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MAY 5-7 2010 SEATTLE WA
LIVING FUTURE™

IN REVIEW

BUILDING HOPE, RE-VALUING COMMUNITY. ENVISION. INSPIRE. SHARE. EMPOWER. RE-VALUE.

Eight hundred of the industry’s most forward-thinking green building practitioners and advocates convened at the Westin Seattle May 5-7 for a sold-out Living Future 2010.

The Unconference centered on the theme “Building Hope, Re-valuing Community,” and was designed to address the core issues and skills that industry leaders and communities need to transform our built environment. Diverse keynote speakers exemplified the theme.

“The trajectory of the keynote speakers was brilliant. From Kunstler to John Francis was a great trip. Shock and Awe to Peace and Love. Good job.”

James Howard Kunstler offered a sharp critique of how we currently envision, plan and build our cities. One attendee remarked, “He articulates with greater vinegary eloquence my downer rants about the fate of the world.” Kunstler certainly provoked conversation, and initiated an arc of keynote

presentations that were grounded in cold reality but reached for hope and transformation.

Kunstler’s harsh opening on Wednesday night was followed Thursday morning by Cascadia’s CEO, Jason McLennan. McLennan picked up on the theme of hope and issued three calls to action that invite the building industry to change how it values water, forests and the health of our interior spaces. He also announced the Living City Design Competition with its \$125,000 in prizes.

At the Big Bang Dinner, Pliny Fisk from the Center for Maximum Potential Building Designs, served up an intellectually rigorous lecture on the history and future

of green building following the induction of five Cascadia Fellows—Jack Hébert, Mark Edlen, Bert Gregory, Peter Dobrovolny and Blair McCarry. Then on Friday morning, Dr. John Francis brought attendees to their feet in response to his inspiring story of dedication and hope (and walking!) in the face of ecological disaster. His talk seemed to echo Janine Benyus’s point from 2009 that “we are nature” and that how we treat each other relates directly to how we treat the rest of the natural community.

Two conference traditions—the Red List Ready Trade Show and 15 Minutes of Brilliance—also reflected the themes of hope and community. Forty-two product manufacturers and service providers participated in the Trade Show, having passed through a pre-screening process to weed out any greenwashers. The 15 Minutes of Brilliance was host to five brilliant presentations, ranging from the heady to the sublime. The kids from the Jasper Sustainability Club for Youth stole the show with their multi-media presentation urging the green building movement to tap the passion, energy and ideas of youth in planning tomorrow’s cities.

CASCADIA FELLOWS

Jack Hébert, Founder and CEO, Cold Climate Housing Research

Mark Edlen, Co-founder, Gerding Edlen Development

Bert Gregory, President and CEO, Mithun

Peter Dobrovolny, Green Building Specialist, City of Seattle DPD

Blair McCarry, Principal, Busby Perkins + Will

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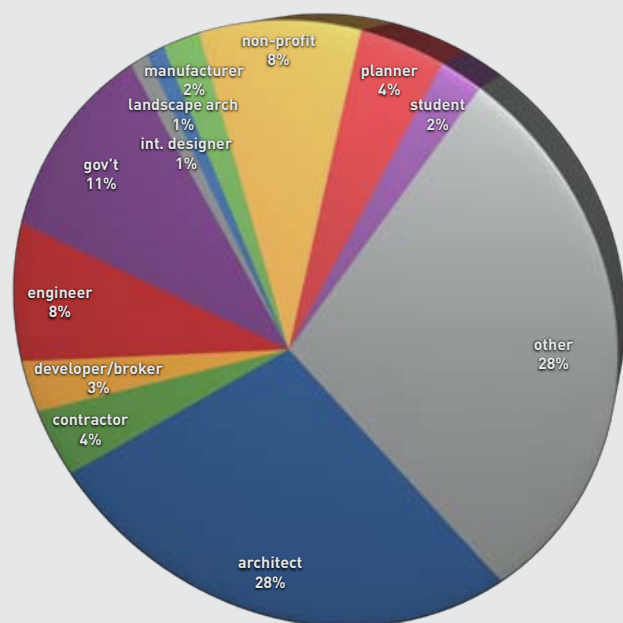
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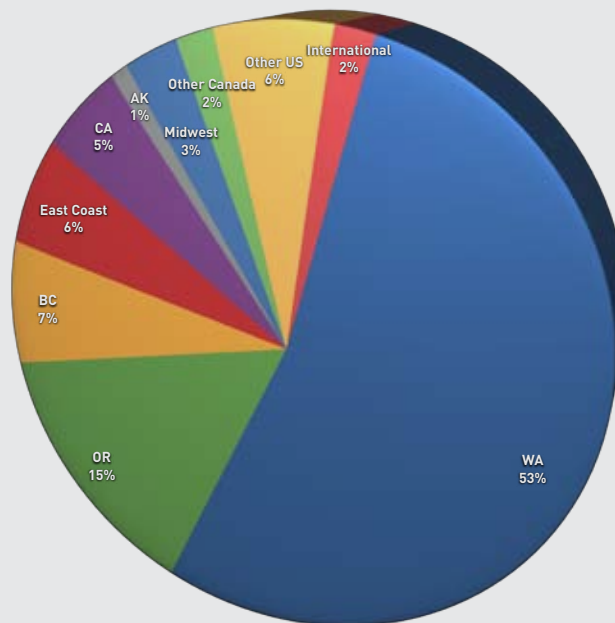
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ATTENDEE DEMOGRAPHICS



Attendees by Profession



Attendees by Location

RED LIST READY TRADE SHOW VENDORS

Betterbricks
Green Building Services
King County GreenTools
Lease Crutcher Lewis
Skanska
Sustainable Industries
Ambiente Tile / Ice Stone / Tiger Mountain Innovations
Certifiers & Moore
Diadem
Earthwall
EcoTimber
Ideate
i-SUSTAIN
Kohler
Living Machine: 2020 Engineering / Aquacare
Environment / Worrell Water Technologies
Meyer Wells / Green Tree Mill
New Society Publishers
Rafn Company
Root Pouch
Seattle City Light

A3 Energy Partners
Cascadia Green Building Council
ESA Adolfsen
Forbo Flooring Systems
Klip Biotechnologies
Knight Wall Systems
Lutron Electronics
Natural Systems International
North American Rammed Earth Builders
Association
PPI Group
Rushing
Sage Electrochromics
Terra Phoenix Design
TimberPro Coatings
Tyson Living Learning Center
1 Earth Forest
9Wood
Cascadia Forest Goods
The Collins Companies
FSC - US / Sustainable Northwest Wood
Windfall Lumber

LIVING FUTURE 2011

Our Children's Cities:

Visualizing a
Restorative Civilization

VANCOUVER, BRITISH COLUMBIA
APRIL 27 - 29, 2011



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