

The USGBC Emerging Green Builders NY (EGBNY)
Present the 2nd Annual

project
EARTH DAY

2008 Press Kit



FOR IMMEDIATE RELEASE

PROJECT EARTH DAY: The United States Green Building Council's Emerging Green Builders of New York (EGBNY) presents its Second Annual Sustainable Fashion Show

NEW YORK—March, 2008—On April 24, 2008, EGBNY will put green fashion in the limelight with the Second Annual Project Earth Day Fashion Show. The event is dedicated to the promotion of sustainable design and builds a platform for leaders and future leaders in the design industry to bridge their environmentally-conscious ideas and developments together. The show is sponsored by Teknion and will take place in their Chelsea showroom in New York City.

“Project Earth Day presents an opportunity to bring people together, to see the innovative ways in which we are designing for a sustainable future in both the building industry and fashion, and the parallels between the two,” says Molly Garretson, EGBNY member and Project Earth Day organizer, “During Earth Week, it’s important to not only focus on the way different industries are changing their practices for a greener world, but to have fun too!”

The event will include:

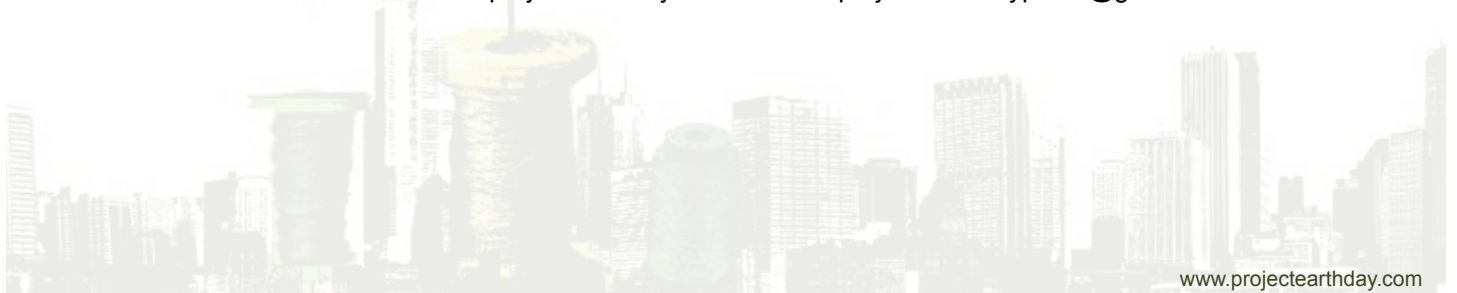
- Sponsorship Booths: Companies and organizations dedicated to the green movement will showcase the hottest innovations in sustainability.
- Student Competition: Future fashion designers will go green to win the green: \$1,500 to be exact. The judging panel will be comprised of environmental leaders across a spectrum of design industries, and they will decide who best interprets the theme of this year’s competition: How does your urban environment inspire your sense of ecostyle? Julia Vasic, Student Competition Coordinator, explains, “As future designers, it is vital for students to understand principles of sustainable design and this competition hopes to educate and inspire the future of fashion and textiles.”
- Runway Show: Up-and-coming designers will present work that is not only on the cutting edge of fashion, but also considers the lasting impact of these garments on the health of our planet.
- Press Conference: The press will be given the opportunity to interview EGBNY members, designers, student competition winners, and sponsors.

Project Earth Day is hosted by Teknion, an office systems and furniture company with a strong commitment to sustainable practices. Last year’s event was such a huge success that Teknion is teaming up with EGBNY for the second year in a row to promote sustainable design in the spirit of Earth Day. The venue itself will play a key role in highlighting sustainable techniques in the building industry. In addition to Teknion’s eco-friendly showroom, the runway structure and lighting design will be green.

Rockstarchitecture, a team of designers who incorporate multiple creative fields into their work to create a stronger and more concise product, is designing the runway from recycled and reusable materials. “The primary idea was to show the connection between fashion and architecture and bring to light the sustainable natures of each,” explains L. Dylan Maxey Gould, Co-Founder of Rockstarchitecture, “For us, this connection lay most vibrant in urban culture.”

The lighting will showcase eco-conscious options that still foster an energetic atmosphere so indispensable to the world of fashion. Lighting Designer and Coordinator Sarah Jakubasz of Lightswitch in New York says, “The collaboration of fashion, architecture and lighting designers creates a great vibe that generates a truly exciting event. The fact that Project Earth Day is returning for its second year just shows how successful this show is becoming!”

To learn more about this event visit www.projectearthday.com or email projectearthdaypress@gmail.com



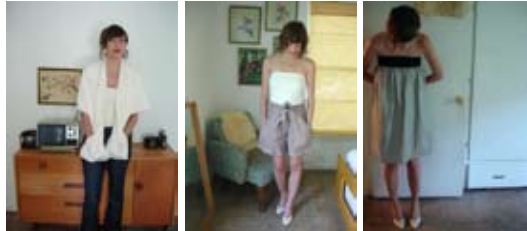
professional designers



A Small Collection

www.asmallcollection.com

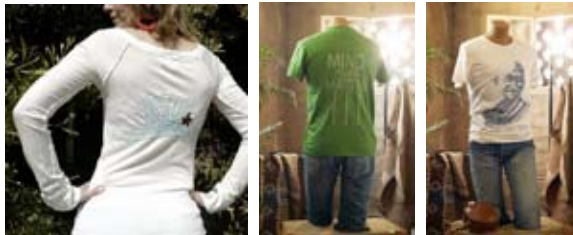
Liking the idea of recycling by buying vintage wares, Alyson Fox decided to bring that same sensibility to new clothing; By using sustainable fabric, no zippers, organic elastic, and buttons made from fallen tree branches, Alyson has created a clothing line that can truly be called eco-friendly.



California Rising

www.californiarising.com

California Rising is the conscious conception of husband/wife team Joshua Lloyd Fischer & Jules Blaine Davis, who run their business fueled by an intrinsic passion to give back & pay it forward. As a designer, Jules integrates this passion & connects her inspiration with the best organic fabrics, an amazing fit, & a feel like no other.



canopy verde

www.canopyverde.com

For canopy verde founder Linda Wong, her interest in living green started early. As the child of traditional Chinese parents, she learned never to waste from an early age, often wearing her brother's hand-me-downs. The first collection of canopy verde bags can be found in stores fall 2008 and will feature seven styles, ranging in size from a clutch to a weekender. The inspiration for the brand is to create an environmentally-friendly collection of modern, everyday silhouettes with a touch of whimsy in the details.



professional designers



Del Forte Denim

www.delforte.com

Del Forte Denim is designed for the eco-chic woman who is transforming the face of fashion. Made in the USA with 100 percent organic cotton, Del Forte's premium denim apparel is part of a growing trend which interprets luxury as a combination of distinctive design and ethical production.



Ecoganik

www.ecoganik.com

Ecoganik presents a fusion of fashion and eco-consciousness. Styling is innovative, casual and sophisticated. Ecoganik focuses on the contemporary customer who wants to look young, hip, and together, yet still eco-conscious.



Entermodal

www.entermodal.com

Born of the idea that design can be a force for positive change, Entermodal bags integrate form, function, and sustainability. Crafted by hand in Portland, Oregon, with the finest vegetable tanned leather and custom cast aluminum hardware, each Entermodal piece emerges a classic, and is built to endure a lifetime of use. We do luxury different, intelligently, and on our own terms, for more information please visit www.entermodal.com.



professional designers



Heather Heron

www.heatherheron.org

Heather Heron's designs have always reflected what matters most to her. Be it familial or personal connections, fair and equitable opportunities for work or sustainability and low environmental impact of her pieces - she has channeled her beliefs into the creative process. The outcome of this reflects the clarity and grace of her motivations. The combination of high-intensive detailing with the stark, remote simplicity of hemp gives her pieces an austere yet totally accessible elegance. Expertly crafted to stay lovely for ages, Heather Heron's pieces place her individual mark on the planet. That mark is a lovely symbol of what it means to be human.



HER Design

www.her-design.com

Helen E. Riegles' upscale, yet eco-friendly and cruelty-free collections complement values only recently taking hold in the broader public - values that elevate personal responsibility and self-awareness above indifference and the latest fad. Consistent with her "green chic" aesthetic and ethical stance, Helen promotes the use of organic and sustainable materials to deliver captivating products with a conscientious message: you CAN have high style and low impact.



Julia Laruen

www.iloveeco.com



JULIA LAUREN is founded on a vision to reflect a fair and organic way of life. Inspired by the natural environment, the design process respects both social and environmental systems to deliver an elegant and sustainable line of handbags. The luxury hemp, silk and cotton materials used are certified organic and all fastenings and clasps are found in re-possessed garments or made from recycled materials (recycled plastics). The bags are lovingly handmade in New York and are available online at www.julia-lauren.com; custom pieces can be requested.

Prior to starting her line, Julia graduated with degrees in both Biology and Fashion Design (Parsons, New York & Central Saint Martins, London) and has worked at Michael Kors and The Limited Brands. After a recent position with a textile environmental design group in London, her passions lie in exploring and promoting sustainable change within the fashion and textile industry through her I Love Eco blog (www.iloveeco.com). Julia also works as a consultant and stylist for The Green Stylist (www.thegreenstylist.com), a consulting firm dedicated to the implementation of ecological design principles for independent designers and corporate design firms.

professional designers



Kelly B

www.kellybcouture.com

Fashion without consequence. Kelly B's signature look is funky and fresh with rich colors, clean details and amazing fit. The intent behind Kelly B is to create unique clothing for the environmentally conscious consumer who does not want to sacrifice style. Kelly B started 3 years ago after owner and designer Kelly Barry saw a large demand for more fashion forward clothing in the eco market. Kelly uses only the highest quality sustainable fabrics such as organic cotton, hemp, silk, soy, bamboo and organic wool for her collections and produces the line in the US.



Lara Miller

www.laramiller.net

Stimulated by a vast architectural landscape, a woman's need for function, and an aspiration of sustainability, each piece is an exercise in versatility. Grounded in geometry and then animated by the human form, the line can be twisted, wrapped, and most distinguishably flipped upside down to reveal a whole new garment.



Loup Charmant

www.loupcharmant.com

loup charmant is the charming wolf: stunningly beautiful force of nature, fierce protector, loving and loyal pack nurturer. loup charmant is an organic sustainable and fairly made women's lounge line of only grown fibers – no synthetics, no toxins - locally made in Brooklyn, New York; by designer kee edwards. the line comes from the desire to 'first do no harm in the world, because truly we are all one; and to create clothing that expresses the beauty in the world. "I grew up in the southeast surrounded by fields of fluffy cotton balls with a fascination for the history of cotton agriculture: the woven story of Europe, Africa, the Caribbean and finally, the Americas and the eastern shores of the United States, it's a rich history of fiber art and human culture. I am inspired by the landscape and the beautiful old skills + techniques. heirloom garments. travel and the mix of cultures. a relaxed vacation feeling. beaches and oceans. warm sun. budding trees and lush gardens. farm fresh foods. time with oneself and loved ones. it's a purity and connection to our roots as a people." loup charmant is about this connection to self, others and our natural world as well as our responsibility to care for these treasures in our lives. so, live peacefully. live well. and create the most beauty you can in the world.

professional designers



Neuaura

www.neuaurashoes.com

Neuaura is committed to bringing uncompromising fashion footwear to animal-friendly consumers. Our purpose is to provide fun and exciting quality footwear that does not involve unnecessary harm to animals. Season after season we want our product to be fresh, innovative and beautiful! We share the core beliefs of our consumers and are aligning ourselves with manufacturers, partners and retailers who share our vision of a harmonious, animal-friendly planet.



Sublet

www.subletclothing.com

Sublet Clothing aspires to affect a positive social change while fostering a collaborative community. Their collection of sustainable clothing is driven by sophisticated design, comfortable fit, and eclectic style. Their aesthetic is thoughtful and versatile, suitable for day or night, school or work, if one is to make the distinction. Sublet's fabric, trim, and labor are sourced from ethical, environmentally sound institutions. Sublet embraces a sustainable lifestyle and simply invites others to do the same.



T Luxe

www.T-Luxe.com

T-Luxe is decadent lingerie determined to re-define eco-friendly luxury. T-Luxe is dedicated to providing women quality, innovative designs using sustainable practices with the lowest impact on the environment. All of T-Luxe designs feature luxurious sustainable fabrics such as bamboo and organic silks which are colored through a low-impact, natural dyes process. All of the energy used to produce T-Luxe designs is off-set through carbon off-set programs.



TEICH

www.teichdesign.com

Clean design, exceptional quality, and a respect for the environment are the foundation for handbag designer Allison Teich's design philosophy. All leather is vegetable-tanned and chrome-free, juxtaposed with vintage materials and fabrics composed of eco-friendly fibers. Teich bags are handmade locally in New York City.



professional designers



Peligrosa

www.peligrosaknits.com

Peligrosa is a luxury organic collection for men & women utilizing certified organic specialty textiles such as superfine knits, seersucker, checks, & denim, manufactured with a conscience, and hand detailed for one of a kind, everlasting style.



RePlayGround

www.replayground.com

Tiffany Threadgould is a Design Junkie who gives scrap materials a second life. Her business, RePlayGround, sells recycled goods and features DIY projects. Her Take Charge Earrings are made from recycled credit card pieces and her Tie Gadget Case gives old ties new life. They're perfectly sized to hold an iPhone, iPod, or other techno-gadget.



Sid Vintage

www.sidvintage.com

Sid Vintage takes pieces that already have personal value and put them back into the world. By transforming what was once forgotten, designer Nanci Bennett uses vintage clasps and deadstock chain to create bold statement pieces that are not austere and totally wearable. Each feels designed for the wearer's body, while leaving no mark on Mother Earth.



student designers



Amira Marion

Parsons, The New School

Amira Marion grew up in Ann Arbor, Michigan, a small hippie city devoted to recycling. When she moved to New York she found it difficult to compromise her environmental values for the other thing she loved most- fashion. Luckily with a bit of research and ingenuity she was able to continue her quest and find solutions to integrate sustainability into her projects, and even get a taste for the eco-fashion industry at an internship at Edun. She is currently a senior at Parsons School of Design, creating an environmentally friendly senior thesis collection and beginning to work on a collaboration line of printed organic t-shirts with fellow eco-design classmate Judy Lee.



Ashley Newsome

Savannah College of Art & Design

Ashley Newsome is a fibers and fashion graduate student at the Savannah College of Art and Design pursuing a Masters of Fine Art in Fashion. She acquired a BA in Art and Design and a Minor in Apparel Technology from the North Carolina State University College of Design and College of Textiles. Her history of study has directed her interests towards surface design in fibers and sustainable clothing design. She is interested in the advancement of craft culture as well as the implementation of green practices in fashion industry. She is originally a North Carolina native from the coastal town of Lake Waccamaw. Her rural upbringing has influenced her interest in folk art and the handcrafted aesthetic. Her present work in fibers and fashion is a culmination of various surface design techniques and modern design aesthetics. She views her work as a marriage between historically inspired techniques and modern style. A love for indigenous cultures has led her to pursue research within the fields of anthropology and sociology. She is currently aspiring to create a design cooperative in collaboration with artisans in an effort to preserve craft culture and to inspire a new aesthetic, which is sustainable as well as artistically influential and socially conscious.



Cynthia McMullen

North Carolina State University

Originally from College Station, Texas, Cynthia McMullen moved to Los Angeles to pursue a Textile Design degree with a concentration in Knitwear Design at FIDM. She worked in the fashion industry for a few years as a technical sweater designer. She attends North Carolina State University in Raleigh and is pursuing a double major as an Anni Albers Scholar in Art & Design and Textile Technology. She loves knitwear and designing from yarn to a fully-fashioned garment. Her garment displays the ecological design principles "long vs. short life analysis" and new technologies. She used laser cutting technology to cut the dress she designed. Additionally, the knitwear style she chose is a timeless shape that any woman can keep in her closet for years to come.

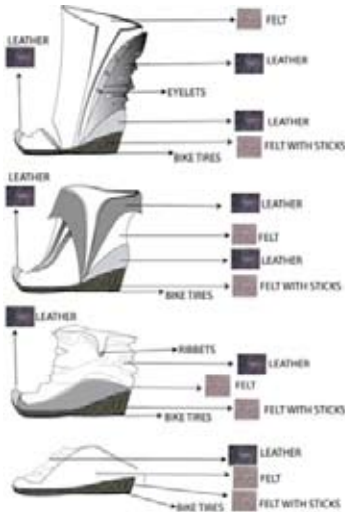
student designers



Daphne Woo

Parsons, The New School

Daphne Woo is studying Fashion Design at Parsons and works as a PR and Wholesales Assistant at Comme des Garcons. Before moving to New York City, she completed her BA in Sociology and English at the University of California Los Angeles. She has fashion and editorial internship experience with TSE, WWD, and Alexander McQueen.



David & Adrezu

Pratt & Art Center College of Design, Switzerland

David Gibbs received his Bachelor of Industrial Design in May 2007 from Pratt Insitute of Design and has also studied at the Art Center College of Design in Switzerland. He currently works for New York City Water Tower Furniture where he turns discarded water tower wood into furniture. He also designs furniture for Dwell Green Building in Harlem, a home office design and installation company.



Ivy Higa

Parsons, The New School

In pursuit of her dream of becoming a fashion designer, Ivy Higa left Hawaii and moved to New York City, enrolling in the prestigious Parsons, The New School for Design. This spring she begins her coursework to an AAS degree in Fashion Studies. This will be her second degree, with the first a BA in Art. With a background in fine arts, her look consists of a fabric which was hand-painted by the designer herself. She works full-time as a design assistant for a bridge company while taking a final course to fulfill her degree requirement.

student designers



Judy Lee

Parsons, The New School

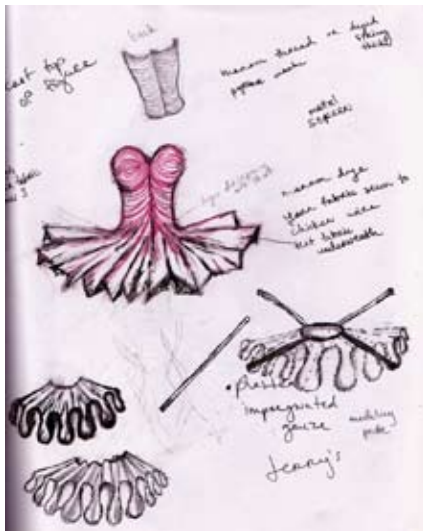
Judy Lee is currently a senior at Parsons, the New School of Design. While studying abroad at Parsons Paris during her junior year, her roommate, Amira Marion (who is also a finalist for Project Earth Day) introduces her to ways in which fashion and sustainability can go hand in hand. Judy has long been frustrated with the fashion industry's apathetic attitude towards production, labors, and material; therefore she decided that for her thesis she wants to showcase the possibility of producing a beautifully designed collection that is colorful, print-oriented, yet relevant to a modern woman while incorporating sustainable materials into the design process. Her passion towards color and prints goes beyond fashion and she will be collaborating with Miss Marion to produce eco-friendly home products such as pillow cases, coasters, and table covers.

Maritza Romo de Fusco

Parsons, The New School



Maritza Romo de Fusco, a Fashion Studies major at Parsons, was inspired by Morimoto New York restaurant located in the Meat Packing District and designed by Tadao Andao. "This space brings into focus art, playfulness, sophistication, and use, which I consider to be important elements for evoking visual and interior satisfaction in the person, regardless of age, gender, or ethnicity," Maritza says, "Furthermore, I want to transmit these emotions into my garments by integrating environmental awareness based on the principles of dyes and water consumption, long and short life analysis, as well as waste reduction by natural feeding."



Rhiannon Taylor

North Carolina State University

Rhiannon Taylor, a Textile Technology/Design and Visual Arts major at North Carolina State University, utilized unbleached and undyed yarn fibers in her design. "All of the yarns are primarily cotton, a few are cotton/polyester blends," Rhiannon says of her unique textile. The yarns used to make the fabric came from donated and found objects. Rhiannon is participating in her school's annual fashion show "Art to Wear" this spring. She has also been a volunteer at Ten Thousand Villages in Raleigh, a local fair trade & non-profit store, for over 3 years. Last summer Rhiannon interned at Polo Ralph Lauren in NY, where she worked in the Women's Knits department for both Blue Label and Golf & Tennis. Two summers ago she studied conceptual art in Prague, Czech Republic.

student designers



Tamara Theurer

Colorado State University

Tamara Theurer is a senior interior design student at Colorado State University graduating in May. She believes designing for the environment can bring about the best design solutions whether it is for fashion or the built environment. She is currently a member of the National Society of Collegiate Scholars and the International Interior Design Association CSU Student Chapter, as well as having been a member of several volunteer and community service organizations.



Vanessa Lynne Mieger

Parsons, The New School

I grew up in San Francisco, CA where I went to a very liberal high school called The Urban School in the Haight-Ashbury that gives no grades and where I was able to take lots of art classes and explore my creative side. I then went on to Boston University where I received my Bachelor's degree in Advertising and also studied Art History and Psychology. I am currently studying fashion design at Parsons The New School and loving it. Designing and creating has always been my passion and it feels good to put all my effort into that passion!



runway & window display



Somebody once asked a wise man what he would've done if he weren't a wise man...he said, if knowledge had not been his gift he would've liked to be a rockstar...possibly an architect...these words, from a wise man nonetheless, seemed like a great starting point. A Rockstarchitect...brilliant.

It was over a cup of coffee and a late night conversation that the seeds were planted. Joined together from an affinity towards questioning and an ever-growing hunger for knowledge, Rockstarchitecture set out to pave the way for our own breed of architecture. Drawing from all the creative fields and creating a process that not only embodies these interrelationships between the fields, but embraces and enriches each respectively.

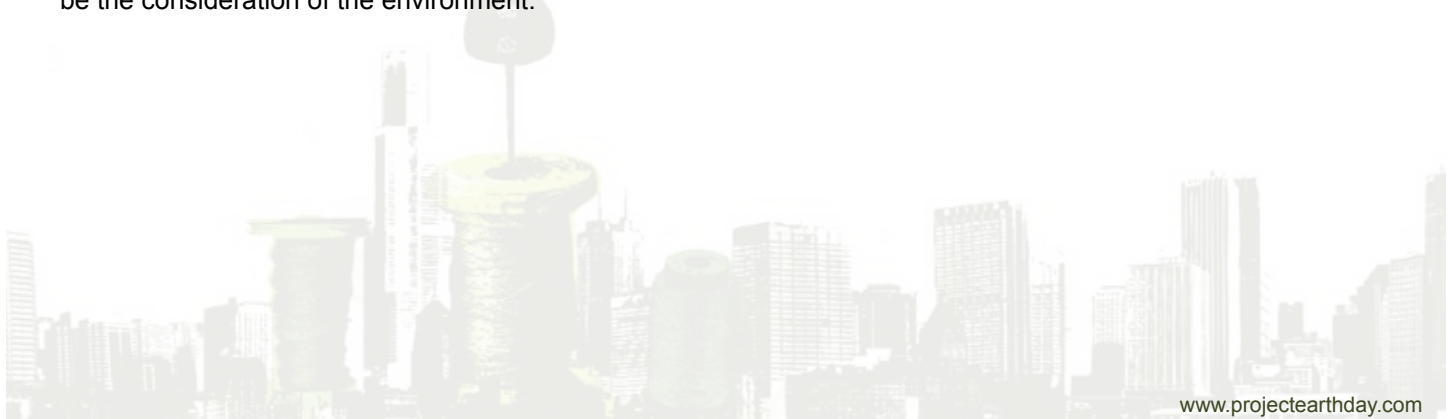
Rockstarchitecture was never about trashing hotel rooms. It was never about being in the spotlight. It was never about our name on a billboard. Rather it was about questioning. It was about seeking the answers first hand, rather than accepting what was told. We came together to solve problems creatively, always seeking to enrich ourselves and enrich the work we produced. Two heads are better than one and five better than two. We deliver a creative process that draws from all creative fields, and believe that being adept at all fields can only create a stronger and more concise product. We are the architect. We are the designer. We are the writer. We are the thinker. We believe that all things that are designed come from a creative place that is inherently intertwined and interwoven within each respective discipline.

We use this process to solve the problems that our clients have, to materialize their visions and realize their goals because there is only one you. Distinguish yourself.

Rockstarchitecture is made up of Co-Founders L. Dylan Maxey Gould, Jorge Plazas, Javier Carcamo, John Tabaniag, Marius Calin and Jordan Skolnik.

Project Earth Day embodies more than sustainable, chic, eco-fashion. It expresses and exemplifies the inherent connections that exist between all the creative fields. Architecture, Fashion, Product Design, Artisans, Interior Design, and Graphic Design all share similar facilities in their respective approaches and end-products which, nowadays, are exaggerated even more by the need for sustainability and the creative and innovative processes involved in being as "Green" as possible. Our goal was to show this latent connection, bringing it to fruition in the light of "green" design.

The primary idea was to show the connection between fashion and architecture and bring to light the sustainable natures of each. For us, this connection lay most vibrant in urban culture. New York City. And within the urban context there are three primary locations where the connection between nature and city occur, which are the "edge," the "void," and the one we chose would work best, the "unintended." Unintended, meaning the place where no one set out to make an eco-friendly place, but it happened to evolve into that. The location, or backdrop, where this takes place is the alley. It is the "back-side" of the city and it brings us back to a time and place where "sustainable" design was necessary. Back to the time when we needed air and light to be able to inhabit (a place). After the advent of modern architecture, and our ability to create and mitigate our environment, we forgot about light and air. We remember now, partially due to the growing fashion of it, and wanted to stress this concept in our design. Architecture should not be considered "Green" because inherent to the practice should be the consideration of the environment.



lighting design



This is Sarah's second year working with EGB on Project Earth Day. Sarah is a designer with Lightswitch. Lightswitch is a design consortium with experience in projection and lighting design ranging from architectural, corporate and theatrical lighting projects. She has worked for the last few years on Chrysler LLC's auto show booths in Detroit, Chicago and New York. Some of her past theatrical credits include Mudblossom at Walkerspace, Venus at Muhlenberg College, Bloody Bloody Andrew Jackson at Williamstown Theatre Festival, Skinpoppin' at The Red Room, Eccentricities of a Nightingale at the Columbia MFA program, Golden Age at The Krane Theatre, Madame Douce-Amere at the Philly Fringe and Walnut Street Studios, The Witching Hour at Williamstown Theatre Festival, School for Scandal at Gallery Players in Brooklyn. Sarah has worked extensively as an Assistant Lighting Designer Off Broadway and Regionally. She has worked at Williamstown Theatre Festival, Spoleto Festival USA, Lincoln Center Out of Doors and the Eugene O'Neill Theatre Conference. She is a member of United Scenic Artists 829.

The lighting for Project Earth Day uses many different applications of what we consider as green lighting. Green lighting in the entertainment industry incorporates the newest available technology. In the show we use Color Kinetics Colorblazes to light the scenery behind the runway. Each one of these fixtures consumes 420w of electricity when all three colors of LED's are on. The halogen counterpart of this light consumes 750w PER color, for a total wattage of 2,250w when all of them are on. The LED technology also allows the opportunity to mix colors using an additive mixing system.

The design also incorporates the use of compact fluorescents for accent lighting at the bar. There are also LED fluorescent replacement tubes from Bartco and HID source four units from Electronic Theatre Controls used within the merchandise area. Both of these options have significantly lower power consumption than their fluorescent/halogen counterparts. The stage lighting used to illuminate the runway is halogen, but is a highly efficient fixture, focusing 95% of the light out of the front of the unit. This means you can use fewer units to accomplish the same illumination.

All of these tools allow for a high quality of design while keeping power consumption low. Being green in lighting is about choosing the best light for your application and not choosing something solely by the power consumption. The right fixture for the right task can have a greater impact than twenty wrong lights for one application.



For Immediate Release
Project Earth Day Goes Retro After Hours

New York, NY (April 2008)—Le Royale, a hot new club in the old Luke & Leroy space, will keep Project Earth Day rocking well into the night. The After Party begins at 9:00 PM on April 24, 2008 at 21 Seventh Avenue South (at Leroy).

Project Earth Day is dedicated to the promotion of sustainable design and builds a platform for leaders and future leaders in the design industry to bridge their environmentally-conscious ideas and developments together. The show is sponsored by Teknion and will take place in their Chelsea showroom in New York City.

The After Party, sponsored in part by Le Royale's eco-savvy management team, will prove that even NYC dance club décor can be sustainable. Le Royale's pop art wallpaper and retro flooring are the perfect setting to dance and mingle in sustainable style. The event will support the United States Green Building Council's Emerging Green Builders of New York (EGBNY) mission of promoting sustainability and progressive networking opportunities in the design and building industries.

Le Royale is sure to be the green scene, where celebrities, models, and leaders in the fashion and design industries will make an appearance in support of a greener New York.

