

THE ORIGINAL GREEN:

UNLOCKING *the* MYSTERY of TRUE SUSTAINABILITY



GO GREEN GO NATIVE

Miami Beach

11MAY07

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

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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 traditional stone building under construction in a lush, green rural setting. The building's walls are made of rough-hewn stones and bricks. In the foreground, a complex structure of bamboo poles is erected, likely for scaffolding or support. 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 in the center-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 sunrise or sunset. 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 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-scale 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 visible, scattered across the site. The site is bordered by green fields and a dense forest in the background. A train with several yellow and white cars is visible on a track that runs horizontally across the top of the image. The overall scene suggests a significant environmental impact or a large-scale resource extraction or processing operation.

5. *the* TROUBLE
with CONSUMPTION

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A large, modern concrete building at dusk. The building features a prominent entrance with a wide set of stairs and a covered walkway. The windows are illuminated from within, casting a warm glow. The sky is a deep blue, and the overall atmosphere is one of architectural grandeur.

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

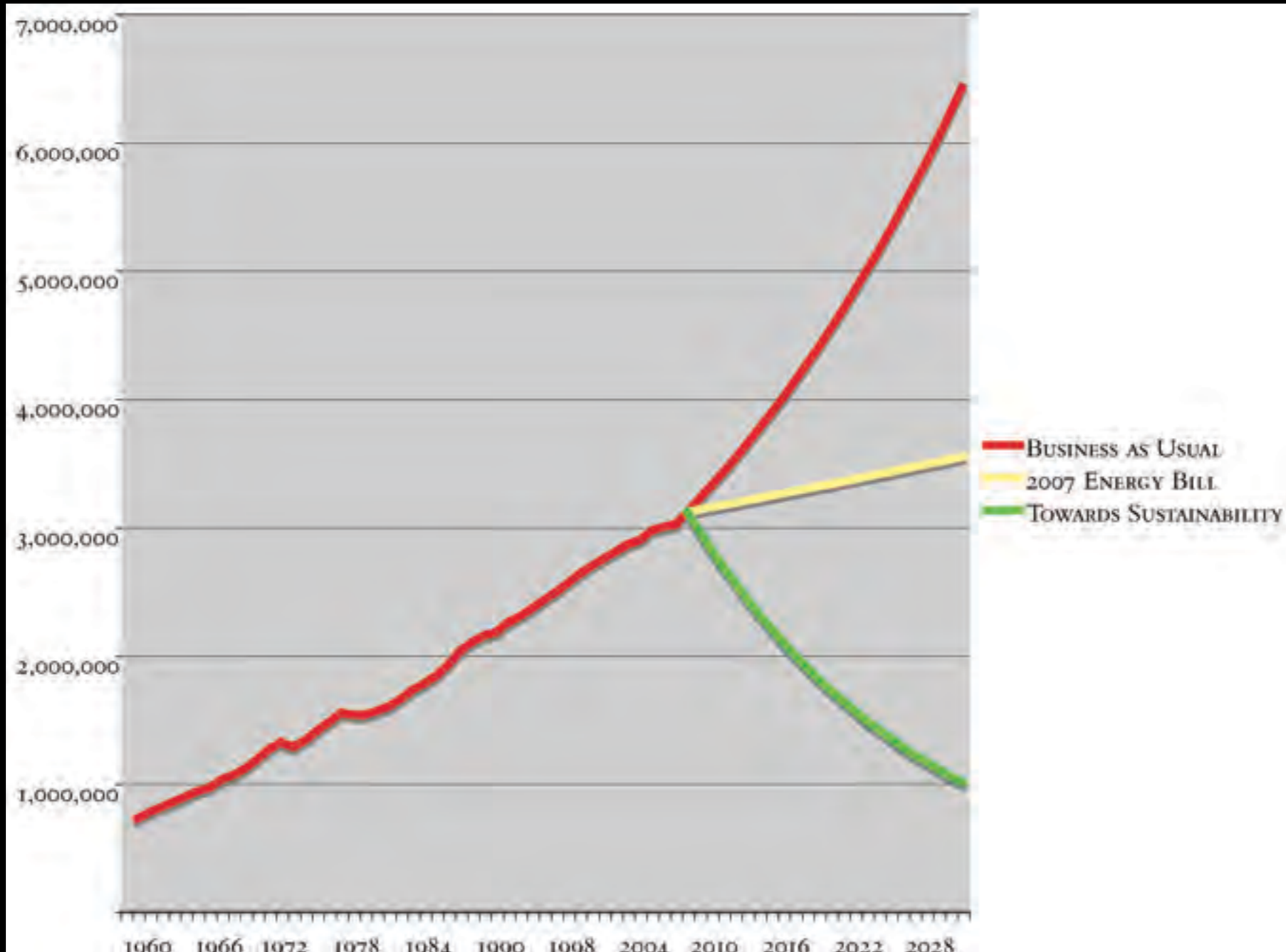
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An aerial photograph showing a multi-lane highway interchange. A large, multi-story, light-colored building with a flat roof and a large parking lot is situated on the right side of the highway. The surrounding area includes green fields, some trees, 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

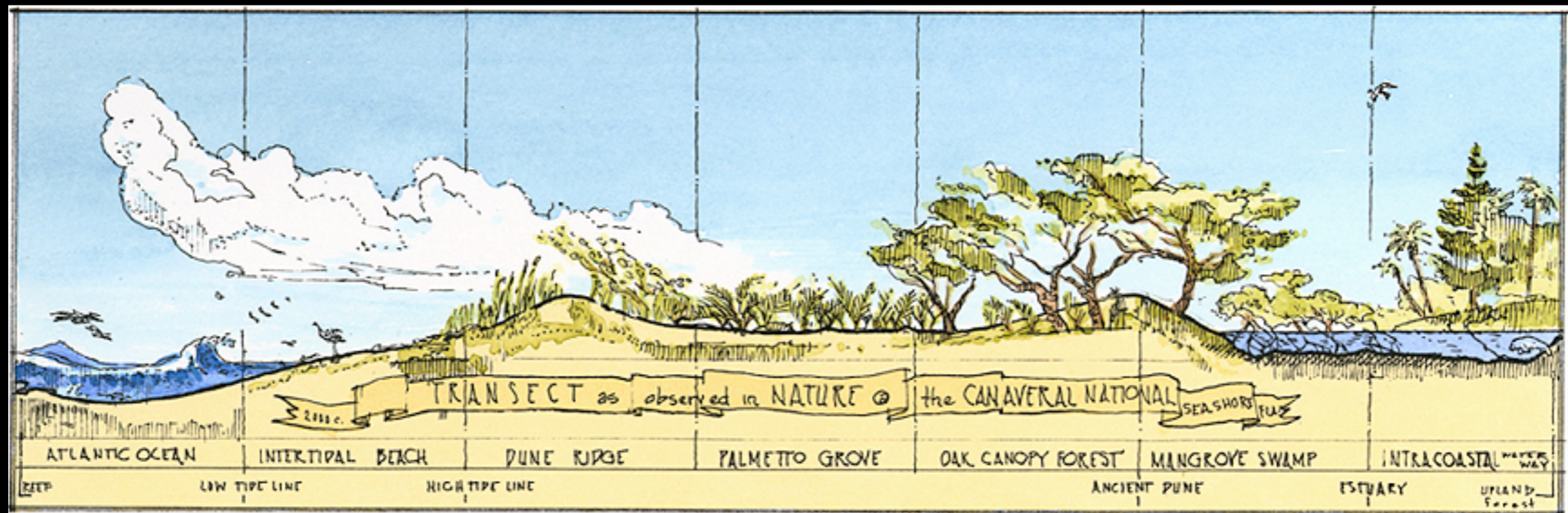


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8. *the* DIVERSIFIED ENVIRONMENT

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)

The image shows the Temple of Olympian Zeus in Athens, Greece. The temple's massive stone columns and entablature are the central focus, standing in a modern urban setting. In the background, a bright yellow building with light blue shutters and a balcony with a Greek flag is visible. The sky is clear and blue. The text '7. the DIVERSIFIED MEANS' is overlaid in a yellow, serif font at the top.

7. *the* DIVERSIFIED MEANS

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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.

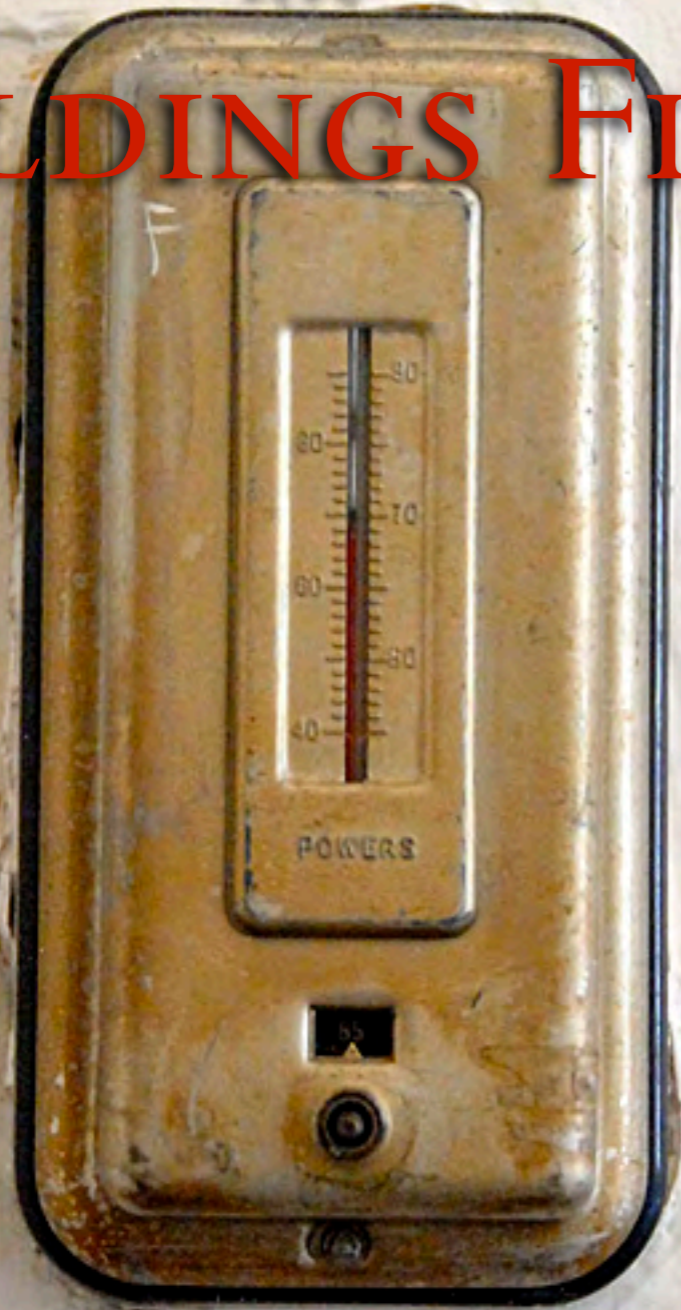
4. *the* EXPANDED
COMFORT RANGE

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CONDITIONING

the

BUILDINGS FIRST



CONDITIONING

THE

HUMANS FIRST



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LIVING *in* SEASON



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THE MOST EFFICIENT MACHINE IS
ONE THAT IS OFF

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OUTDOOR LIVING ROOMS



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WALLS



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FURNISHINGS



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FLOORS

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TERRACES



FIXTURES

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SOUTH FACING OUTDOORS



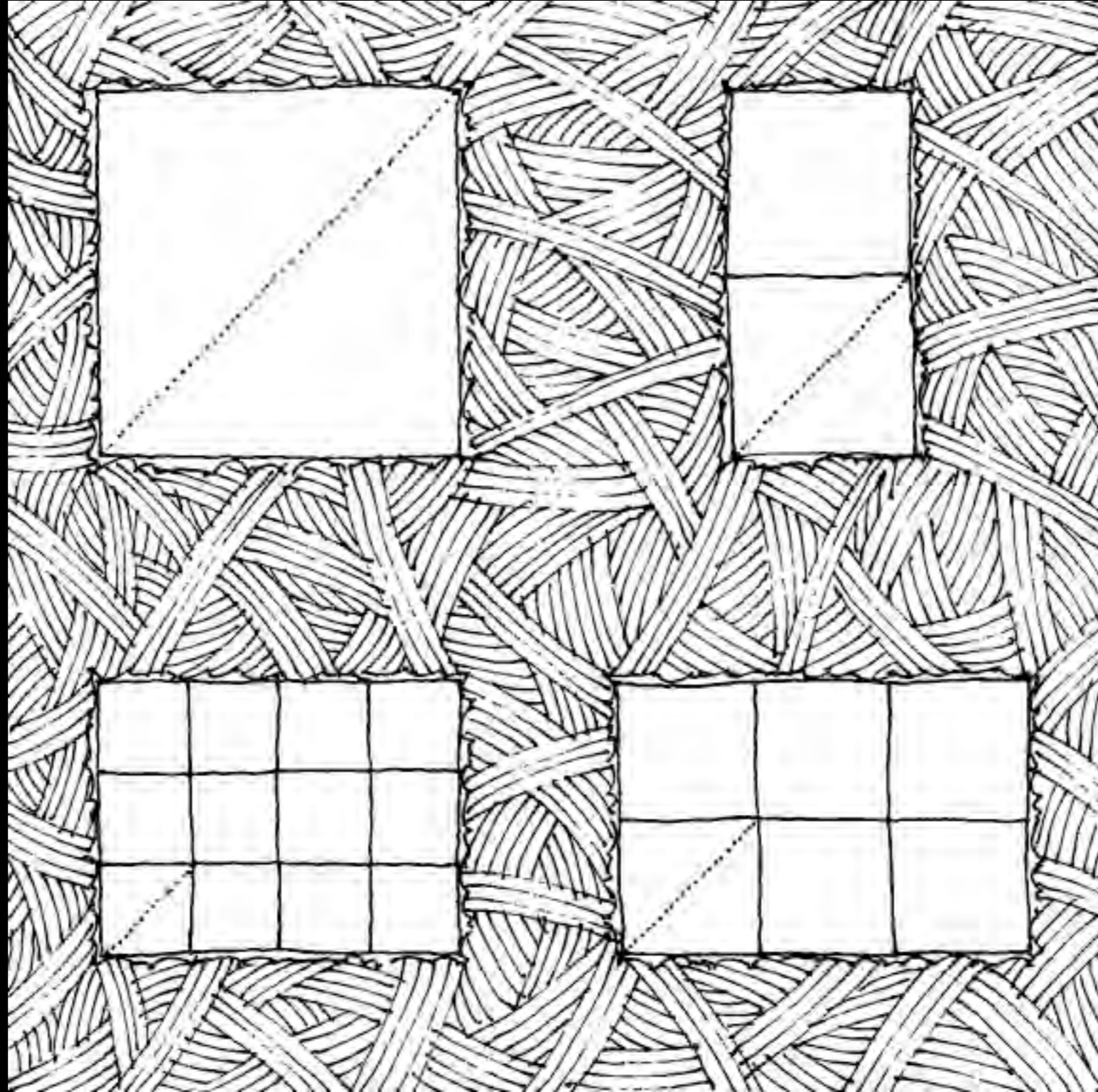
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POSITIVE OUTDOOR SPACE

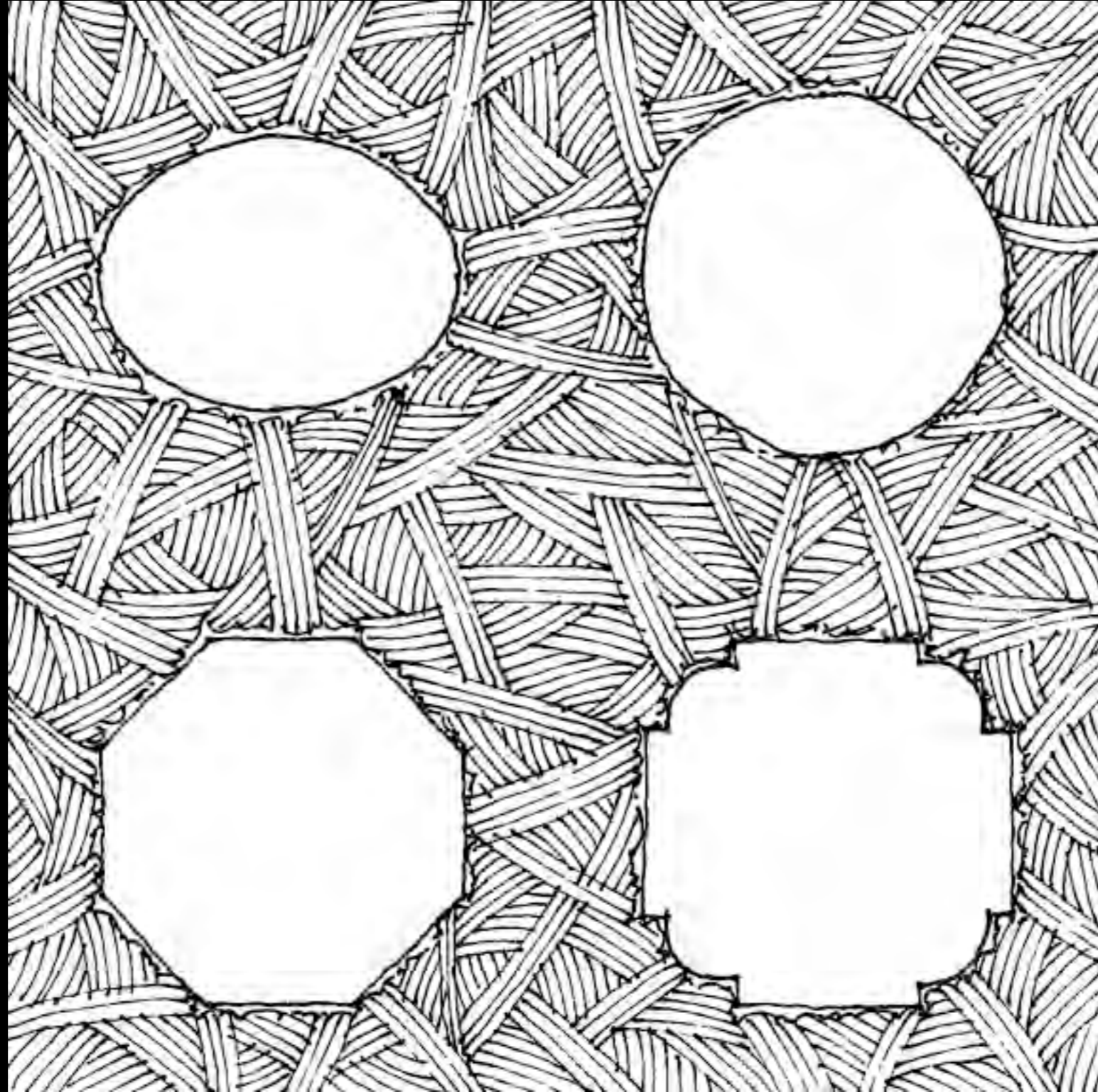
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OUTDOOR ROOM PRINCIPLES

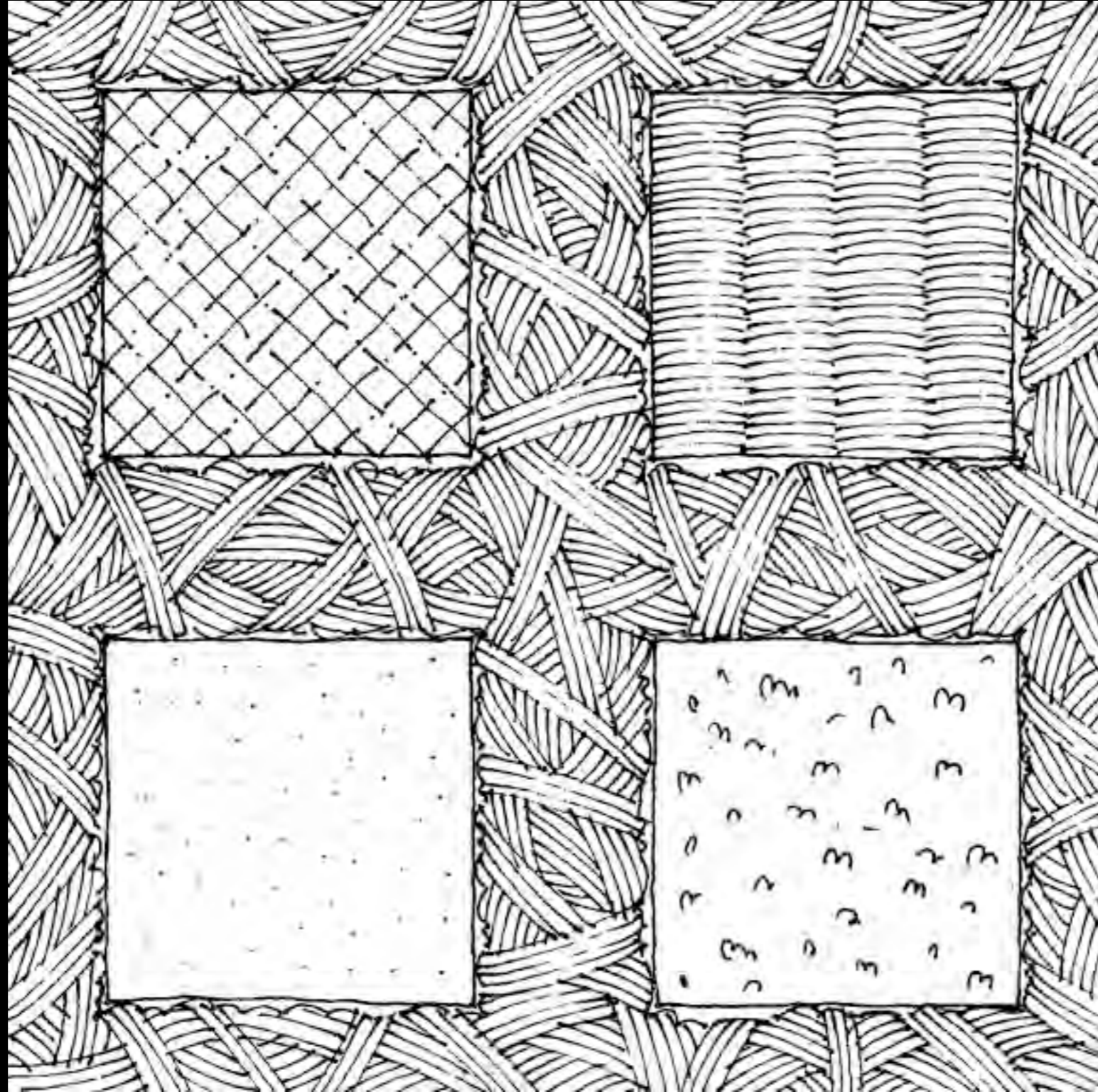
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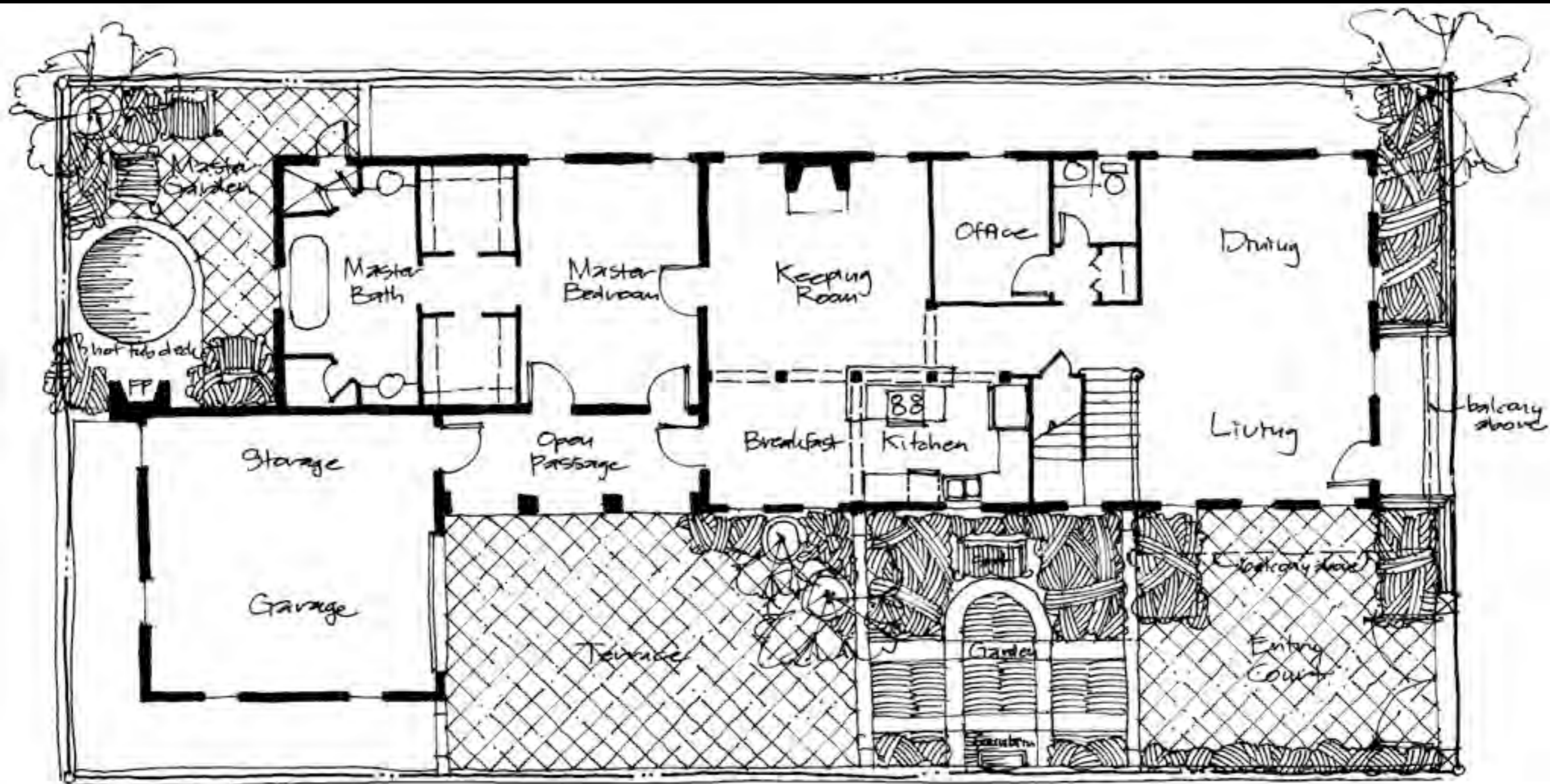
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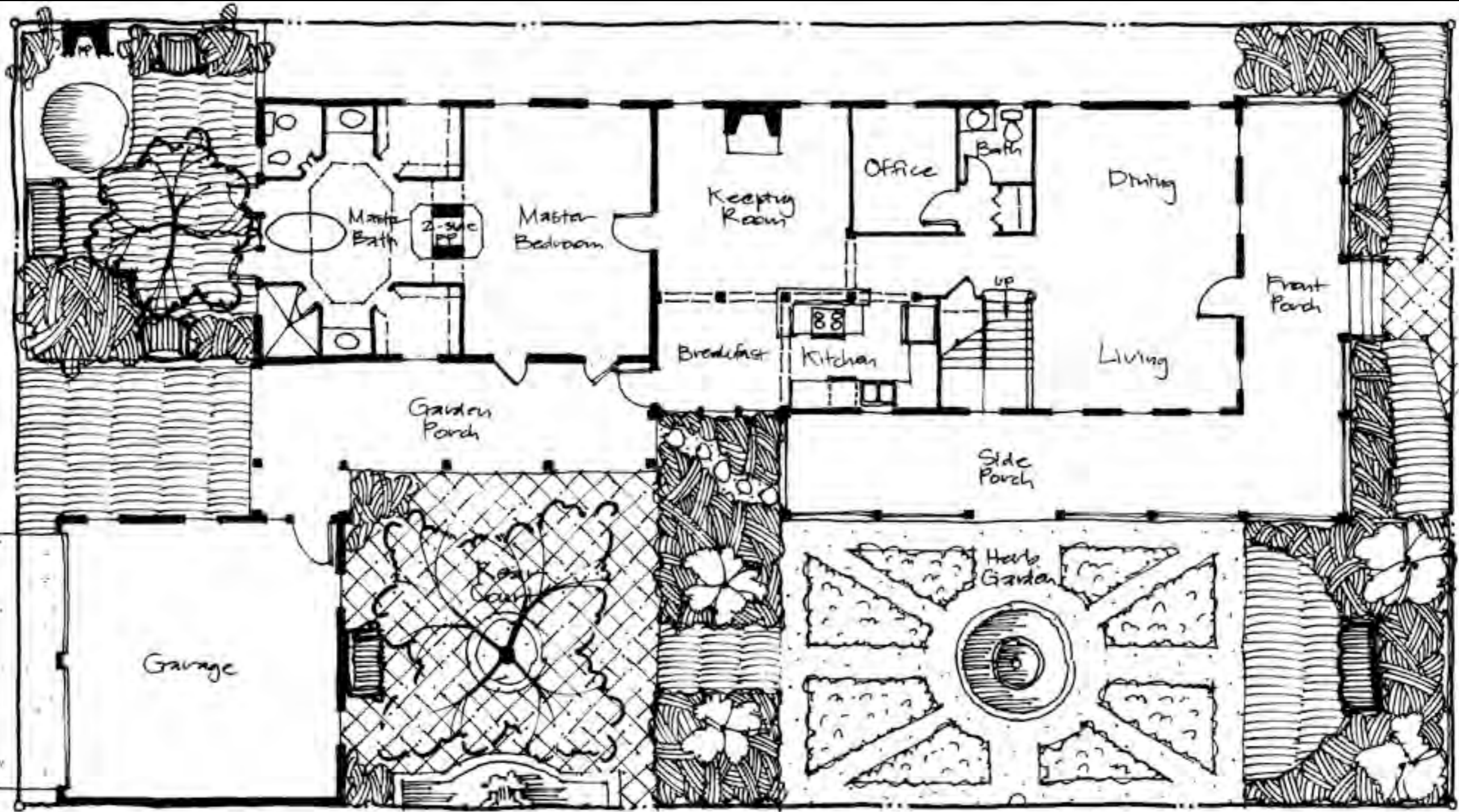


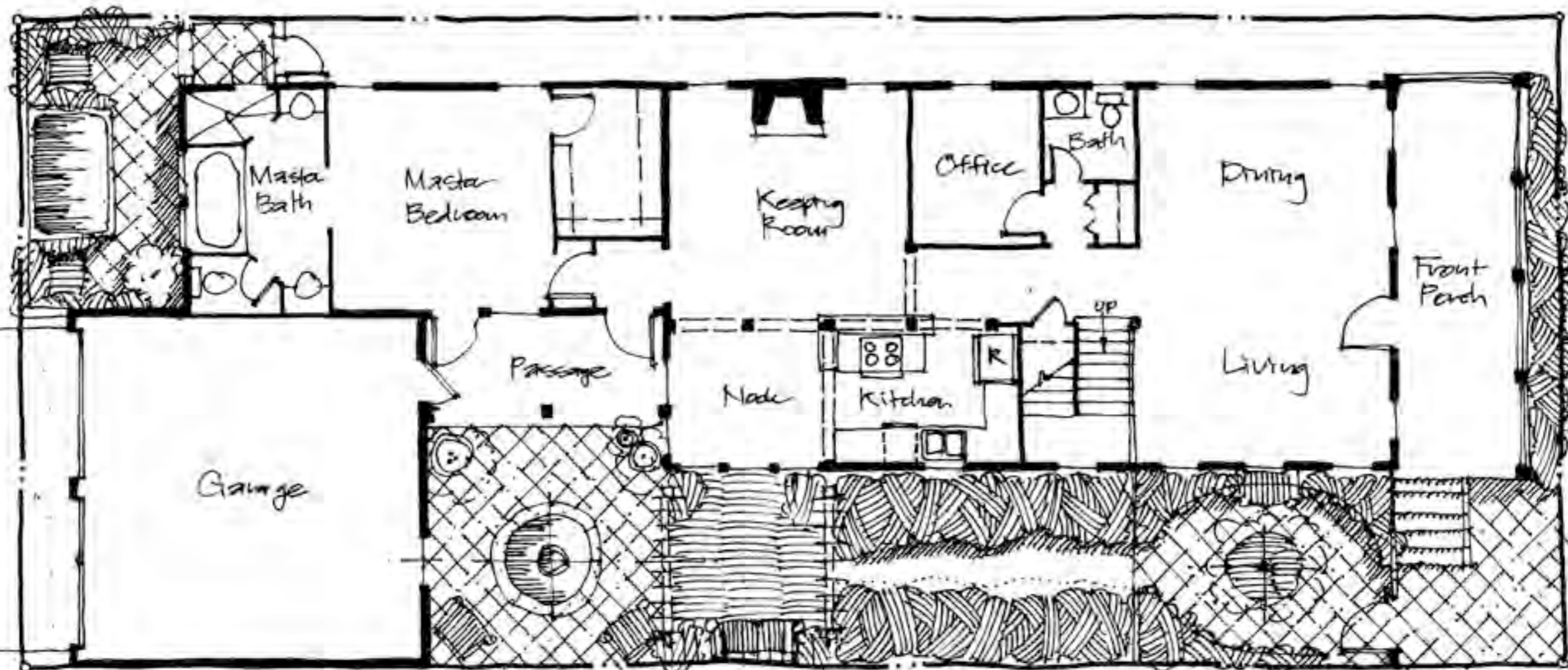
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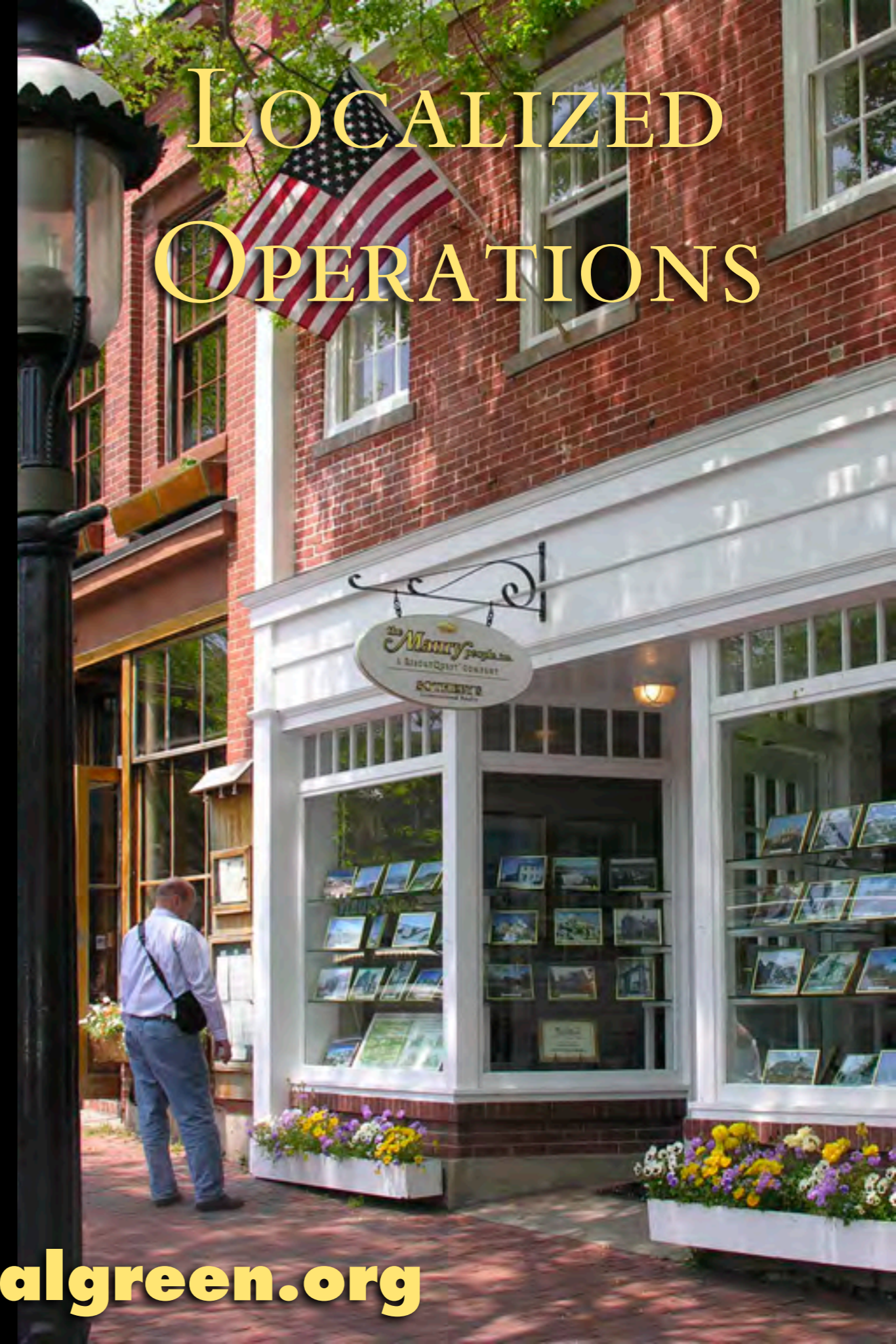
3. *the* LOCALIZED OPERATIONS



LARGE-SCALE WAFFLE HOUSE OPERATIONS



LOCALIZED OPERATIONS



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WEB of DAILY LIFE



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Doctor

www.originalgreen.org



Accountant ●

www.originalgreen.org



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Vitamins

www.originalgreen.org



Groceries ●



Groceries

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Hardware ●



Bookstore

www.originalgreen.org



Apple Store

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Restaurants



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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

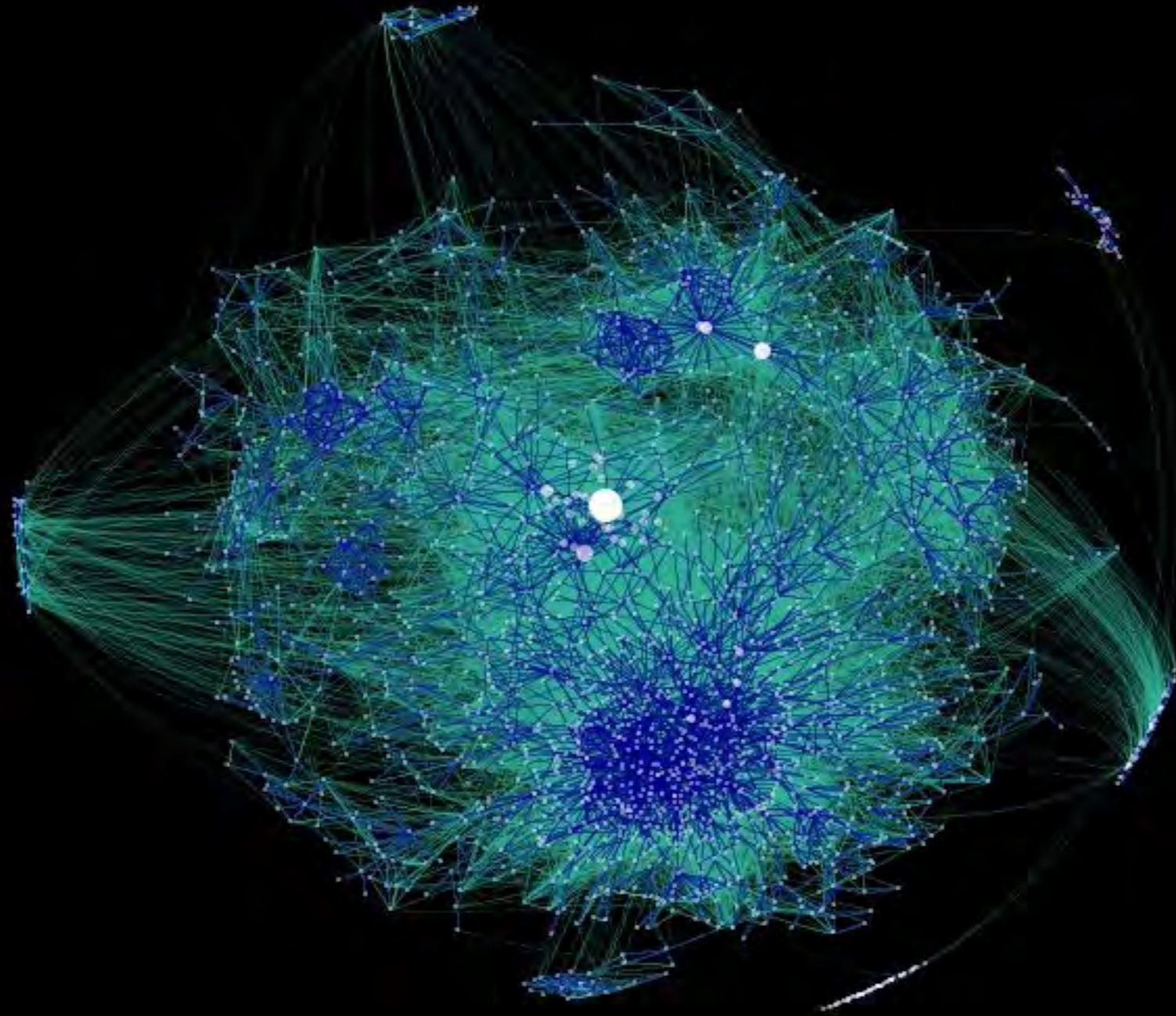
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WORKINGS *of a* LIVING TRADITION

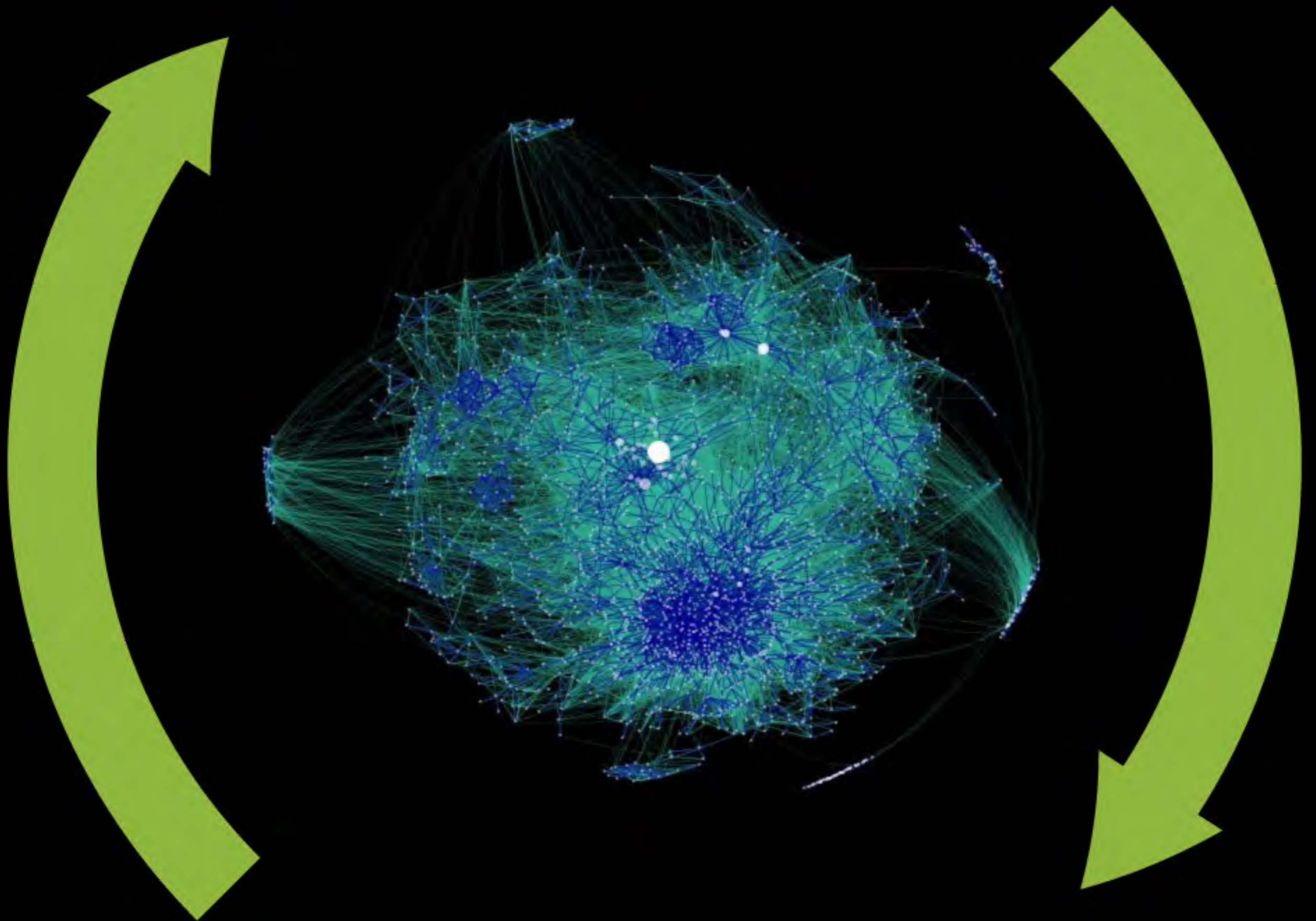
- ★ EASILY PERCEIVED
- ★ EASILY LOVED
- ★ EASILY PERFORMED
- ★ ... BY THE PEOPLE, NOT JUST THE SPECIALISTS

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



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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.

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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. A sign for 'ANTHONY'S HOUSE BED & BREAKFAST' is visible on one of the buildings. The overall atmosphere is peaceful and traditional.

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. There are several cars parked along the side of the road. A person is walking a dog on the sidewalk. 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 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** **L O V A B L E** **S**
E **A C C E S S I B L E**
A **S E R V I C E A B L E**
L **S E C U R A B L E**
P **B U I L D I N G S**

THE ORIGINAL GREEN

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

A street scene with traditional stone buildings, parked cars, and a person walking. The scene is slightly blurred and has a dark overlay, serving as a background for the text.

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

An aerial photograph of a hillside town. The town is built on a steep slope, with buildings clustered together. In the foreground, there are terraced vineyards covered in green plastic mulch. A road winds through the town. In the background, a large stone wall or castle sits atop a hill. The overall scene is lush and green, with a mix of urban and agricultural elements.

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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 vineyards, many of which are protected by green netting. The town is situated near a coastline with a sandy beach and turquoise water. The background shows a large, rugged mountain range under a clear sky.

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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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An aerial photograph of a rural landscape. The terrain consists of rolling hills covered in golden-brown fields, likely harvested crops. Numerous round hay bales are scattered across the fields. A dense line of green trees runs across the middle ground, separating the foreground from the background. The lighting is warm, suggesting late afternoon or early morning. The text 'EMPLOYING FARM' is overlaid in a large, yellow, serif font across the upper portion of the image.

EMPLOYING FARM

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FAMILY FARM

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ALLOTMENT GARDEN



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EDGE YARD (FRONT YARD) GARDEN



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COURTYARD GARDEN

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ROOF *or* TERRACE GARDEN



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ARBOR GARDEN

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A photograph of a wall garden. A stone wall is covered with several orange trees trained horizontally. The trees have dense green foliage and several ripe, bright orange fruits are visible. The wall is made of grey stone blocks with some white patches. The text "WALL GARDEN" is overlaid in a gold, serif font at the top center. At the bottom center, the website address "www.originalgreen.org" is overlaid in a bold, gold, sans-serif font.

WALL GARDEN

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BALCONY GARDEN

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WINDOW GARDEN



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FARMER'S MARKET



ACCESSIBLE PLACES

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WALKABILITY: ALLEYS



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WALKABILITY: FRONTAGES

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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:
REAR LANE ADDRESSES**

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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

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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 tree in a white pot sits on the brick-paved ground. In the background, a brick wall and a metal railing are visible.

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

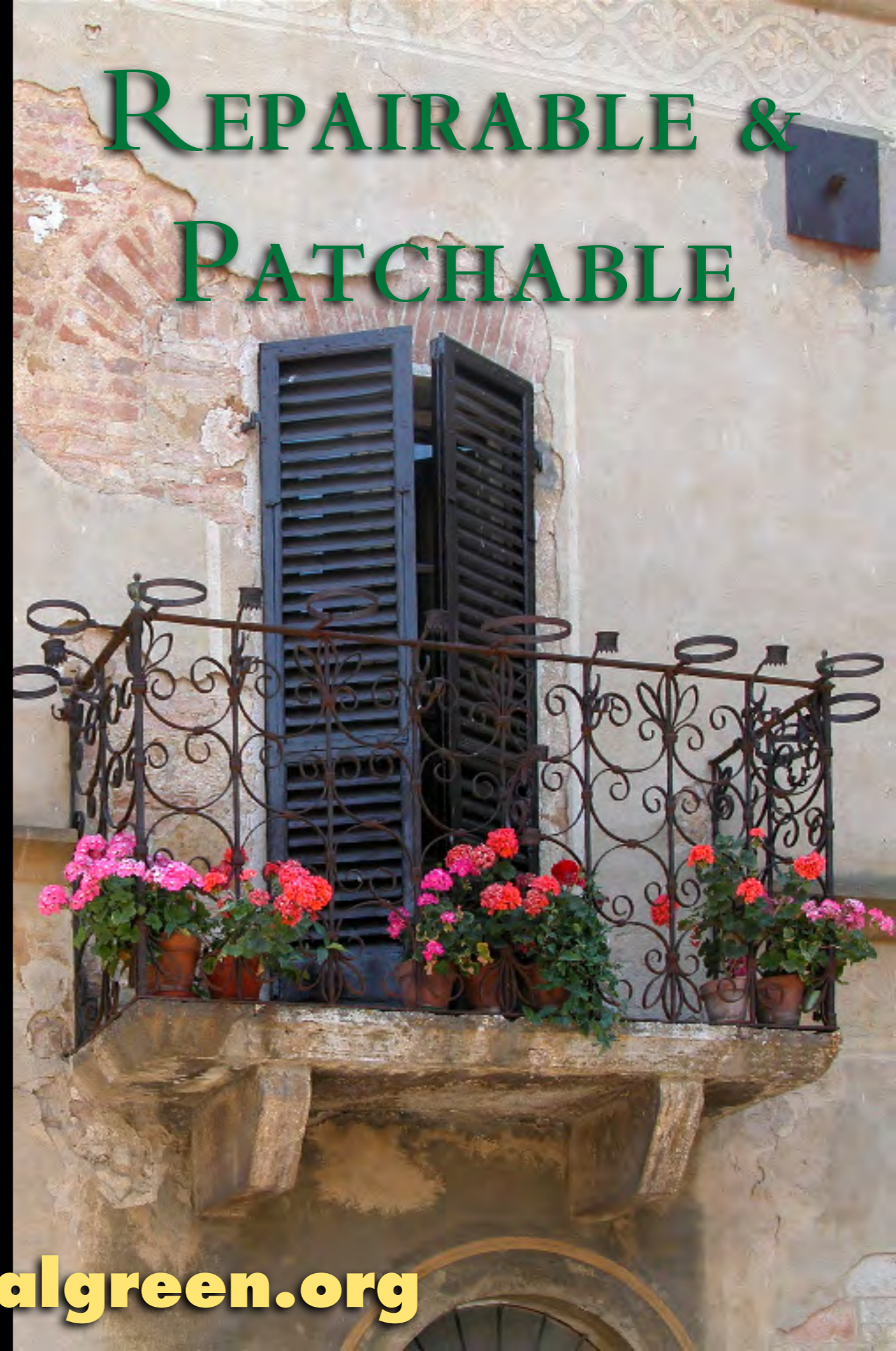
NATURALLY
USED
MATERIALS

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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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GIZMO GREEN *and the* MELTDOWN





BE FRUGAL NATURALLY 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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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

10. Do *ALL the* STUFF YOU
ALREADY KNOW



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A vibrant garden scene featuring a white picket fence on the left. A red wagon, labeled "Radio Flyer", is filled with various potted plants, including red and pink flowers. To the right of the wagon, several more potted plants in galvanized metal buckets are arranged along a path. A hanging basket of red and pink flowers is suspended from the fence. In the background, there are trees and a small wooden structure. The overall atmosphere is lush and colorful.

9. GIVE *a GIFT to the* STREET

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



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7. CHOOSE SMALLER STUFF
with DOUBLE DUTY

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An aerial photograph of a densely packed residential neighborhood. The houses are multi-story, with various roof colors and architectural styles. A river or canal runs along the right side of the image. The text is overlaid on the top half of the image.

6. LIVE WHERE FRIENDS
VISIT UNANNOUNCED

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5. OPERATE NATURALLY



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4. RAISE *a* VICTORY GARDEN



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3. BUILD GARDEN ROOMS *in* YOUR YARD

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A woman with blonde hair, wearing a white sleeveless dress with a backless design, is walking across a city street. She is carrying a white plastic bag with red text. The street has white crosswalk markings. In the background, there are several cars parked along the curb and a large, ornate brick building with arched windows. A traffic light is visible on the right side of the street, showing a red light. A street sign for 'COMMONWEALTH' is also visible.

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

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



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ORIGINAL GREEN

PARTNERSHIP OPPORTUNITIES

-
- * BENEFACTOR *for the* ORIGINAL GREEN
 - * ORIGINAL GREEN TOUR
 - * GUILD FOUNDATION 501(C)(3)

the

Original

G R E E N

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