

Press Contact:
Ronald Schmidt
Rosswood Communications
408-371-2801
ron@rosswood-inc.com

For Immediate Release

Is There a Greener Gender? New Book *Women in Green: Voices of Sustainable Design* Explores the Roles Women are Playing as Advocates for a Healthier Planet

Latest Title from Ecotone Publishing Chronicles Women in the Sustainable Design Movement and Highlights the Connections Between Diversity and Innovation

SEATTLE, Wash., May 1, 2007—Ecotone Publishing LLC, the industry's first exclusive green architecture and design publisher, today announced a new book, *Women in Green: Voices of Sustainable Design*. In this ground-breaking work, authors Kira Gould and Lance Hosey outline how the future of sustainability will depend on women and the perspectives they bring to every field. Drawing from conversations with nearly 200 architects, designers, activists, policymakers, writers, educators, and students, the authors conclude that women are changing how we all see our work and our world.

Exploring a variety of topics ranging from communities to buildings to product design, the book explains, for the first time, how the sustainable design field is influenced by women and women's ways of working. In addition to gathering input from a cross-section of individuals involved in environmental and sustainability issues, the authors surveyed a broad range of literature, reviewed a number of studies and compared statistics from various organizations. What they discovered is a real need in all of us to find more balanced ways of working and living.

"*Women in Green* explains the often overlooked roles women have played as key catalysts in sustainability," Jason F. McLennan, CEO of Cascadia Green Building Council and founder of Ecotone Publishing. "The book will help women and men understand the limitations of business as usual and suggest different approaches to solving today's complex problems."

The partnership of Gould and Hosey, both leaders in the sustainable design movement, reflects the views and lessons of the book, which emphasizes community and collaboration. An expert in design communications and former managing editor of *Metropolis* magazine, Gould is the current chair of the American Institute of Architects Committee on the Environment. Hosey, an architect and writer, is a director and senior designer with William McDonough + Partners, the pioneering sustainable design firm.

Ecotone also announced today that Gould and Hosey will conduct a Women in Green session at the American Institute of Architects 2007 National Convention and Design Exposition in San Antonio, Texas, on May 3 at 1:30 p.m. Central Time. Leaders in the sustainable design movement, including Susan Szenasy, editor-in-chief of *Metropolis*; architects Sandy Mendler, AIA, and Robin Guenther, FAIA; and environmental psychologist Judith Heerwagen will join the authors to share their stories and inspiration.

Availability

Women in Green: Voices of Sustainable Design is now available online and at architecture and building bookstores throughout North America. For more information or to order the book, please visit <http://www.ecotonedesign.com/womeningreen/index.html>.

Title: *Women in Green: Voices of Sustainable Design*

Authors: Kira Gould and Lance Hosey

ISBN: 978-0-9749033-7-8

List Price: \$24.95 USD

copyright 2007

Advance Praise for *Women in Green: Voices of Sustainable Design*

“As you read through this amazing book, a realization dawns. The medicine needed for true sustainability, true balance, turns out to be our own passion for what we love to do, combined with our longing to be home. This book is a stunning achievement, and every designer, architect, and lover of life should read it—soon.” – Sarah Susanka, author of *The Not So Big Life: Making Room for What Really Matters*

“Anyone who’s ever heard the words ‘sustainability’ or ‘green’ should take the time to read (not scan) this book. These terms are not a marketing pitch—they are sacred obligations to life, as the women in this book make clear.” – Sim Van der Ryn, eco-pioneer, author of *Ecological Design* and *Design for Life*

“A transformative, inspiring and thoughtful book. So much can be learned from these dynamic and thought-provoking dialogues. They expanded my thinking and encouraged me to redouble my efforts while we still have time.” – David Gottfried, founder of the U.S. Green Building Council, author of *Greed to Green*

“Kira and Lance have had the courage to write about the elephant in the room. Women are staging the next revolution—the better for Mother Earth and all her creatures.” – Joyce LaValle, sustainability advocate and leader at Interface, Inc.

“We’ve come to the dawn of a new world and a new way of being, perceiving, and relating, and women are leading the way as designers, thinkers, inventors, and seers. *Women in Green* is an evocative glimpse of the edge of that leading light—a book full of stories of creativity and common sense with uncommon courage that are changing the human presence on Earth.” – David W. Orr, educator and author of *Design on the Edge*

About Ecotone Publishing The Green Building Publisher

Ecotone Publishing - exploring the relationship between the built and natural environments

Founded and operated by green building experts, Ecotone Publishing is the first book publisher to focus solely on green architecture and design. Headquartered on Bainbridge Island, WA, the company is dedicated to meeting the growing demand for authoritative and accessible publications on sustainable design. Ecotone institutes a variety of green strategies, including the printing of its books on recycled content paper, the use of recyclable packaging and supporting employees telecommuting from home offices. Ecotone Publishing donates a minimum of ten percent of its profits to environmental and social organizations. An industry leader, Ecotone is the first American publishing company to fully adopt carbon neutrality to its operations in order to offset its own contributions to climate change.

For more information on Ecotone Publishing, please visit the website at www.ecotonedesign.com or call 250.274.4444.

###