

# **Eric Corey Freed**

**Founding Principal at OrganicARCHITECT**

San Francisco, CA, US

Green architect, author and visionary

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## **Biography**

Eric Corey Freed, LEED AP, Hon. FIGP, is Principal of organicARCHITECT, an architecture and consulting firm in California, with 20 years of experience in green building.

Eric co-developed the Sustainable Design programs at the Academy of Art University and University of California Berkeley Extension. He is on the boards of USGBC Inland Empire, Architects, Designers & Planners for Social Responsibility (ADPSR), and West Coast Green, as well as the advisory boards of a dozen other organizations.

He was the founding Chair of Architecture for The San Francisco Design Museum and one of the founders of ecoTECTURE: The Online Journal of Ecological Design. He is a regular contributor for Sustainable Industries Journal, Luxe, Natural Home, Metropolitan Home and dozens of other publications. Eric lectures around the country at 40+ conferences a year, and his work has been featured in Dwell, Metropolis, Town & Country, Natural Home and Newsweek. He has been seen on television on Fox News, HGTV, The Sundance Channel and PBS.

When Eric was just 25 years old, noted architect and critic Philip Johnson described him as "one of the real brains of his generation". Today, Eric continues the tradition of "Organic Architecture", first developed by Frank Lloyd Wright.

He is a founding board member and current Chair of the Coachella Valley branch of the US Green Building Council, and sits on the Sustainability Commission for the City of Palm Desert. He has received awards from several Mayors, and worked with dozens of municipalities around the country to help implement sustainable policies.

Eric is the author of four books, including "Green Building & Remodeling for Dummies", a bestseller with over 200,000 copies in print, and "Sustainable School Architecture." His latest, "GreenSense for your Home" won the 2011 Outstanding Book Award from the American Society of Journalists and Authors.

Eric is considered a leader in the field; named by San Francisco Magazine "Best Green Architect" in 2005; "Best Visionary" in 2007; and "Green Visionary" by 7x7 Magazine in 2008. In 2012, he was named one of the 25 "Best Green Architecture Firms" in the US, and one of the "Top 10 Most Influential Green Architects."

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## **Availability**

Keynote, Moderator, Panelist, Host/MC, Author Appearance

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## **Industry Expertise**

Environmental Services, Non-Profit/Charitable, Hospitality, Renewables and Environmental, Energy, Real Estate Services, Design, Public Policy, Architecture and Planning, Oil and Gas

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## Areas of Expertise

Sustainable Planning, Renewable Energy, Green Building, Energy, Hospitality Design, School Design, Public Policy, Biomimicry, Frank Lloyd Wright, Water

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## Affiliations

LEED AP, RA, Hon FIGP

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## Sample Talks

### **Dodo-Sapiens: how our way of life is killing us and the need for regenerative, bio-based buildings**

We are victims of our own stupidity. Seemingly harmless decisions about our buildings made decades ago and now throwing all of our natural systems into decline. While every other technology has made vast improvements (cell phones, computers, automobiles), our buildings continue to be boring, energy-wasting and toxic. In this talk, you'll tour bold, new ideas for transforming our cities and suburbs into regenerative and restorative places. By learning from Nature, we'll uncover lessons to apply to our built environment that will save energy, water, resources and be healthier in the process.

This brand new "bullet-point free" talk is presented by the acclaimed speaker and author of "Green Building for Dummies."

### **Spills, Sins & Starbucks: how we designed our cities around oil**

The Gulf Coast Oil Spill is the worst environmental disaster in history. This talk explores the tragedy of the spill, and how our own dependence on fossil fuels is really to blame and a plan for how to transform our cities and suburbs to eliminate this addiction for good.

The design of our cities and suburbs is dictated by the automobile. From the width of the street, location of driveways, distance between buildings and the spacing of the structure, the automobile has irrevocably changed our cities from human scale to vehicle scale. This talk explores those connections.

Through the lens of the 7 Deadly Sins, this lecture examines the root causes leading up to the oil spill, the forces driving these events and the maps out several poignant and humorous alternatives we need to develop. If the Car Culture represents the 20th Century, then we need to redefine our culture for the 21st.

This "bullet-point free" talk is presented by the acclaimed author of "Green Building for Dummies." It was hailed by Apartment Therapy as "phenomenal" and "engaging, funny and super interesting."

## **Detroit, Dallas & Despotism: a 3D view of Sustainability**

In this talk, green architect Eric Corey Freed walks you through his creative and bizarre world of sustainable design. Beginning with the events of the past year, you'll journey through the decline of the city of Detroit, building a net energy sustainable block in Dallas and the strange forces plotting against greening our country. Experience the rapid advancements in green building and discover the latest systems to save energy, water and resources.

You will laugh, cry and never look at your world quite the same way again. Part stand-up comedy, part Ph.D. lecture, this talk will present a side of the environment most never get to see. Drawn from the most advanced research, this talk uses rich graphics, multimedia and never before seen data to alter your view of green building. Presented by the acclaimed author of "Green Building & Remodeling for Dummies."

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## **Event Appearances**

### **Title**

GreenBuild

### **Title**

WGBA

### **Title**

West Coast Green

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## **Education**

**Temple University**

B.Arch Architecture

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## **Accomplishments**

**Author: "Green Building & Remodeling for Dummies"**

Authored the bestselling book "Green Building & Remodeling for Dummies" with over 200,000 copies in print.

**Author, "GreenSense for the Home: Rating the Real Payoff from 50 Green Home Projects"**

Authored (with Kevin Daum), the bestselling book. GreenSense was the winner of the 2011 Outstanding Book Award from the American Society of Journalists and Authors.

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## **Testimonials**

**Reena Brilliot**

Thank you so much Eric for forwarding the slides and for the awesome presentation. People have been raving about it!

**Heather McCombs**

Thanks Eric! You are a very gifted speaker, what an honor it was to have you speak at our event. We have had great feedback and I am seeing a lot of positive tweets out there singing your praises.

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