

THE ECONOMICS OF BIOPHILIA: WHY DESIGNING WITH NATURE IN MIND MAKES FINANCIAL SENSE



WHY DO CERTAIN PLACES MAKE US FEEL GOOD?

ANTHROPOLOGISTS TELL US WE ARE HARD-WIRED TO RESPOND TO NATURE. PEOPLE VISCERALLY RESPOND TO THE SAME RELATIONSHIPS IN ARCHITECTURE BECAUSE THEY MAKE US FEEL GOOD. THESE SENSATIONS ARE KNOWN AS BIOPHILIA. TERRAPIN BRIGHT GREEN'S LATEST WHITE PAPER, THE ECONOMICS OF BIOPHILIA, QUANTIFIES A GROWING BODY OF SCIENTIFIC EVIDENCE, IT ESTIMATES THE MONETARY BENEFIT OF A LARGE-SCALE INCREASE IN BIOPHILIC DESIGN ACROSS A RANGE OF INDUSTRIES, INCLUDING HEALTHCARE AND RETAIL, AS WELL AS THE PUBLIC AND PRIVATE SECTORS AT LARGE.



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WILLIAM D. BROWNING received a Bachelor of Environmental Design from the University of Colorado and a MS in Real Estate Development from MIT. In 1991, Browning founded Rocky Mountain Institute's Green Development Services, which was awarded the 1999 President's Council for Sustainable Development/Renew America Prize. Browning's clients include Wal-Mart's Eco-mart, Starwood, Yellowstone National Park, Lucasfilm's Letterman Digital Arts Center, New Songdo City, Bank of America's One Bryant Park, the White House, and the Sydney 2000 Olympic Village. He coauthored *Green Development: Integrating Ecology and Real Estate*, *Green Developments (CD-ROM)*, *A Primer on Sustainable Building*, and *Greening the Building and the Bottom Line*. Browning was named one of five people "Making a Difference" by *Buildings* magazine, and an Honorary member of the AIA. He was a founding member of US Green Building Council's Board of Directors. In 2006, he co-founded Terrapin Bright Green LLC, which crafts environmental strategies for corporations, government agencies and large-scale developments.

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