

project EARTH DAY

April 24, 2008



Teknion

641 AVENUE OF THE AMERICAS
2ND FLOOR
NEW YORK, NEW YORK • 10011



WELCOME

Project Earth Day, a fashion show staged in the urban fabric of New York City, is dedicated to the promotion of green design and builds a platform for leaders and future leaders in the design industry to bridge their environmentally-conscious ideas and developments together. Presented by the Emerging Green Builders, a committee of the United States Green Building Council, Project Earth Day advocates values of sustainability, innovation and environmental responsibility.

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.

ENTERTAINMENT DESIGN

About Runway & Window Display Designers:

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

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."

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.

About Project Earth Day Lighting Designer : Sarah Jakubasz

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 haloge, 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.

About Project Earth Day Runway Stylist : Bahar Shahpar

Brooklyn-based Bahar Shahpar is a self-taught designer with a diverse creative background in multimedia event production, fashion, and publishing. Previously, she owned an art gallery and designed custom accessories in London and New York. In 2005, after extensive research on agricultural systems and the textile and apparel industry, she debuted her womenswear line, agricult, inspired by the American frontier and created using only sustainable materials.

For Spring/Summer 2007, Bahar launched her eponymous label, focusing on a more modern, less structured form while still drawing from a turn-of-the-century aesthetic. She was featured as part of Domino magazine's 2007 Green List and has been profiled in Lucky, NYLON, ELLE, and WWD, as well as on fiftyRX3.com and inhabitat.com.

AGENDA

6-7PM

Reception

7-7:30 PM

Student Competition and
Professional Runway Show

8-8:15 PM

Student Winners Announced

8:15-9 PM

Cocktail Party

9 PM

After Party @ Le Royale



STUDENT BIOS

Amira Marion, Parsons, The New School

Amira Marion grew up in hippie enclave Ann Arbor, Michigan, where recycling was a community norm decades before hitting the mainstream. After a move to New York, she resisted compromising her environmental values for her other first love—fashion. Through equal parts research, ingenuity, and serendipity, Amira began incorporating environmentally-friendly features into her garments. An internship with eco-clothing leader Edun further crystallized her commitment to sustainability. Currently a senior at Parsons School of Design, Amira is immersed in the creation of an environmentally-friendly senior thesis collection, collaborating on a line of printed organic t-shirts with fellow eco-design classmate Judy Lee in the pair's hard-to-come-by spare time.

Ashley Newsome, Savannah College of Art & Design

Ashley Newsome is a fibers and fashion graduate student at the Savannah College of Art and Design, where she is pursuing an MFA in fashion. Ashley first developed an interest in fibers and sustainable clothing design as an undergraduate. The North Carolina native earned a bachelor's degree in Art and Design with a minor in Apparel Technology at the North Carolina State University College of Design and College of Textiles. Ashley's upbringing in the small coastal town of Lake Waccamaw instilled an appreciation of rural folkways and the handcrafted aesthetic, interests that later led her to research the anthropological and sociological significance of apparel in indigenous cultures. In her current work, Ashley combines traditional techniques with a decidedly modern sensibility, resulting in an aesthetic that is fashion-forward but steeped in history. She is also involved in a newly-established design cooperative that focuses on artisan craftsmanship and sustainable, socially-conscious processes and practices.

Cynthia McMullen, North Carolina State University

Originally from the town of College Station, Texas, Cynthia McMullen moved to Los Angeles to pursue a Textile Design degree with a concentration in Knitwear Design at FIDM. After graduating, she worked in the fashion industry for a few years as a technical sweater designer. Today, Cynthia attends North Carolina State University in Raleigh, pursuing a double major in Art and Design and Textile Technology as an Anni Albers Scholar. Endlessly enamored of knitwear, Cynthia loves nothing more than designing from yarn to a fully-fashioned garment. Her recent work explores ecological design principles, garment life analysis, and emerging, eco-friendly production technologies.

Daphne Woo, Parsons, The New School

Currently in her final semester as a fashion student at Parsons The New School for Design, Daphne works part-time at Comme Des Garçons in PR and Wholesales. She obtained a Bachelors degree in Sociology and English from UCLA, and upon graduating, worked for a Los Angeles-based interactive marketing agency. A burgeoning interest in fashion editorial and various roles as a contributor inspired a move to the Mecca in late 2006. Since enrolling in school, Daphne has pursued internships at Mayle, V Magazine, Alexander McQueen, WWD and Tse. In addition to promoting eco-consciousness through clothing design, Daphne counts among her interests the ongoing development of a jewelry line comprised primarily of found objects.

R. David Gibbs & Arezu Daemi, Pratt Institute of Design & Art Center College of Design, Switzerland

R. David Gibbs earned a bachelor's degree in Industrial Design from Pratt Institute of Design and has also studied at the Art Center College of Design in Switzerland. He is now working for New York City Water Tower Furniture, where he helps turn discarded water tower wood into furniture. David also designs furniture for Dwell Green Building in Harlem, a home office design and installation company.

Ivy Higa, Parsons, The New School

Ivy Higa recently left her native Hawaii and moved to New York City, beginning coursework for an AAS degree in Fashion Studies in pursuit of a career as a fashion designer. Drawing on her background—and bachelor's degree—in the fine arts, Ivy's work is often characterized by a painterly approach, including fabrics hand-painted by the designer herself. In addition to her studies and creative pursuits, Ivy works full-time as a design assistant for a bridge company.

Judy Lee, Parsons, The New School

Currently a senior at Parsons, the New School of Design, Judy Lee began incorporating eco-conscious techniques, materials, and processes into her work while studying abroad at Parsons Paris during her junior year. Judy's roommate, Amira Marion (also a Project Earth Day finalist), has introduced her to new ways in which fashion and sustainability can go hand in hand. Long frustrated with the fashion industry's apathetic attitude towards ethical and environmental problems with production, labor, and materials, Judy is developing an ambitious thesis project that will explore the possibility of producing a colorful, print-oriented, and thoroughly modern collection that incorporates sustainable materials into the design process. Her passion for color and prints goes beyond fashion, and Judy is now making plans to collaborate with Ms. Marion on a line of eco-friendly home products such as pillowcases, 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 the Morimoto New York restaurant, which was designed by Tadao Ando and is located in the Meatpacking District. "This space brings into focus art, playfulness, and sophistication, all of which I consider to be important elements for evoking visual satisfaction in the person, regardless of age, gender, or ethnicity," Maritza says, "Furthermore, I want to incorporate these emotions into my garments by integrating environmental awareness based on the principles such as safer dyes, reduced water consumption, long- and short-life analysis, and waste reduction."

Rhiannon Taylor, North Carolina State University

Rhiannon Taylor, a Textile Technology/Design and Visual Arts major at North Carolina State University, chose unbleached and undyed yarn fibers as the primary components for her Project Earth Day design. The yarns used to make the fabric came from donated and found objects. Rhiannon has been selected to participate in her school's annual "Art to Wear" fashion show this spring. Last summer, she interned at Polo Ralph Lauren in New York, where she worked in the Women's Knits department for both Blue Label and Golf & Tennis. Two summers ago, Rhiannon studied conceptual art in Prague, Czech Republic. For the last three years, she has volunteered at Ten Thousand Villages in Raleigh, a local fair-trade non-profit store.

Tamara Theurer, Colorado State University

Tamara Theurer, a senior interior design student at Colorado State University, believes that environmentally-aware design often offers the best solutions, whether in the realm of fashion or the built environment. Currently a member of the National Society of Collegiate Scholars and the International Interior Design Association CSU Student Chapter, Tamara splits her spare time between several volunteer and community service organizations.

Vanessa Lynne Mieger, Parsons, The New School

Vanessa grew up in San Francisco, CA, attending a very liberal high school that allowed her the freedom and support she needed to explore her burgeoning creativity. After undergraduate work at Boston University, studying art history and psychology and earning a degree in advertising, Vanessa landed at Parsons, The New School for Design, where she's pursuing a degree in fashion design.

HONOREE STUDENT DESIGNERS:

Cereal Box BackPacks The MS 45 STARS Prep Academy (East Harlem) after-school Environmental Club consists of 17 6th, 7th, and 8th grade students. The Environmental Club's goals include environmental awareness, experiential learning in nature, stewardship and an understanding of sustainability and living green. The students engage in many activities, learn about environmental issues, run a green business and run their school's recycling program (they have won the New York City Department of Sanitation's Team Up to Clean Up award twice for being the best NYC middle school). This year they were also included in the Go Green East Harlem Cookbook, published by the Manhattan Borough President's Office.

The unique and simple design for the Cereal Box BackPack was created by Cassandra Romero as a 7th grader at MS 45 STARS Prep Academy. Cassandra is now an 8th grader and was invited to lead a workshop with the school's Environmental Club to create a whole collection of backpacks in all different sizes. Cassandra utilized purchased suspenders and re-used other items and decorations she found around her home to create the backpacks. Cassandra notes that the larger the cereal box the better and more useful it can be. However, if it wears out, one only needs an empty cereal box as for the tie and suspenders can be re-used on your new backpack!



CLOTHING:

A Small Collection : www.asmallcollection.com

Long drawn to the idea of recycling by buying vintage wares, Alyson Fox decided to bring that same sensibility to the production of new garments. Using sustainable fabric, no zippers, organic elastic, and buttons crafted from fallen tree branches, Alyson has created a clothing line that can truly be described as eco-friendly.

Del Forte Denim : www.delforte.com

Del Forte Denim is designed for the eco-chic women who are 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 re-interprets luxury as a combination of distinctive design and ethical production.

Ecoganik : www.ecoganik.com

Ecoganik embodies a fusion of fashion and eco-consciousness. Styling is innovative, casual, and sophisticated. Ecoganik focuses on the contemporary customer who wants a young, hip, and cohesive look that's still decidedly eco-aware.

Kelly B : www.kellybcouture.com

Kelly B's signature look is fun, funky, and fresh. Set apart by its bold colors, clean lines, and body-conscious fit, the line's intent is to create unique clothing for the environmentally-aware consumer who does not want to sacrifice style. The Kelly B line first made a splash three years ago, when owner and designer Kelly Barry took note of the growing demand for more fashion-forward clothing in the eco market. Her designs are all produced in the US using only the finest sustainable fabrics, such as organic cotton, hemp, silk, soy, bamboo and wool.

Lara Miller : www.laramiller.net

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

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 – that is locally made in Brooklyn, New York by designer Kee Edwards. The line springs 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 all around us.

Kee says: "I grew up in the Southeast surrounded by fields of fluffy cottonballs 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 and

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. A sense of purity and connection to our common 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.

Peligrosa : www.peligrosaknits.com

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.

Sublet : www.subletclothing.com

Sublet Clothing aspires to affect positive social change while fostering a collaborative community. Our collection of sustainable clothing is driven by sophisticated design, comfortable fit, and eclectic style. Using fabric, trim, and labor sourced from ethical, environmentally-sound institutions, Sublet embodies a thoughtful and versatile aesthetic, crafting pieces suitable for day or night, school or spare time, work or play. We humbly strive to embrace a sustainable lifestyle and simply invite you to do the same.

T-Luxe : www.tluxe.com

T-Luxe is a line of decadent lingerie determined to redefine eco-friendly luxury. T-Luxe is dedicated to providing women innovative, high-quality designs constructed through sustainable, low-impact processes and practices. All T-Luxe designs feature luxurious yet eco-friendly fabrics such as bamboo and organic silks that are colored with all-natural dyes. The energy used to produce the T-Luxe line is mitigated through carbon off-set programs.

ACCESSORIES AND SHOES:

California Rising : www.californiarising.com

California Rising is the eco-conscious conception of husband-and-wife team Joshua Lloyd Fischer and Jules Blaine Davis, whose business is fueled by a deep-seated passion to give back and pay it forward. As the line's designer, Jules integrates this passion and connects her inspiration with the best organic fabrics, an amazing fit, and a feel like no other.

canopy verde : www.canopyverde.com

As the child of traditional Chinese parents, founder Linda Wong learned never to waste at an early age. She wore her brother's hand-me-downs and encouraged her friends to use fewer plastic bags, even before recycling was in vogue.

"In creating canopy verde, I wanted to be very thoughtful about any component that was put into the bag as well as the construction methods. Special attention was paid to everything from the lining to the dyeing process."

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 was to create an environmentally-friendly collection of modern, everyday silhouettes with a touch of whimsy in the details. All seven styles are made of organic cotton/bamboo blend for both the main fabric and the lining, chrome-free leather, and AZO-free embroidery. The dyeing process is certified to be free of chemicals and harmful substances by OEKO-TEX, a consortium of European and Japanese research institutes.

District Cotton : www.districtcotton.com

District Cotton offers fashion-forward street-wear made from environmentally friendly ranging from organic cotton and recycled vinyl billboards to reused Cambodian mosquito nets. District's cutting edge printed T's, hoodies, hats, and accessories make socially responsible clothing an easy choice, at an accessible price-point.

Entermodal : www.entermodal.com

Born of the idea that design can be a force for positive change, Entermodal bags redefine the meaning of luxury leather goods and how they integrate form, function, and sustainability. In the heart of Portland's celebrated Pearl District, master bag designer Larry Olmstead draws on nearly two decades of experience to combine old-world fabrication techniques with modern elegance and styling. From the vegetable tanned leather, free of heavy metals and formaldehyde, to the recycled-content aluminum buckles, every component of each bag has been carefully tested and specified to ensure maximum performance with minimal environmental impact.

globalcoolo: www.globalcoolo.com

Italian born Patrizia Iacino creates unique, hand crafted pieces of art from items people throw away every day, combining them together with precious metal, stone and pearls. After receiving a degree in architecture in Italy, she moved to the United States seven years ago.

The next time you throw away an innocent bottle cap or contact lens case, it just might end up around someone's neck as a beautiful piece of jewelry.

Heather Heron : www.heatherheron.org

Heather Heron's designs have always reflected what matters most to her. Whether it's family ties, personal connections, fair and equitable opportunities for work, or a commitment to sustainability and low environmental impact, she has channeled her most cherished beliefs and experiences into the creative process. The combination of high-impact detailing with the stark, reserved simplicity of hemp gives Heather's pieces an austere yet totally accessible elegance. Expertly crafted to stay lovely for ages, Heather Heron's garments place her individual mark on the planet—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 that are only just beginning to take hold among the broader public – values that elevate personal responsibility and self-awareness above personal apathy and allegiance to nothing more significant than the latest fad. Consistent with her “green chic” aesthetic and ethical stance, Helen promotes the use of organic and sustainable materials to deliver captivating pieces with a conscientious message: when it comes to fashion, you CAN have both high style and low impact.

Julia Lauren : www.iloveeco.com

The Julia Lauren line is founded on a vision that reflects a fair and organic way of life. Inspired by the natural environment, Julia's design process respects both social and environmental systems and still delivers an elegant and sustainable line of lovingly handmade handbags. The luxury hemp, silk, and cotton materials used are certified organic, and all fastenings and clasps in the line have been reclaimed from found garments or made from recycled materials, including recycled plastics.

Prior to starting her line, Julia graduated with degrees in both Biology and Fashion Design (Parsons, New York and Central Saint Martins, London) and has worked at Michael Kors and The Limited Brands. After a recent stint with a textile and environmental design group in London, she discovered that her passions lie in exploring and promoting sustainable change within the fashion and textile industry, a pursuit she documents on 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.

Neuaura : www.neuaurashoes.com

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

RePlayGround : www.replayground.com

Tiffany Threadgould is a self-proclaimed design junkie whose mission is to give scrap materials a second life. Her online business, RePlayGround, sells recycled goods, supplies, and crafts, and serves as a hub for swapping DIY projects. Her Take Charge earrings are made from artfully reassembled shards of recycled credit card pieces, while her Tie Gadget Case—perfectly proportioned for an iPhone, iPod, or another palm-sized techno-gadget—puts a plethora of thrift-shop neckties to new use. Embracing the reduce, reuse, recycle credo has never been so fun.

Sid Vintage : www.sidvintage.com

Sid Vintage takes pieces that already have personal value and puts them back into the world, transforming what was once forgotten. Designer Nanci Bennett uses vintage clasps and deadstock chain to create bold pieces that are eminently wearable and anything but austere. It's her mission to ensure that each piece feels specially designed for the wearer's body, while leaving no mark on Mother Earth.

Species by the Thousands : www.speciesbythethousands.com

Species by the Thousands is artist design team Erica Bradbury and Michele Colomer. They combine their talents for painting, drawing, and design to create a variety of aesthetically-pleasing, ethical, eco-conscious items for the body and home. The two designers share a profound respect for the earth, so it only makes sense that their creations are made from sustainable materials such as vintage wares, reclaimed metals, and organic and recycled fibers.

TEICH : www.teichdesign.com

Clean design, exceptional quality, and an abiding respect for the environment are the key underpinnings of 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. Handmade locally in New York City, each Teich bag reflects the designer's keen appreciation of traditional craftsmanship.

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Lighting Design by Sarah Jakubasz



Lighting Equipment Provided by



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Special Thanks To Our Guest Judges:

Jill Fehrenbacher, Inhabitat
Janie L James, The Moderns
Summer Rayne Oakes, Eco-fashion activist
Sass Brown, Professor, FIT
Tracy Backus, Teknion

Like what you see?
Here's where you can shop green...

NYC, Brick and Mortar:

ABC Home 888 Broadway @ 19th St. www.abchome.com
Camilla 355 Atlantic Ave Brooklyn 718-422-0282
Ekohvaruset, 123 Ludlow Street, www.ekohvaruset.se, 212-673-1753
Gomi, 443 East 6th St, www.gominyc.com, 212-979-0388
Kaight, 83 Orchard Street, www.kaightnyc.com, 212-680-5630
Om Sweet Home, 59 Kent Ave, Bklyn, www.omsweethomenyc.com 718-963-6986
Sodafine, 119 Grand Street, Bklyn, www.sodafine.com

Online:

Beklina, www.beklina.com
BTC Elements, www.btcelements.com
Coco's Shoppe, www.cocoshoppe.com
Eco-Handbags.ca, www.eco-handbags.ca
Envi, www.shopenvi.com
Green Loop www.thegreenloop.com
Green With Glamour www.greenwithglamour.com
Hip & Zen, www.hipandzen.com
Juno and Jove www.junoandjove.com
Modify www.shopmodify.com
Not Just Pretty www.notjustpretty.com
Nubius Organics, www.nubiusorganics.com
Pangaya, www.pangaya.com
Viva Terra, www.vivaterra.com

HOW GREEN ARE YOU?

