

WEB

Wendy E. Brawer



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updated 11/2010

Professional Affiliations

09 – present
Global Green Leaders
Advisory Board

09 – present
Sharing in Transport
International Advisory Board

09 – present
Manhattan Borough President's
Go Green LES Transport Co-Chair

08 – present
UNESCO Social Design Network
Advisory Board

08 – present
ABC No Rio Board

05 – present
o2 NYC Board
co-founding member since 95

03 – present
BALLE Advisory Board

02 – present
Social Venture Network member

98 – present
Art & Science Collaborations, Inc.

95 – 02
Architects, Designers, Planners for
Social Responsibility, NY

97 – 99
Professional Designers Centennial
Committee, National Design Museum

93 – 95
Environmental Chair
Industrial Designers Society of America

92 – 96
Manhattan Solid Waste
Advisory Board

also see:
youtube.com/greenmapsystem
Cornell interview: tinyurl.com/2h8ugl

Since 1990, Wendy E. Brawer has designed resource-efficient services and products that promote sustainable living in conjunction with Green Map System and Modern World Design.

- Planning collaboratives include the 2010-2012 Lower East Side/Chinatown NYC Bicycling Coalition.
- Services designed include a comprehensive Environmental Program, its mobile eco-info center, campaigns and events for 1,700 unit housing complex's youth and adult residents, management and staff. Client: Manhattan Plaza.
- Products designed include the Times Square Deposit Banks, "self-emptying" recycling bins that provided dignity to redeemers of deposit containers as well as waste reduction and traffic calming campaigns. Client: Times Square BID.
- Consulting on impact reduction of products and projects in development, exhibits, marketing and waste-related campaigns and events for architects, agencies and marketing companies. Client list available.
- SolSpherica is Liberty Science Center's interactive 1KW solar energy exhibit, co-created by Wendy and Amelia Amon, winners of Art & Science Collaborations' competition.

Honors

10 CleanTech Execs - Selected Participant
09 50 Visionaries Changing the World - Utne Reader
09 Engaged Citizen - GreenWorks NYC
05 Woman of Earth - Terre de Femmes award, Yves Rocher Foundation
04 Santa Clara University Global Social Benefits Incubator Invitee
03 Honorary Citizen of Nagakuta Japan, host community for EXPO 2005
03 Gaea Foundation Sea Change Fellowship Award
02 Eco-Innovator, Shift
97 Designer in Residence, Smithsonian Cooper-Hewitt, National Design Museum

The Green Apple Map



charts NYC's environmentally significant places and projects. First published in 1992, Wendy has produced 6 city-wide editions, including the interactive Open Green Map of NYC, launched in 2009. In 2006 she published the Powerful edition, focused on energy and climate change. Thematic editions includes Composting in Manhattan Green Map (3 editions) and LoMap, the youth-authored Lower Manhattan Green Map (2 editions). As seen at GreenAppleMap.org, there are many allied and community NYC Green Maps, and projects including cycling tours, workshops and more. The Green Apple Map project inspired the global Green Map System, and continues to offer inspiring models.

Green Map® System



has engaged 700 communities in 55 countries in charting a sustainable future. A not-for-profit 501c3 organization since 2000, Wendy has been the founding director of Green Map since 1995 and is actively involved in creative, organizational, PR, tool, media and website development, including the Open Green Map social mapping platform and mobile website. Green Map System promotes community sustainability, citizen participation and local leadership. As seen at GreenMap.org, over 400 unique locally-created Green Maps of the natural and cultural environment have been published, and 125 Open Green Maps are online, all using collaboratively designed Green Map Icons, adaptable mapmaking processes and tools, related books, exhibitions, trainings and more.

Green Map Honors

10 Treehugger Best of Green · Living Labs Global Awards winner · FT Social Innovation shortlist
09 INDEX Prize social design finalist · Cause/Affect 3rd place · We Media/Ashoka Changements finalist
08 Featured Project, NetSquared Challenge · 3rd Place, Tele Atlas Maps in Apps
07 Environmental Quality Award, US EPA
02 Spirit of the Land, Salt Lake City Olympics
01 The Tech Museum of Innovation, Technology Benefiting Humanities Laureate · Municipal Art Society, Merit Award · Center for International Learning Award
00 Project Around the World, EXPO 2000 · Stockholm Challenge, Finalist
99 US National Award for Sustainability for New Communications Tools, President's Council on Sustainable Development and Renew America
98 Global Best Practices 100 List, United Nations Habitat · Success Story, UN CSD
96 Gold International Eco-Award, NRDC and Environmental Media Association

PRESENTATIONS:

Universities

New York U (10-06, 98-92); Finlandia U (10); Parsons, The New School of Design, NYC (09/06); U of Michigan (90/01); U of Montana (08); Yale U (07); Columbia U, Glasgow School of Art (05); Rhode Island School of Design (03); U of Dublin (01); U of The Arts, PA (00); Connecticut College (00); Johns Hopkins, MD (99); Carnegie-Mellon U, PA (99, 93); ISPJAE Arquitectura, CU (98); Danish Design School, DK (98/95); Malmo Academy, SE (98); Cornell U, NY (97); Syracuse University, NY (97); Hampshire College, MA (98-97); California College of Arts & Crafts (96); University of Southwestern Louisiana (96); Pratt Institute, NY (96,93); U of Washington (94) Barnard College (94)

Conferences

- 10 COP 10 Biodiversity NGO Forum, Nagoya · US Social Forum, Detroit
- 09 KlimaForum, Copenhagen · We Media, Miami · World Usability Day NYC
- 08 Seoul Design Olympiad, Korea 02 20th, Milan · Where 2.0, EcoCity Summit, Bay Area · Community University Expo, Victoria
- 07 Delta Best Practices (keynote), CN Green Map Events, Shanghai & Taipei American Planning Ass'n National Conference, Philadelphia
- 05 & 06 ECIS, The Hague & Nice FR
- 05 Building Energy, Boston
- 04 EcoMetro, NYC · BALLE, Philadelphia Convergence, Dublin Building Green, Detroit
- 03 Planetnetwork, San Francisco Social Venture Network, Rhinebeck NY
- 02 HearSay, Philadelphia NJ Enviro Educators (keynote)
- 01 DEMI Launch, London · Future of Design, Seattle · Culture Jam, NYC
- 00 Planetnetwork, San Francisco Advancing Comm. Sustainability, VA APA National Conference, NYC
- 99 UNESCO's Vision Plus 7, Tokyo
- 98 APA National Conference, Boston National Design Museum, NYC Ethics of Sustainable Dev, Havana Art & Science Collaborations, NYC
- 97 Sustainable Design, Seattle
- 96 Bioneers, San Francisco Beyond the Fragments, UK
- 95 Future of Cities at United Nations Social Summit, Copenhagen ReThinking Design & Technology, NYC
- 94 IDSA's National Conference, Detroit Sustainable Communities Congress, MD
- 92 ICSID, Llubljana SL

Background

Born in Detroit Michigan USA, graduated Cass Technical High School art department (71). In Seattle Washington (72-84), University of Washington art school; Artist and Sculptor of commissioned work, public art, studio art and site-specific works in solo and group exhibition. Art Director for collaborative projects, public events and artist-products shop. Traveler in Asia and Instructor in Tokyo Japan (85-86). A New Yorker since 1986, Wendy has attended public design courses at The Cooper Union, then joined the Industrial Designers Society of America. Active in visual art exhibits and events, Wendy was certified as an Artist by New York City in 2002.

Writing

Green Map Impacts, Green Map Atlas, Mapping Our Common Ground, our websites, Print, Greenopia, In Business, Design World, Whole Earth, LibertyTree Alliance (web journal), Places, EcoDesign Forum, Design Resource Review, Rana, Manna and Innovation magazines, Environmental Grantmakers Association Journal, and several newsletters.

Teaching

- 02 – 03 Adjunct Professor, New York University Gallatin School of Individualized Studies, Charting Sustainability in the Real World
- 94 Parsons School of Design, Promoting EVs
- 93 Guest Instructor Pratt Institute, Public Space Recycling Bins
- 92 – 93 Urban Environment lecture series, Cooper Union
- 90 – 92 Cooper Union Continuing Education Program, Design for the Environment

Workshops

- 00 – 09 Cloud Institute for Sustainability Ed, NY
- 07 Sustainable Hudson Valley, NY
- 03 Hiroshima, Aichi and Kamakura Japan
- 94 – 03 Smithsonian Cooper-Hewitt, National Design Museum NYC
- 01 Common Ground, Victoria BC
- 99 Smithsonian Ntn'l Building Museum, Wash DC Setagaya Center, Tokyo JP
- 97 SUNY Purchase, NY
- 96 02 Global Network, Delft NL
- 95 Tennen Design Forum, Kyoto JP

Exhibitions

Municipal Art Society, Smithsonian Cooper-Hewitt, National Design Museum, American Center for Design, Baltimore Contemporary Museum, Cardinal Stritch University, United Nations University, Aldrich Museum, Queens Museum of Art, Gallery 91, Fashion Institute of Technology, Tokyo International Forum (JP), Earth Centre (UK), Museum voor Moderne Kunst (NL), Danish Design Center, Institut Neerlandais (FR) INDEX traveling exhibit and Public Libraries in New York, San Francisco & Malmo (SE)

COVERAGE:

Books

- 08 SustainAbility, Sherrin
- 04 World Without Words, Evamy
- 04 Information Design Sourcebook, Ikeda & Schneider (Japan)
- 03 High School Art Curriculum (Japan)
- 03 Small World: Maps&Mapmaking, Young
- 00 Giving the Land a Voice, Harrington
- 98 Choose to ReUse, Goldbecks
- 98 Ecology of Place, Beatley et al.
- 97 Ecology Of Design, AIGA
- 96 Making a Living While Making a Difference, Everett

Newspapers

International Herald Tribune, National Catholic Reporter, Christian Science Monitor, NY Newsday, NY Daily News, NY Times, LA Weekly, San Diego Union Tribune, St. Paul Pioneer Press, Edmonton Journal, Montreal Gazette, L'Express (CA), The Guardian, Liverpool Telegraph (UK), Auf Bau (DE), Positive News, Sydsvenskan (SE), Waikato Times (NZ), Asahi Shimbun (JP), Japan Times, Nikkei News (JP), Jakarta Post (ID), India Express and more

Magazines

Utne Reader, Metropolis, House Beautiful, Sphere, Adbusters, In Business, New York, Consumer Reports Travel News, Metropolitan Home, All Round, Time Out NY, Planning, Garbage, BioCycle, Urbanist, Arcade, Shift, Green Teacher, Orion Afield, Green Design Quarterly, Alternatives, Rural Roots, ID, National Geographic Traveler, Mother Earth News, Science World, CoDesign, New Age Journal, E, Artur (DK), Ergo (UK), Design Korea, ECO, Paper Sky, Nikkei Design, Lapan, River, Sotokoto (JP), Green Stick (RU)

TV and Radio

CNN, RNN, New York One News, Oxygen Media, YouthVision, BBC, Radio Zambia, CBC, MX-TV Tokyo, Eco-Talk, Metro Channel, KPLU, WNYC, WBAI, WFMU-fm, WRNN, KBOO

Jurying

Bicycle Accessories, Social Design Network 21 (08), Metropolis Next Generation (05); International Design Resource Awards (2001, 96-97); Street Trees (98); AMA Edison Awards (93-97); NYC DOS Eco Packaging Design (94)

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