

WEB

Wendy E. Brawer



175 Rivington #1D
New York, NY 10002
TEL 212 674 1631
CEL 917 217 1054
EML web@greenmap.org
WWW greenmap.org/mwd

Professional Affiliations

- 05 – present
Board: o2 NYC
co-founding member since 95
- 03 – present
BALLE Advisory Board
- 02 – 05
Social Venture Network
- 04 – present
National Academy of Sciences
- 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

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



of NYC's environmentally significant places and projects. First published in 1992, the 5th city-wide printed edition of 100,000 copies was published in 2006 (it's the first to focus on a theme - energy and climate change). LoMap, the youth-authored Lower Manhattan Green Map was printed and published online in 2001; second edition in 2004, as seen at GreenAppleMap.org, along with many allied and community NYC Green Maps. Green Apple projects include cycling tours, workshops and more. The Green Apple Map inspired the Green Map System, and is now part of the global Green Map System organization.

Green Map® System



is a PR service for the hometown environment. As seen online at GreenMap.org, this is a worldwide eco-cultural movement, active in over 350 cities and towns in 47 countries. Green Map promotes community sustainability and citizen participation through locally- created Green Maps of the natural and cultural environment. Over 260 unique maps have been published by professional and youth groups, all using collaboratively designed Green Map's Icons and adaptable framework. In 2004, we published the multi-media Green Map Atlas and had a major exhibit at NYC's Municipal Art Society; in 2005, we were featured at EXPO, the world's fair in Japan. Wendy has been the founding director of Green Map since 1995, it became a not-for-profit 501c3 organization in 2000. She is actively involved in mapmaking, planning, PR, resource and website development.

Green Map Honors

- 05 EXPO 2005 awarded a month-long exhibit in the NGO Global Village, Aichi Japan
- 02 Spirit of the Land, Olympics
- 01 The Tech Museum of Innovation, Technology Benefiting Humanities Awards, 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,
United Nations CSD
- 96 Gold International Eco-Award, NRDC and Environmental Media Association

WEB Honors

- 05 Woman of Earth - Terre de Femmes award, Yves Rocher Foundation &
Institut de France
 - 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 is 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

The New School, NYC (06); Glasgow School of Art (05); Rhode Island School of Design (03); University of Michigan (01); University of Dublin (01); University of The Arts, PA (00); Connecticut College (00); Johns Hopkins, MD (99); Carnegie-Mellon University, 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); New York University (92-98); University of Washington (94); Barnard College (92)

Conferences

- 05 Building Energy, Boston Planetnetwork, NY
- 04 EcoMetro, NYC
BALLE, Philadelphia
Convergence, Dublin
Building Green, Detroit
- 03 Planetnetwork, San Francisco
Social Venture Network Annual Conference, Rhinebeck NY
- 02 HearSay, Philadelphia
Alliance of New Jersey Environmental Educators, Trenton
- 01 DEMI Launch, London
The Future of Design, Seattle
Culture Jam, NYC
- 00 Planetnetwork, San Francisco
Advancing Community Sustainability, VA
American Planning Association National Conference, NYC
- 99 UNESCO's Vision Plus 7, Tokyo
- 98 American Planning Association National Conference, Boston
National Design Museum's Under the Sun, NYC
Ethics & Culture of Sustainable Development, Havana
Art & Science Collaborations, NYC
- 97 Sustainable Design, Seattle
Wild City, NYC
- 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 Int'l Congress of Societies of Industrial Design, Ljubljana

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 Atlas, Mapping Our Common Ground, Print, In Business, Design World, Whole Earth Review, 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 Electric Vehicles
- 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 – 04 Sustainability Education Center, 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 O2 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

- 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, 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

Metropolis Next Generation (05); International Design Resource Awards (2001, 96-97); National Art & Design for Street Trees (98); American Marketing Association's Edison Awards (93-97); NYC Dept. of Sanitation Eco Packaging Design (94)

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