

MEGATRENDS



CNU 19

Madison

11 June 04

STEPHEN A. MOUZON, AIA CNU LEED

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, segmented 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

A photograph of a large industrial machine, possibly a steam engine or turbine, with green pipes and a brown cylindrical tank. The machine is surrounded by a yellow metal structure. The text "MASSIVE USE of ENERGY" is overlaid in yellow.

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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

STEPHEN A. MOUZON
*The Guild Foundation Press
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

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 frame structure made of bamboo or similar material, possibly for drying or storage. The background is filled with dense green foliage and trees.

10. *the* ABSENCE
of PLAIN-SPOKEN SUSTAINABILITY

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The background of the slide is a photograph of an industrial facility, likely a power plant or refinery, during sunset or sunrise. The sky is a deep orange and yellow, with a large plume of white smoke or steam rising from a central smokestack. Other industrial structures, including pipes and scaffolding, are visible in silhouette against the bright sky. The overall mood is one of environmental impact and industrial activity.

9. *the* DANGER *of* WISHES

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An aerial photograph of a mountain range. The mountains are dark green and brown, with several patches of snow or ice. A river valley is visible in the center, with a river winding through it. The text is overlaid on the top half 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, active industrial or construction site. The site is characterized by extensive areas of dark, muddy earth and large piles of grey material, possibly waste or raw materials. Several large trucks and pieces of heavy machinery are scattered across the site. In the background, a long freight train with multiple yellow and white cars is visible, traveling along a track that runs parallel to a highway. The surrounding landscape includes green fields and a dense forest of trees. The overall scene suggests a significant scale of industrial activity or resource extraction.

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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A photograph of a large, modern concrete building at night. The building features a prominent entrance with a wide set of stairs and a covered walkway. The windows are illuminated from within, and the sky is a deep blue. The text "4. the ACHILLES HEEL of ARCHITECTURE" is overlaid on the image in a yellow, serif font.

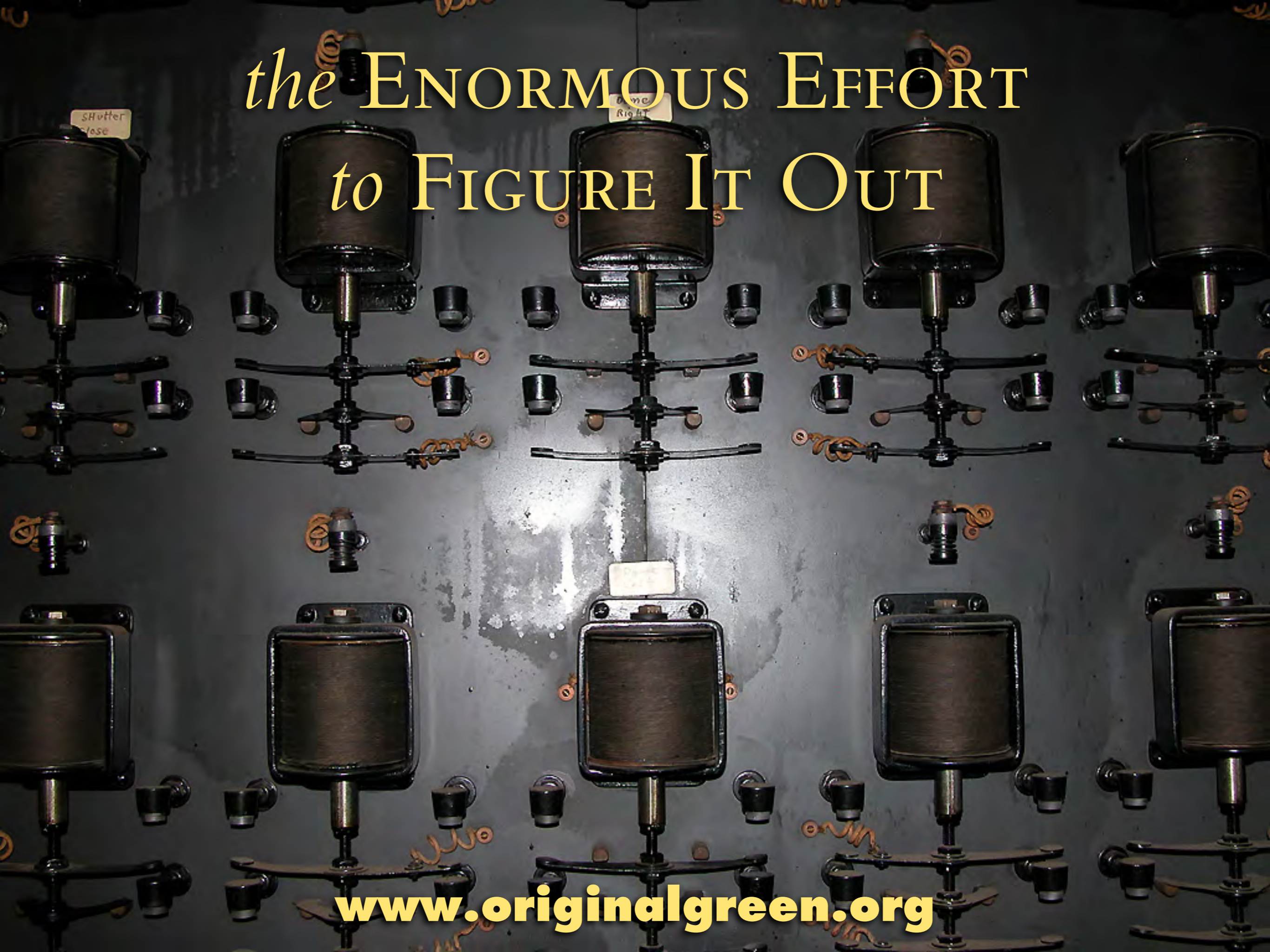
4. *the* ACHILLES HEEL
of ARCHITECTURE

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the NECESSITY *of*
UNIQUENESS

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the ENORMOUS EFFORT
to FIGURE IT OUT



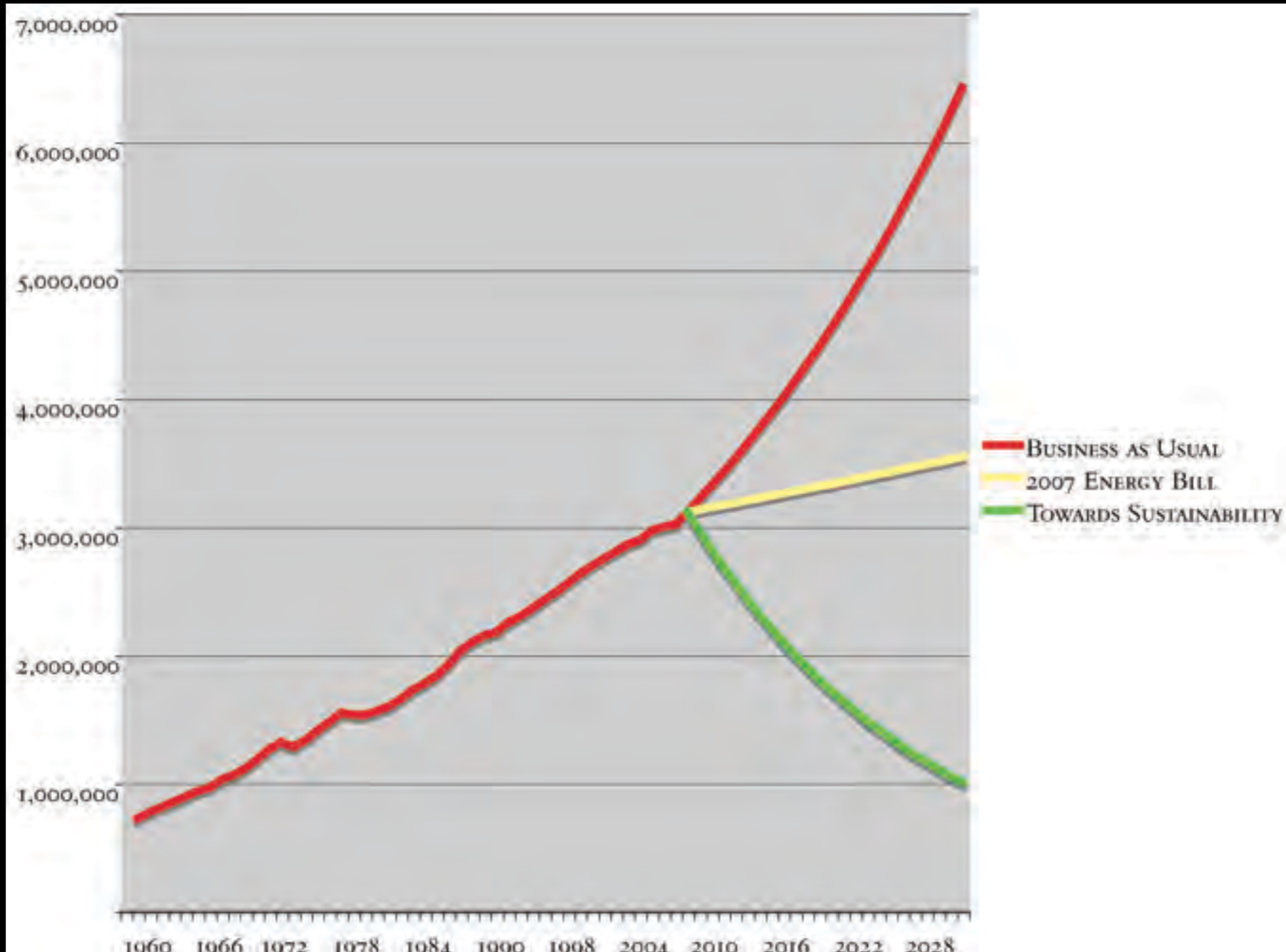
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An aerial photograph showing a multi-lane highway interchange. A large, multi-story, light-colored building with a flat roof and a large parking lot is situated on the right side of the highway. The surrounding area includes green fields, some trees, and other buildings in the distance. The text '3. the CARBON FOCUS' is overlaid in a yellow, serif font across the top of the image.

3. *the* 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* DIVERSIFIED EXTENT

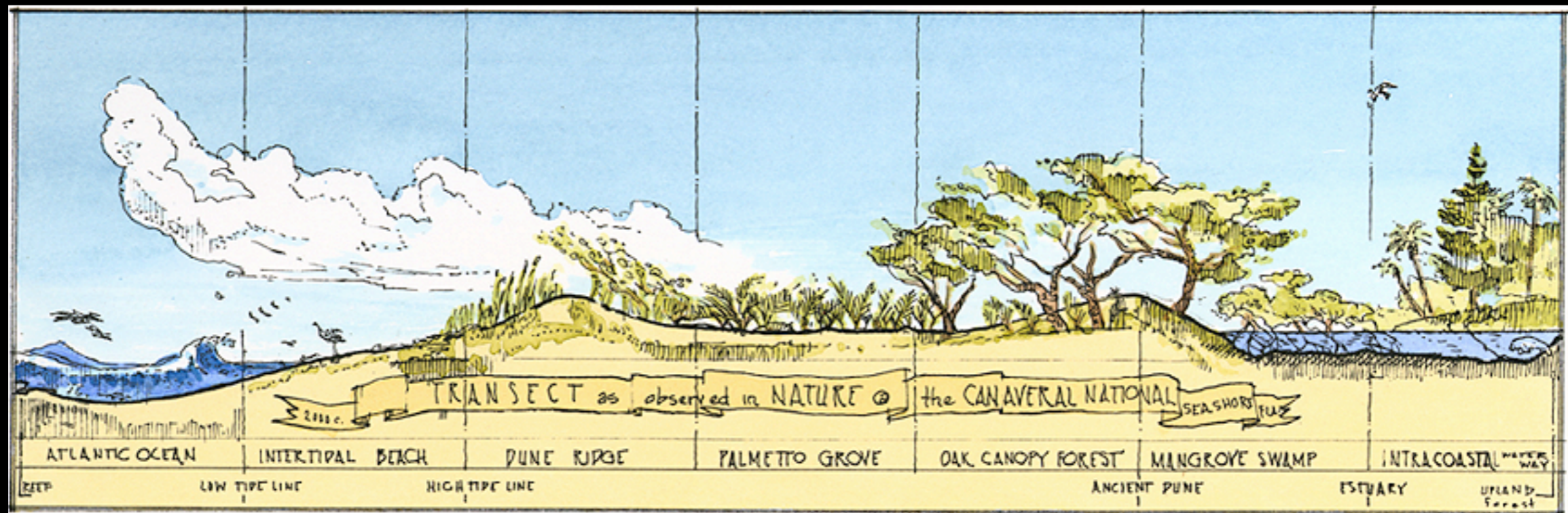


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8. *the* DIVERSIFIED ENVIRONMENT

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.

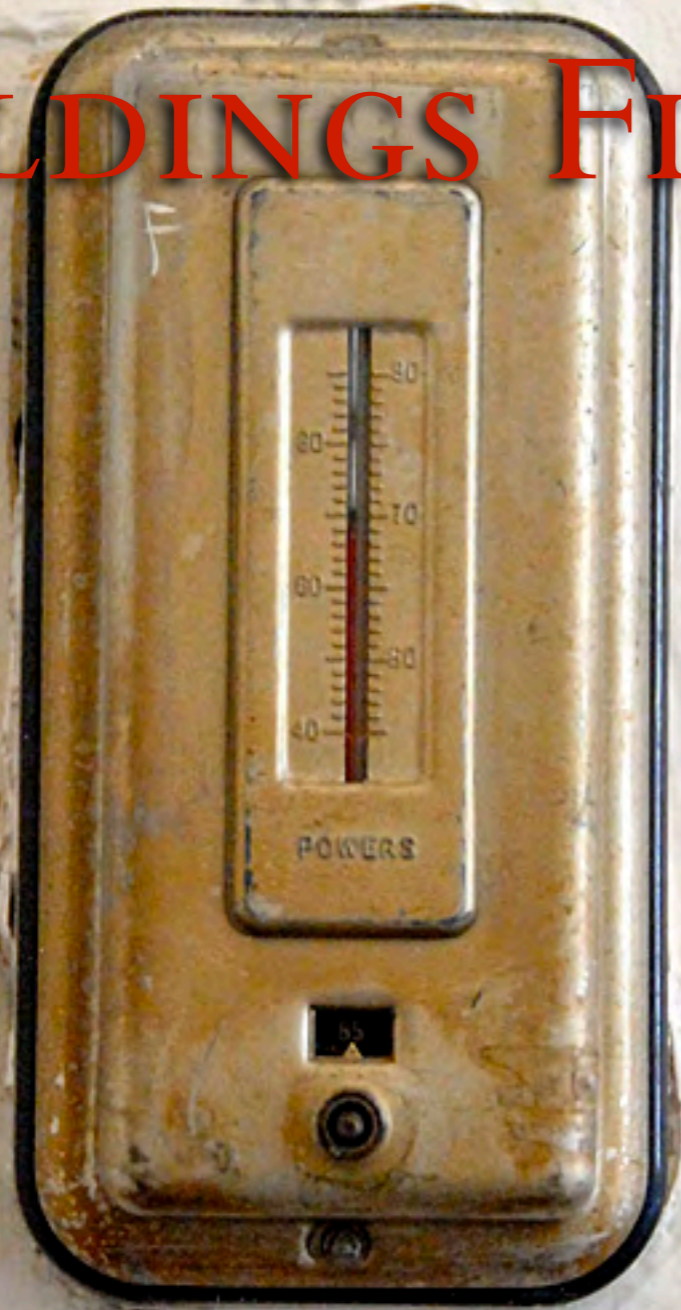
4. *the* EXPANDED
COMFORT RANGE

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CONDITIONING

the

BUILDINGS FIRST



CONDITIONING

THE

HUMANS FIRST



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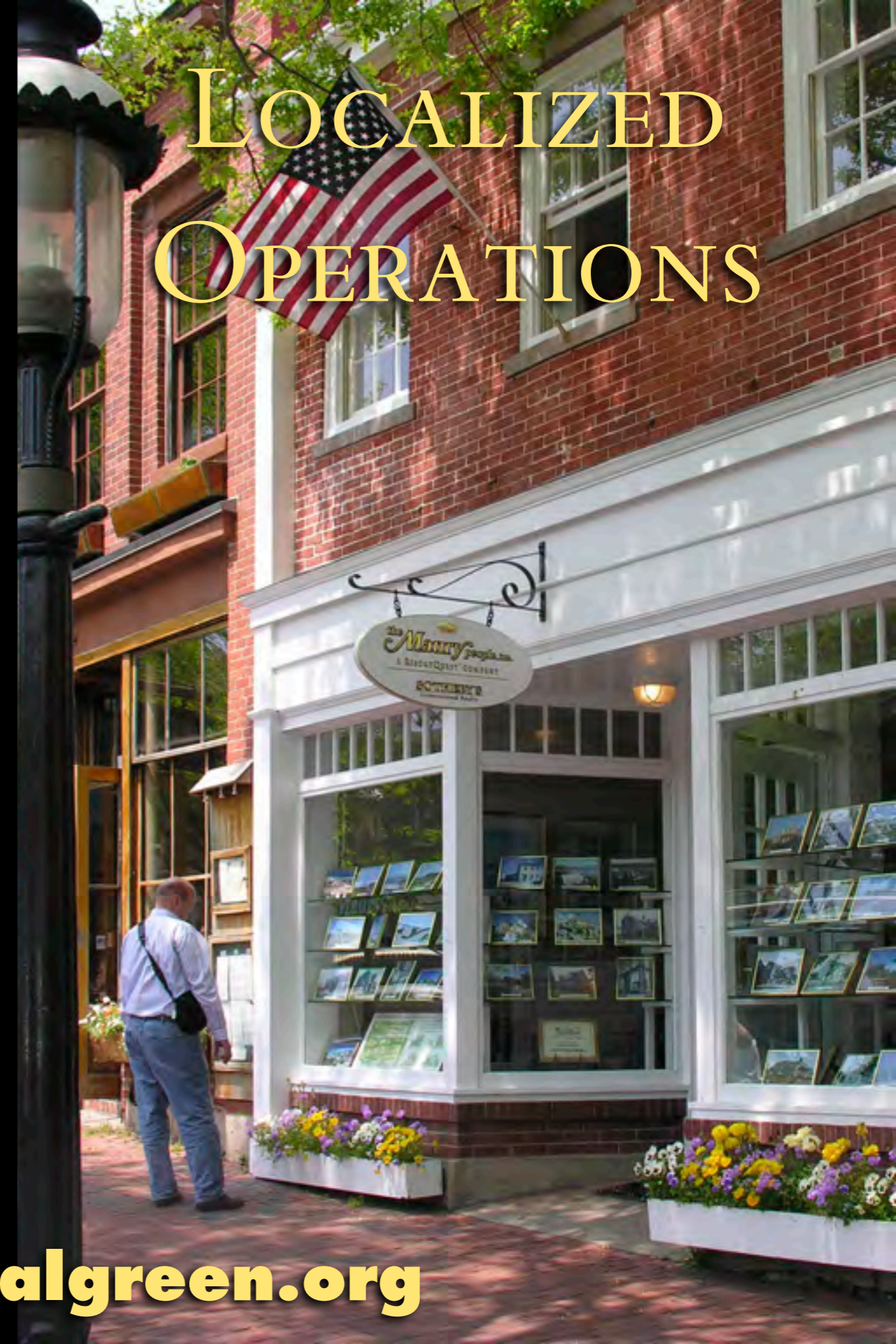
3. *the* LOCALIZED OPERATIONS



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

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Bookstore

www.originalgreen.org



Apple Store ●

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Restaurants



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WEB OF DAILY LIFE



- Doctor
- Accountant
- Bank
- Post Office
- Office
- Restaurants
- Home
- Vitamins
- Groceries
- Park
- Apple Store
- Bookstore
- Hardware

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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



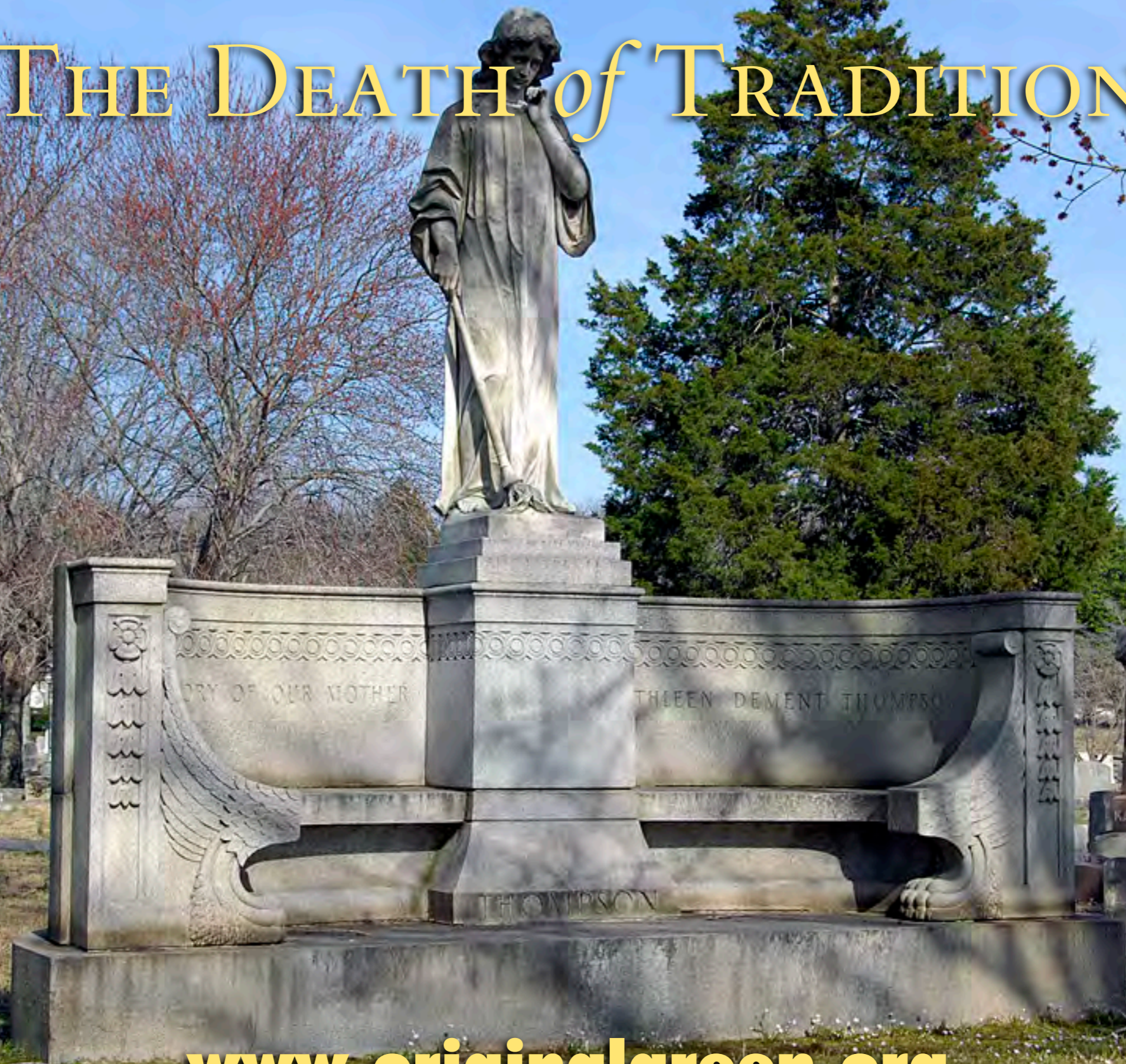
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WHAT IS A LIVING TRADITION?

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

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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



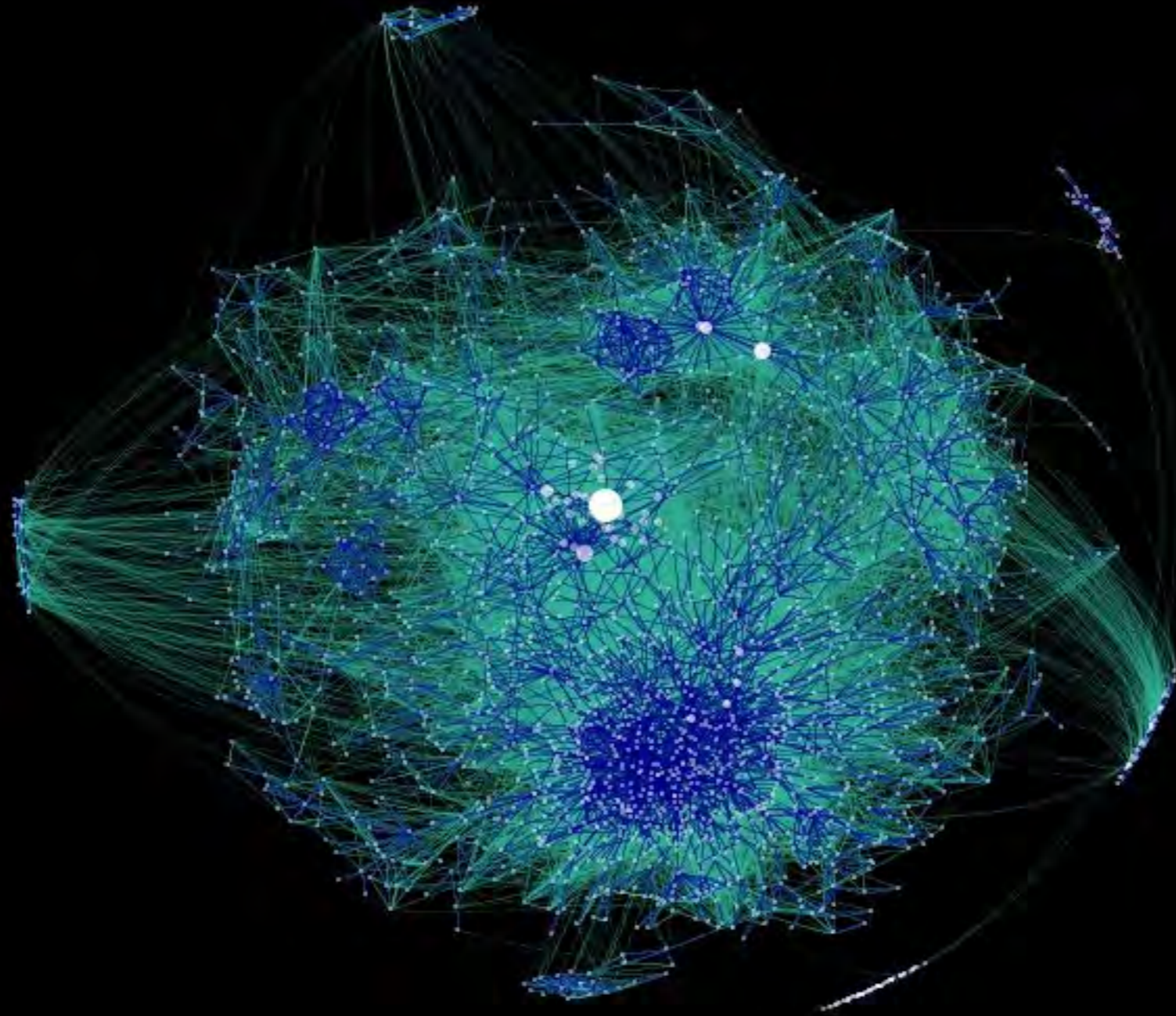
★ FIRST PHASE: 1980-2005

★ SECOND PHASE: 2006-?

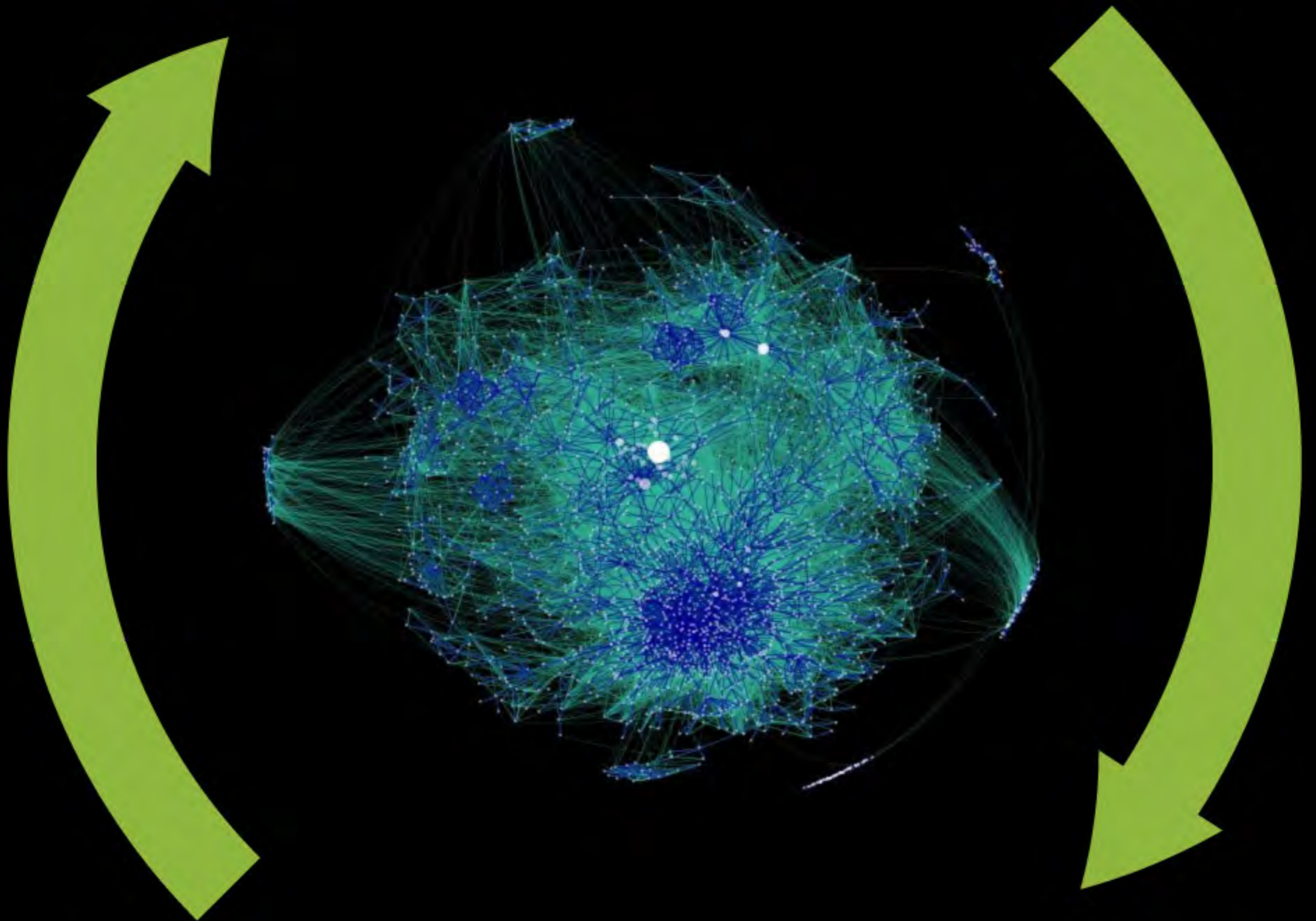
★ THIRD PHASE: ?-

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IMAGE SOURCE: [HTTP://MSA4.WORDPRESS.COM](http://msa4.wordpress.com)



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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



A street scene in a village with stone buildings, parked cars, and a person walking a dog. The scene is captured in a slightly desaturated, vintage style. The buildings are multi-story stone structures with gabled roofs and dormer windows. A person is walking a dog on the sidewalk, and several cars are parked along the street. The overall atmosphere is quiet and traditional.

THE ORIGINAL GREEN

S NOURISHABLE

ACCESSIBLE

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

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**

R **R**

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**

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



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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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WALKABILITY: ALLEYS



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WALKABILITY: FRONTAGES

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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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← Pg. Lluís Companys
Arc de Triomf
Arc de Triomf

Pl. Sant Cugat
Av. Francesc Cambó
Monest. de Sant Carles

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A photograph of a brick building with green shutters and a window, with a vine-covered trellis above. The scene is set in a courtyard with a brick wall, a window with green shutters, and a doorway with green shutters. A vine-covered trellis arches over the doorway. A small potted tree stands in the courtyard. The ground is paved with cobblestones. The text "LOVABLE BUILDINGS" is overlaid in a yellow, serif font at the top. The website address "www.originalgreen.org" is overlaid in a yellow, sans-serif font at the bottom.

LOVABLE BUILDINGS

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BEAUTY *or* LOVABILITY?

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BEAUTY *or* LOVABILITY?

★ ADMIRATION

★ ACTION

★ BREADTH



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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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A photograph of a stone building facade. The central feature is a window with a stone frame and three vertical mullions. Above the window is a small, gabled roof structure made of stone tiles. To the left of the window is a hanging basket of pink flowers. To the right is a small, rounded tree in a dark red planter. A wall-mounted light fixture is visible to the right of the window. The building is made of light-colored stone blocks. The ground in front is paved with large, flat stones.

DURABLE BUILDINGS

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UNNATURALLY
USED
MATERIALS

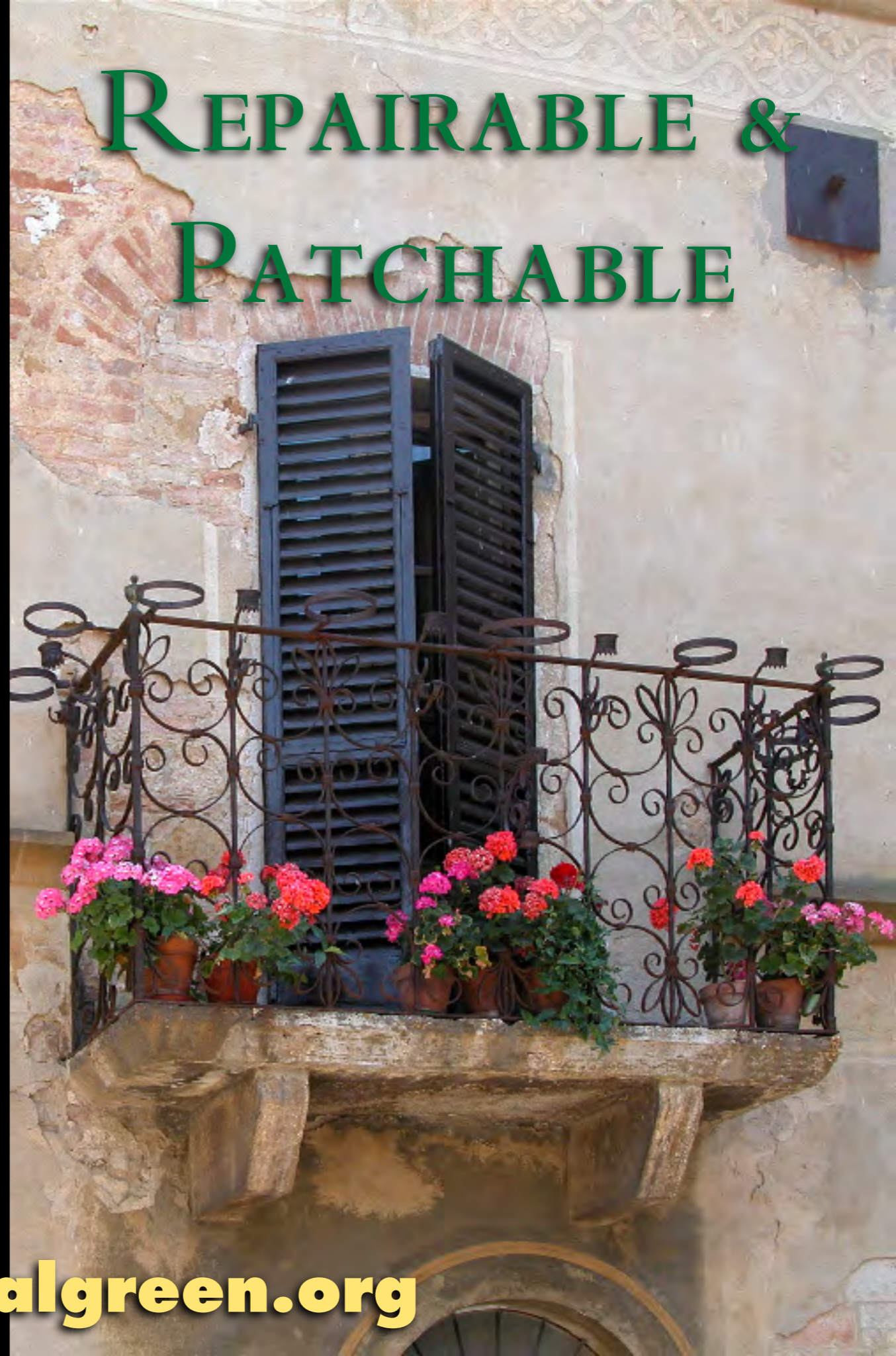
NATURALLY
USED
MATERIALS

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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 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 F R U G A L **L**

R **B**

THE ORIGINAL GREEN

S NOURISHABLE L O V A B L E S

ORGANIC
FARMING

E ACCESSIBLE D U R A B L E

A SERVICEABLE F L E X I B L E

L SECURABLE F R U G A L

R

B

THE ORIGINAL GREEN

S NOURISHABLE L O V A B L E S

ORGANIC
FARMING

E ACCESSIBLE D U R A B L E

NU:

COMPACT & WALKABLE

A SERVICEABLE F L E X I B L E

L SECURABLE F R U G A L

R

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THE ORIGINAL GREEN

NOURISHABLE LOVABLES

ORGANIC
FARMING

ACCESSIBLE DURABLES

NU:

COMPACT & WALKABLE

SERVICEABLE FLEXIBLES

NU:

DIVERSE

SECURABLE FRUGALS

PLACES

BUILDINGS

THE ORIGINAL GREEN

NOURISHABLE LOVABLES

ORGANIC
FARMING

ACCESSIBLE DURABLES

NU:

COMPACT & WALKABLE

SERVICEABLE FLEXIBLES

NU:

DIVERSE

SECURABLE FRUGALS

NU:

IDENTITY

PLACES

BUILDINGS

THE ORIGINAL GREEN

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NOURISHABLE LOVABLES

ORGANIC
FARMING

NU:
CODES

ACCESSIBLE DURABLES

NU:
COMPACT & WALKABLE

SERVICEABLE FLEXIBLES

NU:
DIVERSE

SECURABLE FRUGALS

NU:
IDENTITY

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THE ORIGINAL GREEN

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TRADITIONS

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NU:
COMPACT & WALKABLE

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DIVERSE

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IDENTITY

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SERVICEABLE FLEXIBLE

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SECURABLE FRUGAL

NU:
IDENTITY

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THE ORIGINAL GREEN

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NOURISHABLE LOVABLE

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GIZMO
GREEN

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the
Original
G R E E N

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