

Eric Corey Freed, LEED AP, Hon. FIGP, is Founding Principal of **organicarchitect**, a nationally known award winning architecture and consulting firm, with over 20 years of experience in green building and sustainable planning.

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.

Eric is the author of **four books** on Sustainable Design, including “Green Building & Remodeling for Dummies”, a bestseller with over 200,000 copies in print. EcoSalon called it one of their “must read books that will forever change how you see the world.” His latest, “GreenSense for your Home” won the 2011 Outstanding Book Award from the American Society of Journalists and Authors. He lectures extensively around the world to tens of thousands of people a year.

He is a Chair of the Coachella Valley branch of the US Green Building Council, and sits on the City of Palm Desert Sustainability Commission. He has received awards from several Mayors, and worked with dozens of municipalities around the country.

Considered a thought leader in the field, Eric was named “Best Green Architect” by San Francisco Magazine 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.”

CURRENT POSITIONS HELD

organic**architect** (the office of Eric Corey Freed)

December 1997 to Present

San Francisco / Palm Springs

Founding Principal

Licensed to Practice Architecture:

New Mexico #003902

Arizona #42861

California #30731

LEED Accredited Professional (BD+C)

GBCI #53852

- **15+** years experience as **Principal** for projects up to **\$5M** in Single-Family, Type V construction and **\$30M** educational & hospitality projects
- Over **20** years experience consulting as **Project Architect** for projects up to **\$30M** in Multi-Family & Educational
- Special experience in: Residential, Green Schools, Boutique Hospitality and Urban Redevelopment projects
- **10+** years experience in operating **Non-Profit Organizations** with annual budgets of **\$1M**
- Prolific speaker on sustainability, public policy and urban redevelopment, lecturing at 70 events to over 12,000 people a year
- Ten years experience in User Interface and Information Design for large scale websites & presentations
- Skilled in managing creative & technical **teams of 10** and volunteer **groups of over 100** people
- Renowned expertise in sustainable and green building design, specifically on Passive Solar & Natural Building
- Consulted as the **LEED Accredited Professional** (US Green Building Council) for over **20 LEED** Rated Buildings, including several Platinum
- Apprenticed directly under former students of Frank Lloyd Wright
- Author of **four books**, including **“Green Building & Remodeling for Dummies”**, a bestseller with over 200,000 copies in print
- Regular contributor for Luxe, Natural Home, Metropolitan Home, Traditional Home, Sustainable Industries Journal, GreenerBuildings
- Monthly **organicEVENTS** list distributed to 10,000+ subscribers since 2002

Some of the firms I've consulted to:

SB Architects

Ryan & Associates

Andrew Skurman Architects

TRG Architects

Gluckman Mayner Architects

McCall Design

Simpatico Homes

Unico Properties

Pixar

Williams Sonoma

Ann Taylor

Autodesk

US Green Building Council – Inland Empire Chapter

2009 to Present

Palm Desert Local 501(c)3 Not-for-Profit with 1000 members covering 60 cities

Board Member; Chair, Coachella Valley Branch

- Grew branch membership **500%** and mailing list **1000%** for region with 400,000 people
- Authored **City Sustainability Dashboard** and presented it to the **9 City Councils** for adoption resulting in Valley-wide roadmap
- Produced **40** events a year (3+ per month) since 2009 for over 2000 attendees
- Partnered with local Associations of Governments (CVAG, SCAG) and Councils of Governments (WRCOG) to develop dozens of programs

City of Palm Desert, California

Appointment 2011 to 2015

Palm Desert Municipality in Riverside County with 50,000 residents

Sustainability Commissioner

- Appointed to this nine member panel by the Mayor and City Council
- Sponsored and helped author various sprawl and asphalt reduction legislation and present it to Mayor and City Council
- Raised construction waste requirement ordinance to 85%; pushed recycling rates to over 72%; reduced parking requirements by 40%

FORMAL EDUCATION & DEGREES EARNED

San Francisco Institute of Architecture

1999

San Francisco

Masters of Ecological Design

Studied under apprentices of Frank Lloyd Wright & Bruce Goff

GPA: 3.6 cum.

Temple University

1989 to 1994

Philadelphia

Bachelor of Architecture (with honors)

Concentration in Urban Design & Western Philosophy

GPA: 3.4 cum.

Studied under members of Louis Kahn's Studio

Semester Abroad in Rome, Italy

Resided January to June 1993

Drexel University

1988 to 1989

Philadelphia

Architectural Engineering Coursework

SPECIAL SKILLS

AutoCAD / Vectorworks / ArchiCAD

SketchUp / Artlantis

Hand drafting: lead, ink

Adobe Illustrator / Photoshop

Dreamweaver / HTML / CSS

Watercolor, colored pencil, marker

Microsoft Office

User Interface / Information Design

Freehand Sketching

MS Project / FastTrack / Omni Plan

Environmental Psychology

Photography

PAST POSITIONS**Urban Re:Vision**

2006 to 2010

San Francisco National 501(c)3 Not-for-Profit

(Founding Board Member, 2006-9) **Executive Director**

- o Developed fundraising strategy for **\$1 million** annual budget with staff of **6**
- o Negotiated project partnerships with dozens of city government agencies, with direct contact with Mayors & their staff
- o Launched seven international design competitions with **hundreds of entrants** from 14 countries
- o Moderated city funded workshops for **100 attendees** each in multiple cities around the country
- o Prepared grant proposals for dozens of foundations valued at up to **\$100k** each
- o Wrote editorial and educational content explaining the winning competition entries for dozens of magazines
- o Created and directed touring exhibit of over **100 images**
- o Was national spokesman for organization, including ABC WorldNews Tonight, Fox News and AIArchitect
- o Negotiated partnerships & donations valued at up to **\$50k**
- o Personally recruited dozens of Advisory & Board Members

Some of the partnerships I've formed:

Architecture for Humanity
Central Dallas CDC
SF American Institute of Architects

SPUR Urban Center
Michelle Kaufmann Studio
ICLEI

ARUP
Rocky Mountain Institute
Next American City

The San Francisco Design Museum

2002 to 2005

San Francisco Regional 501(c)3 Not-for-Profit

(Founding Board Member) **Chair of Architecture**

- o Managed three exhibits with over **100 confirmed objects** each
- o Developed K-12 classroom lesson plans for each exhibit
- o Produced receptions and fundraising events valued at **\$15k** for up to **500 guests**
- o Developed weekly evening lecture series and hands-on workshops in conjunction with exhibits
- o Created and directed **eight exhibit committees** headed by a chair reporting directly to me
- o Grew the volunteer list to over **500 names**; over 75 as active members
- o Negotiated lease agreement between Museum and Metreon valued at **\$60k**
- o Personally recruited Committee Chairs & Partner Companies

Some of the partnerships I've formed:

The Natural Step
Building Green
New Leaf Paper
Foundation Center of San Francisco
Nike
Toyota

Weber Shandwick
Goodby Silverstein Partners
Birkenstock
Metreon
Sony Design Center
Agnes Bourne, Agnes Bourne Design

Gensler Architects
NBBJ Architects
EDAW, Inc.
Freebairn-Smith & Crane
RossDrulisCusenbery Architecture
SF Mayors Office on Economic Development

ecoTECTURE: The Online Journal of Ecological Design

1999 to 2003

Berkeley

(Co-Founder) **Graphics Editor**

Eric helped design, edit and publish this online publication with 10,000 subscribers. He established strategic alliances with partners valued at **\$50k** and directed all strategy, branding and advertising. Eric designed & built all marketing collateral, including the initial website.

Boniface + Associates, Architects

April 1996 to December 1997

Santa Fe

Associate

Specializing in high-end residential green design, B+A is well respected for it's high standards in quality and attention to detail. Eric handled all aspects of the projects, from initial programming to contract administration, for over a **dozen projects** with budgets of over **\$1 million**.

Agoos / Lovera Architects

April 1995 to April 1996

Philadelphia

Staff Architect(ural Intern) / Computer Administrator

This award-winning firm handles a wide array of public project types including schools, community centers, master plans & train stations. As a member of this team, Eric was responsible for design & construction documents as well as community outreach and project production.

Architecture Research Institute

January 1994 to April 1995

New York City

Assistant Architect (Intern)

ARI is headed by acclaimed architect **Beverly Willis**, with whom Eric helped design two schools in New York. Their design for Manhattan Village Academy was widely published. Eric also did research & layout for Ms. Willis' book, "Invisible Images: The Silent Language of Art and Architecture." At that time, noted architect and critic **Philip Johnson** cited Eric as "**one of the real brains of his generation.**"

Charles E. Broudy & Associates, Architects & Planners

June 1992 to August 1994

Philadelphia

Project Manager / Computer Administrator

As part of this high-end retail firm, Eric was involved in all aspects of production, from schematic prototype development to construction documents and specifications for dozens of retail locations. Eric also did layout and illustrations for Mr. Broudy's book, "Retail Graphic Standards."

BOARDS OF DIRECTORS & ADVISORY BOARDS

Board & Chair, Coachella Valley USGBC Chapter	2009-P	Advisory Board, West Coast Green Conference	2004-P
Editorial Board, Eco-Structure Magazine	2009-12	Technical Advisory Board, Green Home Guide	2004-P
Advisory Board, Brondell Inc.	2009-P	Board of Directors, ADPSR NorCal	2001-P
Advisory Board, Live Glass International	2008-12	Board of Directors, New Voice of Business	2005-8
Advisory Board, Bottle Stone	2008-11	Advisory Board, craiglist Foundation	2005-8
Editorial Board, Sustainability: The Journal of Record	2007-P	Board of Directors, Natural World Museum	2005-8
Advisory Panel, Traditional Home Magazine	2007-P	Real Estate Council, Build It Green	2005-8
Advisory Board, Surface & Fabrication Expo	2007-P	Technical Advisory Board, Ecosa Capital	2005-7
Editorial Board, Natural Home Magazine	2007-P	Curatorial Committee, ArtSFest San Francisco	2004-8
Advisory Board, Urban Re:Vision	2006-9	Board of Directors, Local Exchange	2003-5
Green Building Editor, Let's Green This City (PG&E)	2006-7	Chair of Architecture, San Francisco Design Museum	2002-5
Green Building Editor, Greenopia	2006-8	Member, AIA Committee on the Environment (COTE)	2001-6
Vice Chairman, SMART Building Product Rating System	2006-8	Committee Member, The Friends of Kebyar	1993-P

In addition to being an architect, **Eric Corey Freed** is also a dedicated educator, devoting his career to educating people about the important connection between sustainability and design.

In 2002, Eric developed the Sustainable Design curriculum for Academy of Art University, an NAAB Accredited Program with approximately 300 undergrad and graduate students. In addition, he serves as a Thesis Advisor to Graduate Students.

In 2005, Eric co-developed the Sustainable Design Certificate Program at University of California Berkeley for their Extension program. This Class B Certificate Program is designed for non-design students and typically has 150 students going through the program at any time. His students have won several national competitions. In this past decade, Eric has taught hundreds of students who have since entered the field and are now making their own contributions to green building.

Perhaps his greatest role to date has been as national spokesman for sustainability. Eric lectures at 70+ conferences an events a year around the world, and has appeared on dozens of radio and television programs speaking enthusiastically about the need for sustainable design and promoting his schools and the efforts of his students.

TEACHING POSITIONS

Boston Architectural College

2011 to Present

Adjunct Professor

Sustainable Design Masters Program

Sustainable Design Capstone (Graduate Level)

University of California Riverside Extension

2009 to Present

Adjunct Professor, Riverside

Environment & Sustainability Program

LEED Project Management

University of California Berkeley Extension

2005 to 2011

Adjunct Professor / Advisory Board, San Francisco

Sustainable Design Certificate Program

Practical Applications of Sustainable Design (Core Requirement Course)

Organic Architecture: Nature's Design Process

LEED Project Management

Emerging Trends Design Studio

Academy of Art University

2002 to Present

Adjunct Professor, San Francisco

Architecture & Interior Architecture Departments

Introduction to Sustainable Design

Green Design Studio (Graduate Level)

Thesis Advisor (Graduate Level)

VISITING CRITIC & LECTURE SCHOOLS

Harvard Graduate School of Design	Columbia University	University of California Berkeley
Stanford University	Temple University	University of California Davis
Ball State University	Philadelphia College of Textiles & Science	University of California Los Angeles
Cal Poly San Luis Obispo	California College of the Arts	University of California Riverside
Florida Atlantic University	University of New Mexico	University of California Santa Cruz
University of Miami	University of Southern California	University of California San Francisco
University of Oregon	Washington University St. Louis	University of San Francisco
Savannah College of Art and Design	Seattle University	City College of San Francisco

BOOKS AUTHORED

GreenSense for the Home: Rating the Real Payoff from 50 Green Home Projects	Taunton Press 2010
with Kevin Daum	2011 Outstanding Book Award, American Society of Journalists and Authors
Sustainable School Architecture	John Wiley & Sons 2010
with Lisa Gelfand	
Green Your Home for Dummies	John Wiley & Sons 2008
with Yvonne Jeffery, Liz Barclay, Michael Grosvenor, et al.	
Green Building & Remodeling for Dummies	John Wiley & Sons 2007
	Amazon #1 Bestseller with over 200,000 copies in print

ARTICLES AND PAPERS AUTHORED

Technical Editor: "Material Change", Eve Blossom, Metropolis Books	2011
Technical Editor: "Social Entrepreneurship For Dummies", John Wiley & Sons	2010
Article author: "Green Your Home at any Price Point" Natural Home Magazine	Sep/Oct 2010
Article author: "5 Questions about our Future" Natural Home Magazine	April 2009
Article author: "Green kitchens" SFDC Magazine	October 2008
Article author: "Urban Eco-tecture" Metropolitan Home Magazine	April 2008
Article author: "Nature Boy" Environmental Design + Construction (ED+C) Magazine	December 2007
Article author: "Finishes for your green kitchen" Kitchen & Bath Business	December 2007
Article author: "Green Landscaping" Luxe Magazine	September 2007
Article author: "Avoid Greenwashers' False Claims: How Do I Know I'm Buying Green?" Natural Home Magazine	July 2007
Article author: "Solar Inspiration" Luxe Magazine	June 2007
Article author: "Why Green Building is Important" Luxe Magazine	March 2007
Article author: "Last Exit: The Inevitable Architect" Next American City	January 2007
Illustrator: "Ecotecture" Author: Philip S. Wenz, McGraw Hill	Fall 2002
Researcher: "Invisible Images: The Silent Language of Art and Architecture" Author: Beverly Willis, National Building Museum	1997
Contributor: "Retail Graphic Standards" Author: Charles Broudy, McGraw Hill	1995
Article author: "The Individualist Aesthetic" in The Individualist Perspective	April 1992