

Going, Going, Green



Traci Rose Rider (above) is helping green designers get their start through Emerging Green Builders, an organization she founded to provide sustainable building opportunities for young people entering the industry.

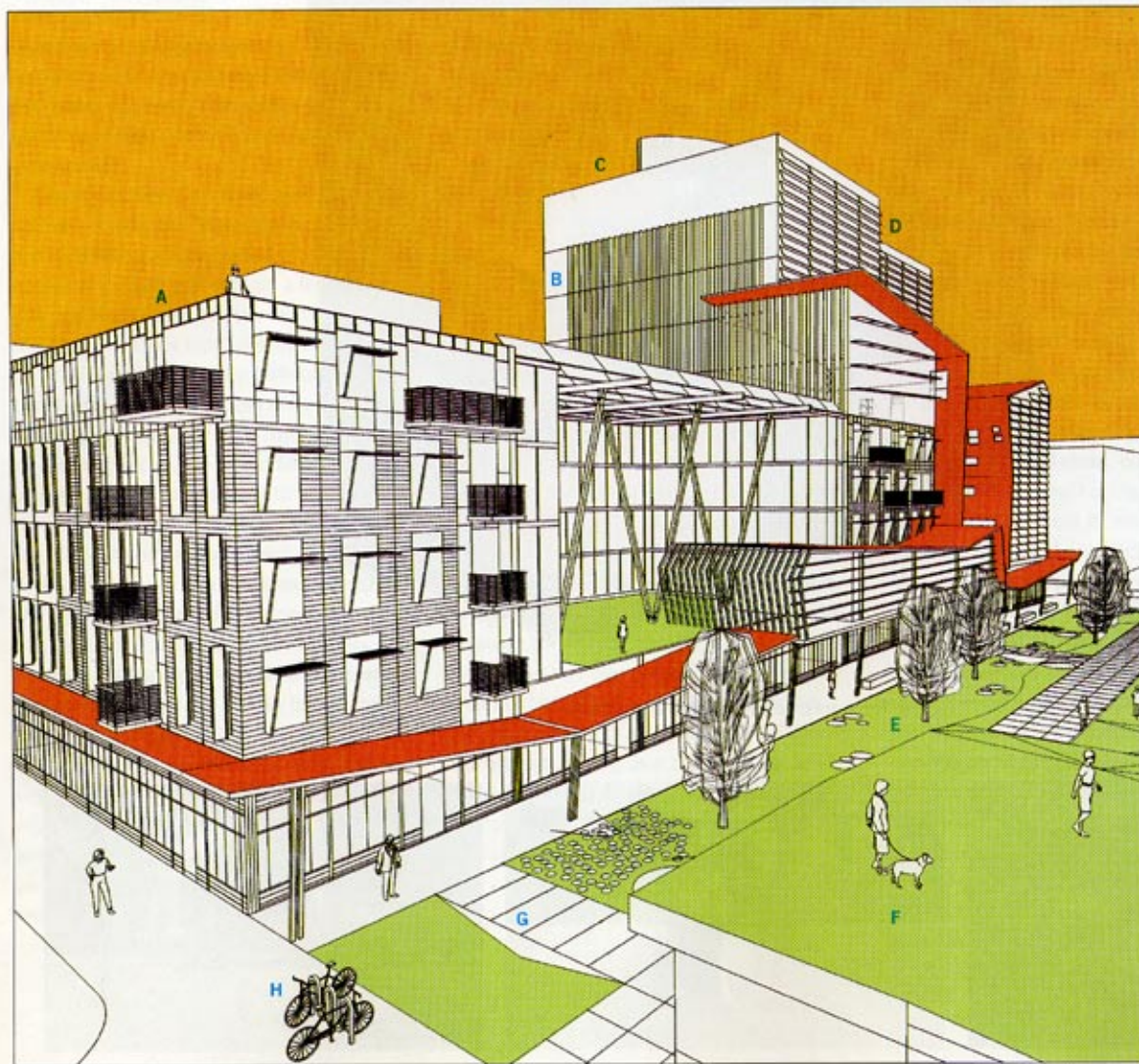
As a new generation of eco-conscious builders comes of age, Traci Rose Rider is leading the charge. The 29-year-old designer is a founding member and the current chairperson of Emerging Green Builders (EGB), a branch of the U.S. Green Building Council. Established in 2002 with the goal of facilitating sustainable building opportunities for young people entering the industry, EGB has been hard at work ever since, nurturing the natural talents of promising designers.

Rider honed her enthusiasm for green design during her first postcollegiate job, at HOK (Hellmuth, Obata + Kassabaum) in Houston. "I saw all the internal resources [available to utilize green design strategies] that my office already had and realized that no one used or knew about any of them. I was in complete shock! So I became an advocate," she explains.

Like the pied pipers of sustainability, founding members blazed a green trail when they formed the

first EGB committee in 2002 in response to an overwhelming turnout at a Greenbuild conference session focused on students and young professionals. There was a collective outcry over the apparent generation gap between new and seasoned professionals, a problem the EGB founders felt they could solve. EGB has proved to be as beneficial for new builders as for the industry itself, generating significant momentum for the advancement of sustainable design.

In 2003, EGB launched its Natural Talent Design Competition, which aims to encourage and promote the presence of emerging leaders and to recognize their excellence, innovation, and dedication to green principles. Through direct interaction with the all-twentysomething EGB committee members, Rider hopes to show aspiring students through example that "we're essentially them"—and in the process to continue to sow the seeds of green design throughout the world. ■



The first-place winners of the 2004 Natural Talent Design Competition, Gregory Thomson, Amit Price Patel, and Christine Scott of Goody Clancy (Boston), created "Re-Orientation," a multipurpose building for a development in Portland, Oregon, with the goal of limiting the use of nonrenewable resources and maximizing the site's natural assets.

- A Roof gardens
- B Low-flow appliances and fixtures with a leak-detection maintenance plan
- C Green roof
- D Horizontal sunshades on south elevation
- E Native species planted in hydro-zones
- F Viewing hill overlooking main pedestrian path with retail below
- G Porous pavement paths
- H Bike parking and storage