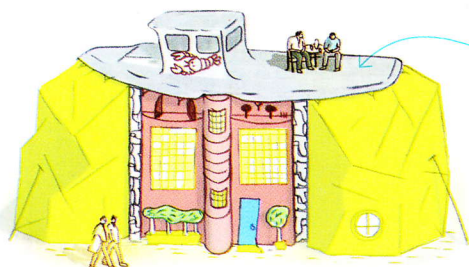


ARCHITECTURE GETS LOCAL

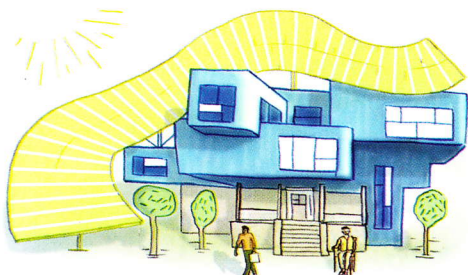
Sticking to a 100-mile diet is hard enough, but what happens when you apply the locavore ideal to construction? The Architecture Foundation of British Columbia recently launched an international competition to design a 1,200-square-foot home in Vancouver using materials sourced from within 100 miles of the site. We asked three American architects how the same limitation would shape a home built in their backyards.



PORTLAND, MAINE:

"Boat building and textiles are two industries we have here. I'd take the top half of a lobster boat and **use it as a roof** and use tensile fabrics to cover the rest of the house. You'd come up short for insulation within 100 miles, but the old-fashioned way was to stuff the walls with seaweed, used sails, or even old shoes or corncobs."

—Christopher Campbell, Christopher Campbell Architecture



BOULDER, COLORADO:

"When I lived in Santa Fe, making a local home meant digging a hole in the ground and pouring adobe into forms of piñon pine and going fishing while the homes cured. In Boulder, we have different options. **Beetle-kill pine has beautiful blue streaking** that would give exteriors a striking look. We also have local manufacturers of a new solar material that you can bend and twist to follow a curving roofline."

—George Watt, George Watt Architecture



LOS ANGELES:

"You can't assume a local home will look like the local landscape; we have plenty of palm trees, but most palm flooring actually comes from China. But the biggest challenge would be getting a good high-design fixture list for things like plumbing and lighting. If you really want something beautiful, you have to import. Very little would be available off-the-shelf, so you'd have to **custom-build everything**. What fun!"

—Whitney Sander, Sander Architects

Marketing Energy Burn to Sell Energy Bars

In July, Clif Bar hosts the Clif Kid Game of the Year contest, which asks kiddies to get active by inventing backyard games. General Mills brand Nature Valley gives adults a similar nudge with its Trail View website, where couch potatoes watch pedestrian-level views of hiking paths in our national parks (and hopefully get inspired to literally take a hike). But moseying around the backyard and virtual hiking don't exactly scream calorie burn—how long does it take these hardly active activities to burn off the health bars they're selling? We crunched the numbers.



120 CALORIES IN A CLIF KID Z BAR

55 calories

What a child burns in 30 minutes of backyard games

66 minutes

Time to burn a Clif Bar while participating in the Clif Bar contest



190 CALORIES IN A NATURE VALLEY BAR

68 calories

What an adult burns in 30 minutes of computer activity

84 minutes

Time to burn a Nature Valley bar while visiting the Trail View site

THE RECOMMENDER

What are you loving this month?



CINDY AU
CMO,
Kickstarter

The Legend of Korra: "This is a follow-up to the incredible *Last Airbender* animated series, featuring a kick-ass female lead, a giant polar-bear dog, and excellent storytelling."
SpellTower: "I tend to get addicted to strategic word games, and this is no exception."



MATT WEBB
CEO, Berg

The London Review of Books: "I've developed a deep enjoyment for the personal, noninterrupted space that magazines create and the long-form journalism to be found in them."
Newspaper club.com: "This site hacks mass printing to let people simply create and print short runs of their own newspapers. There are some gorgeous examples."

Is Your Manager a Creativity Killer?

Probably. A recent study shows that 64% of bosses say they inspire creativity; just 41% of their employees agree. In an informal poll, we asked anonymous worker bees to weigh in.



"My boss has a mug with a quote from Henri Matisse on it: 'Creativity takes courage.' I love when he brings it to meetings and spends the whole time shouting and browbeating us. He's not being ironic; he's being an ass."

—FINANCIAL ANALYST

"We start every brainstorm with our manager giving this little pep talk that we should go big and bold and not hold back. Then he shoots everything down. There's no back and forth, just throwing balloons against a brick wall—*thwap, thwap, thwap*. I leave feeling like a little piece of me has died."

—GRAPHIC DESIGNER

"My firm started this online 'suggestion box' where we're supposed to feel comfortable posting anonymous questions or ideas. But my boss would read the 'stupidest' ones to her friend over the phone, and most people could overhear her cackling. Ideas dried up pretty quick after a few rounds of that."

—PR REPRESENTATIVE