

E ACCESSIBLE D U R A B L E **G**

A SERVICEABLE F L E X I B L E **N**

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

R **B**

An aerial photograph of a hillside town. The foreground is dominated by terraced vineyards with stone walls. The middle ground shows a cluster of buildings, including a prominent large stone tower with a central archway. The background shows more buildings on the hillside under a clear sky.

NOURISHABLE PLACES

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TIGHTLY-EMBEDDED



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OPPORTUNISTIC

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SLOPE-ADAPTABLE

An aerial photograph of a coastal town built on a steep, terraced hillside. The town features numerous buildings with red-tiled roofs and is surrounded by lush green vegetation. The hillside is covered in terraced fields, some of which are covered with green netting. The town is situated on a cliffside overlooking a bright blue ocean. The sky is clear and blue.

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MULTI-LAYERED



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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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SERVICEABLE PLACES

FIRST ST.
EST. 1985
CAFÉ

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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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← Pg. Lluís Companys
Arc de Triomf
Arc de Triomf

Pl. Sant Cugat
Av. Francesc Cambó
Mural de Sant Cugat



LOVABLE BUILDINGS

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THREE SOURCES *of* LOVABILITY



★ THINGS *that* REFLECT US

★ THINGS *that* DELIGHT US

★ THINGS *that* PUT US *in* HARMONY

THINGS *that* REFLECT US

- ★ REFLECTING *the* HUMAN FORM
- ★ REFLECTING *the* CULTURE OF OUR GROUPS
- ★ REFLECTING *the* CULTURE OF OUR REGION
- ★ REFLECTING *the* CULTURE OF OUR NATION

THINGS *that* DELIGHT US

- ★ SENSUAL
- ★ GROUP
- ★ MEMORY
- ★ INTELLECTUAL
- ★ SHELTERING
- ★ CHALLENGING

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THINGS *that* PUT US *in* HARMONY

- ★ MATHEMATICAL
- ★ SIMPLICITY
- ★ AUTHENTICITY
- ★ NATURAL PROCESSES
- ★ NATURAL LAWS
- ★ NATURAL FORMS
- ★ HARMONY *with the* REGION

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DURABLE BUILDINGS

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UNNATURALLY
USED
MATERIALS

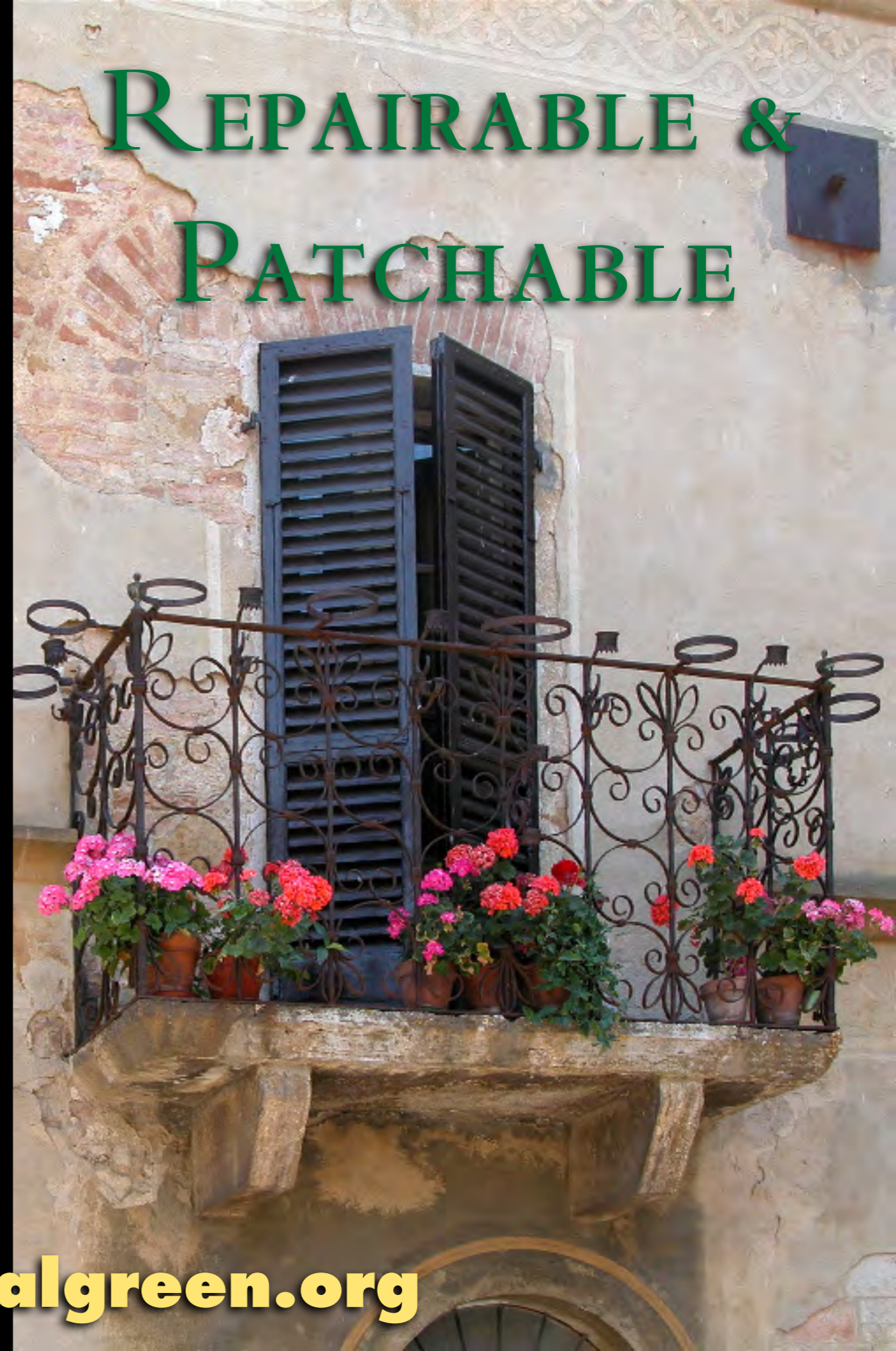
NATURALLY
USED
MATERIALS

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“No
MAINTENANCE”



REPAIRABLE &
PATCHABLE



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FLEXIBLE BUILDINGS

BANANA REPUBLIC



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PROXIMITY TO STREET



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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

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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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THE ORIGINAL GREEN

**S
E
C
A
R
E**

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

**S
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the
Original
G R E E N

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