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VISION 2020



g: Think Like a Lizard

cry,” says architect Allison Ewing of design inspired by nature. It’s the next step, she
ivering sustainable buildings, a progression that started for her working with green
William McDonough and continues today in an architectural practice with her
harlottesville, Va. “It’s very much an emerging technology.”

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n its evolution, Ewing routinely checks in with cutting-edge sustainable materials
ConneXion, and she recently used Cambia, a wood-based decking product that is
e effectively resist natural forces. “It’s a kind of fossilization process that changes the
ood,” she says, a process that mimics (if occurs far faster than) petrified wood in

ainwall system for buildings in desert climates that sheds sand like a lizard, but the
oolbox. “I need to see it work in the market before I design with it, especially if it has to
ope,” she says. “A failure there has a huge impact on overall performance.”

y Greensulate, a fungi-based rigid insulation panel and packaging material that
ormance of polyiso. The material elicits a naturally occurring binder during its
ess, then is dried to a desired dimension—a manufacturing cycle that uses one-tenth
roduce a conventional rigid foam panel. It’s also completely biodegradable once
. “It is the essence of biomimicry,” says Ewing.

oduct (insulation and substrate) that helps improve and simplify the first line of
gh-performance envelope. “That’s where you need to spend a clients money first, to
e says.

ved to spec what she calls “state of the shelf” sustainable solutions, like Cambia,
urope for a decade. “There are a lot of fascinating products out there that never gain
e part because they never get to a price point to attract a mainstream market. “It
ge.”

rket’s abundant natural resources, at least compared with other developed countries,
s no cost-driven pressure to look for alternatives,” she says. “We’re allowed to be

sustainable product demand, she thinks, is production housing, where the green-
potential but is the hardest to crack. To that end, she encourages large-volume
r regional green building certification programs such as EarthCraft to get their feet
ves and their buyers about the practices and benefits of sustainable housing.

are less stringent than LEED and are therefore likely more affordable,” she says.
grams are accessible and offer a financial benefit, they’ll put them into practice.”

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clients more concerned about the impact of green building on sales than the
es her pitch around the concepts of lower ongoing costs, greater functionality, and
vantage.

ing out with a 10-unit sustainable-modern infill project designed and developed by
dio that's outselling everything in an otherwise slow Charlottesville housing market.
y," she says. "There's an unserved market out there."

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Keywords:

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Green Products Green Materials Green Building Accessible Housing
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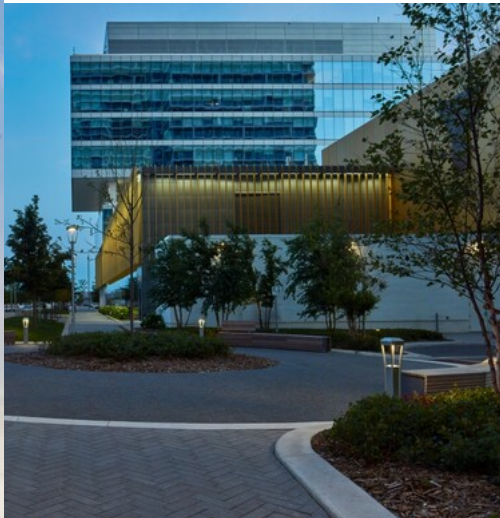
PEOPLE:

Allison Ewing Renzo Piano William McDonough

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Building a City

Smart VMC Takes Shape As a
Multi-Year Development Kicks
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BROUGHT TO YOU BY LANDSCAPE FORMS



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PUBLIC HEALTH
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5

Nupur Choudhury Imagines
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COMMUNITY
Open Design Collective



4

Open Design Collective Gets
Communities Involved in
Planning Their Own
Neighborhoods

