

# WEB

Wendy E. Brawer



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## Professional Affiliations

- 08 – present  
UNESCO Social Design Network Advisory Board
- 08 – present  
ABC No Rio Board
- 07 – present  
Eco City Advisory 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](http://youtube.com/greenmapsystem)  
Cornell interview:  
[tinyurl.com/2h8u9l](http://tinyurl.com/2h8u9l)

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

## 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](http://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 Green Map System, and continues to offer inspiring models.

## Green Map® System



has engaged over 600 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 launched in mid-2009. Green Map System promotes community sustainability, citizen participation and local leadership. As seen at [GreenMap.org](http://GreenMap.org), over 400 unique locally-created Green Maps of the natural and cultural environment have been published, and 100 Open Green Maps are online, all using collaboratively designed Green Map Icons, adaptable mapmaking resources, Green Map books, exhibitions, trainings and more.

## Green Map Honors

- 09 Index Award social design finalist · Cause/Affect · 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

## WEB Honors

- 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
  - 01 I. D. Top Forty Socially Responsible Designers
  - 98 Kudos for Connections, Communication Arts Eco Critique
  - 97 Designer-in-Residence, Cooper-Hewitt, National Design Museum, Smithsonian Institute
- Services designed include a comprehensive Environmental Program, its mobile eco-info center, campaigns, events, etc. for a 1,700 unit public housing complex's youth and adult residents, management and staff (94-97). Client: Manhattan Plaza. Products designed include the Times Square Deposit Banks, "self-emptying" recycling bins that provided dignity to redeemers of deposit containers (93-95). Other eco-consulting included waste reduction and traffic calming campaigns. Client: Times Square Business Improvement District.
  - Consulting on reducing the environmental impacts of products and other projects in development, exhibits, marketing and waste-related campaigns and events for: James Wines' S.I.T.E · Green October · Kathryn Schenker & Associates · Paul Laird Architects · NYC Department of General Services, Design Division (pro bono). In 2002-05, Wendy was on the ERDA award-winning Broward County FL's Parks Art Master Plan design team, led by Lorna Jordan.
  - SolSpherica is Liberty Science Center's interactive 1KW solar energy exhibit, co-created by Wendy and Amelia Amon, winners of Art & Science Collaborations' competition in 2000 in Jersey City NJ.

## PRESENTING MY WORK:

### Universities

Parsons, The New School of Design, NYC (09/06); New York U (09-06, 98-92); 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 University, 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

### Background Conferences

- 09 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  
The 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 Int'l Union of Architects' 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

### 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
- 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) and Public Libraries in New York, San Francisco & Malmo (SE)

## COVERAGE OF MY WORK IN:

### 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, 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, KB00

### 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)

■ 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.

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