

## FOR IMMEDIATE RELEASE

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## Architecture 2030's Powerful New Platform for Transforming the Built Environment Goes Live

*2030 Palette Launched at Greenbuild 2013*

**Santa Fe, NM** – 20th November, 2013 – The [2030 Palette](#), Architecture 2030's latest catalyst for driving a global transformation towards a low-carbon and resilient built environment, was publicly launched in Philadelphia today at the Greenbuild 2013 Conference.

The 2030 Palette ([2030palette.org](http://2030palette.org)) is a free online platform that succinctly puts the principles and actions behind low-carbon and resilient built environments at the fingertips of designers, planners, and builders worldwide.

The 2030 Palette was launched as part of Architecture 2030 founder and CEO Edward Mazria's Master Series talk at [Greenbuild](#). He also gave an update on the global built environment and demonstrated some of the exciting new features that Architecture 2030 has been prototyping with beta testers since the beta release of the 2030 Palette in May of this year.

"Over the next twenty years, an area equal to a staggering 3.5 times the entire built environment of the U.S. will be redesigned, reshaped, and rebuilt. How we plan and design the built environment from here on out will determine whether climate change is manageable or catastrophic," said Mazria.

"The 2030 Palette is a powerful tool that helps the architecture, engineering, planning and construction community fill the gap between what we need to do and how to make it happen," Mazria added.

The energy consumption patterns of the built environment are set during the early planning and design stages of a project, so architects, planners and designers need access to the best information to guide their decisions at this stage.

With stunning graphics and an intuitive user-interface, the 2030 Palette contains the best current information available – carefully curated and complemented by powerful visuals and clear-cut language – to make highly complex principles memorable and accessible.

It also includes features that allow users to develop and share their own content to augment the Palette's core content, and assemble collections of material customized to their unique project needs.

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### About Architecture 2030

[Architecture 2030](#), a non-profit, non-partisan and independent organization, was established in response to the climate change crisis by architect Edward Mazria in 2002. Architecture 2030's mission is to rapidly transform the built environment from the major contributor of greenhouse gas (GHG) emissions to a central part of the solution to the climate and energy crises.

Architecture 2030 pursues two primary objectives:

- the dramatic reduction in global fossil fuel consumption and GHG emissions of the built environment by changing the way cities, communities, infrastructure, and buildings, are planned, designed, and constructed and;
- the regional development of an adaptive, resilient built environment that can manage the impacts of climate change, preserve natural resources, and access low-cost, renewable energy resources.

More info: visit [architecture2030.org](http://architecture2030.org), or follow Architecture 2030 on [Twitter](#) and [Facebook](#).

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