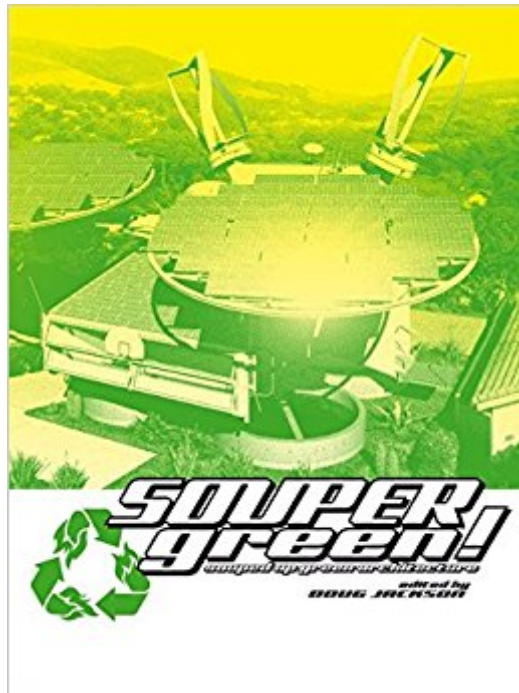




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SOUPERgreen!: Souped-up Green Architecture



Synopsis

SOUPERgreen!--Souped Up Green Architecture features projects and essays that offer a long overdue critique of the prevailing approach to "green" architecture and, in turn, demonstrate a more appropriate way for architects to address the challenges posed by the environmental crisis. This work stands in sharp contrast to contemporary examples of "green" or "sustainable" architecture that rely primarily on the invisible agency of unremarkable technologies and materials to reduce resource consumption, but which do so without producing a necessary shift in the public's perception of the environment or behavior towards it. Instead, the projects and essays in **SOUPERgreen!** demonstrate how green technology can not only perform from a measurable standpoint, but can also produce engaging experiences that profoundly alter, enhance, and transform the public's understanding of the environment. By leveraging the inherently expressive nature of technology in order to dramatize the constantly negotiated relationship between humanity and the natural world, the "souped up" green architecture featured in **SOUPERgreen!** transforms "greenness" from a calculation of environmental fitness into a dramatic performance of new environmental realities that reveal ways of engaging and understanding the world that are inherently more ecological. **SOUPERgreen!** features projects and essays by: Doug JacksonWes JonesMarc NeveuAryan Crawford OmarSteven PurvisRandolph RuizMohamed SharifSCI-Arc + CaltechThe book also features a foreword by Sanford Kwinter.

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Doug Jackson is an architect and educator whose work examines new conditions of formal, spatial, and experiential agency occasioned by the dynamic spatial realities of contemporary networks and ecologies. He is the author of SOUPERgreen!--Souped Up Green Architecture, for which he received a grant from the Graham Foundation for Advanced Studies in the Fine Arts, and is also the editor for the forthcoming special issue of the Journal of Architectural Education titled "Environments." Formerly a partner at the award-winning and internationally recognized office of Jones, Partners: Architecture, he is now the principal of the Doug Jackson Design Office, whose work has been widely published and exhibited. He is also an Associate Professor of Architecture at Cal Poly in San Luis Obispo, CA.

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