

imagine

15 MINUTES
OF BRILLIANCE

"The world belongs to those that give the next generation reason to hope"

-Tielhard de Chardin



15 Minutes of Brilliance at Living Future 07

Transformative Solutions for the Next Generation

The world is full of big problems. What's needed now are big solutions. Brilliant solutions in fact. We stand at a unique moment of human history, where so much of what we cherish hangs in the balance based on our capacity to create change rapidly and in fundamental ways. As Albert Einstein so famously stated "problems cannot be solved by the same level of consciousness that created them". Somewhere out there is an idea that can create shifts in our culture and change the path we are on. Somewhere out there is brilliance waiting to be unleashed and an idea waiting to be shared. The Cascadia Region Green Building Council endeavors to be a small but integral player in the effort to

redirect and reshape the relationship between the natural and built environment and humanity's role straddling the two. We can't do this alone. 15 Minutes of Brilliance is one small way that we hope to engage our membership to step up and share big picture solutions to change the built environment.

Some example of Brilliance? How about Gottfried's and Italiano's idea to form the US Green Building Council in the mid-nineties? How about Janine Benyus's idea to connect and share nature's lessons to the built environment? How about Ed Mazria's 2030 Challenge to address climate change or our own response- The Living Building Challenge? How about Wangari Maathai's simple but profound idea to begin the greenbelt movement in Africa? We are surrounded by brilliance each day, but most have no platform in which to share it with a wider audience. Liv-

ing Future 07 is now part of this solution. If you've been thinking about something big - or something small with big consequences, then step forward! All ideas will be shared in the conference program and a few will be selected to give a 15 minute presentation to the whole conference that could be the start of the solutions we so dearly need.

Steps to Entry

- 1 Be Brilliant
- 2 Submit your idea to Cascadia
- 3 Come to the Conference
- 4 Change the World

Living Future

2007

Held in Seattle on April 25-27 as a collaboration between the AIA and the Cascadia Region Green Building Council, Living Future 07 promises to be the leading regional sustainable design conference on the continent. Keynote speakers include Ed Mazria of Architecture 2030, Jason F. McLennan, CEO of Cascadia RGBC, and Bob Berkebile of BNIM. The conference will include a bookstore, fellowship awards program, a design competition, speed networking and a variety of other exciting events. Go to www.cascadiagbc.org to enter.