

## University Gallery

FINE ARTS CENTER  
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**FOR IMMEDIATE RELEASE 1/11/10  
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### ***Greening the Valley: Sustainable Architecture in the Pioneer Valley*** **February 10 – May 9, 2010**

For the first time in our region, a landmark exhibition on sustainable, contemporary architecture and environmentally-sensitive building practices will take place at **The University Gallery**, Fine Arts Center, UMass Amherst. This three-month long project will run from February 10 through May 9, 2010. The exhibition, its related lecture series, and the **Green Lounge\*** are designed to deepen the public's understanding and use of 'green' design, while demonstrating that the key elements of sustainability can be accessible to all.

Sustainability has become an accepted concept that applies to people from a wide range of social and economic backgrounds. It requires broad systemic thinking around critical economic, social, as well as environmental issues. The exhibition will address these issues, while providing a springboard for thought-provoking questions, discussions, and commentaries. The specific focus on the Pioneer Valley will highlight our region and its forward looking communities.

The Pioneer Valley is rich in sustainable buildings that mirror national green trends in architecture and design. Through models, photographs and virtual tours, the exhibition unites diverse works from large scale science buildings to private residences, low-income housing, and intimate gardens of natural inspiration—all of which illustrates the many ways that green design can help solve our environmental crisis. *Greening the Valley* includes works by nationally and internationally renowned figures such as Michael Singer, Sigrid Miller Pollin and Charles Rose, as well as prominent architects from our region such as Coldham & Hartman, Kuhn Riddle, Austin Design, Juster Pope Frazier, and Dietz & Co. The goal of the exhibition is to bring together examples of green design, highlight their aesthetic and sustainable attributes, and impress upon our audience the visual and material accessibility of those features. This exhibition is guest-curated by architectural historian Margaret Birney Vickery, Ph.D.

**\*The Green Lounge** is a meeting space, designed by local interior designers, within the University Gallery. It is furnished with eco-friendly furniture and offers a comprehensive interactive database as well as a display of locally available green resources and materials from architects, builders and suppliers. Visitors are invited to actively use this space to plan changes in their own built environment.

We gratefully acknowledge the following sponsors for their generous support of this exhibition: PeoplesBank; The Ramsey McCluskey Family Foundation; InteliCoat Technologies; Teagno Construction, Inc.; Stiebel Eltron; Bassette Company; Renaissance Builders; National Fiber; Western Massachusetts AIA; the Massachusetts Cultural Council, a state agency, including support from the following Local Cultural Councils: Amherst, Deerfield, Hadley, Longmeadow, Northfield, Pelham, Shutesbury, South Hadley, Sunderland, and Whately. Special thanks to Thayer Street Associates, Inc.; Sasaki Associates, Inc.; Energy Federation Incorporated (EFI); Rural Development, Inc.; Beyond Green Construction; Oudens Ello Architecture; Summerlin Floors; Whetstone Engineering; New England Environmental, Inc.; Jon Thompson, Carpenter/Builder; Haydenville Woodworking & Design, Inc.; Benjamin Moore Paint Co.; and Cowls Building Supply, Inc. In addition, we would like to acknowledge the following at UMass Amherst: Creative Services, The Environmental Institute; Department of Landscape Architecture and Regional Planning; Department of Art, Architecture, and Art History and the Office of the Vice Chancellor for Research and Engagement.

*Green Lounge* donors: Alpha Stone Concrete; Ashfield Stone; Barclay Furniture Associates, Inc./Furniture; Martin Bratrud; Designtex; Forbo Flooring Systems; Format Design Elements; Kalwell Corporation; KlipTech; Leader Home Center; Leeds Associates; The Lexington Group; Massachusetts Woodland Cooperative; Mercier Carpet; Herman Miller; Parksite Surfaces; J. Persing; Summerlin Floors; Westek Architectural Woodwork; and Wicanders Cork.

Our deepest gratitude to guest curator Meg Vickery for her vision, scholarship, and personal dedication to the project; to Joseph Krupczynski/Studio Projects for exhibition installation design; to Lisa Lukas and Lorin Starr of Lukas Design Interiors for the concept and design of the *Green Lounge*; to Don Teagno and Rob Christiansen for installation assistance; and to Jackie Hai at UVC-TV19 and Kari Njiiri for the garden video production.

Media Sponsors: *Daily Hampshire Gazette*, *CSRwire*, and *WGBY*.

## **Greening the Valley Schedule of Events\***

Free and open to the public. All events to take place at the University Gallery unless otherwise noted.

**February 10, 2010: Opening Reception 5:00PM – 7:00PM**  
with remarks by Meg Vickery, Guest Curator of *Greening the Valley*

**February 25, 2010, 7:00PM**

### ***Sustainability in the Community: Regional Planning and Grassroots Efforts that are Making a Difference***

Speakers: Joseph Krupczynski, Associate Professor, Department of Art, Architecture, and Art History, UMass Amherst; Rudy Perkins, Project Manager and Staff Attorney, HAP Housing; Catherine Ratté, Principal Planner/Sustainability, Pioneer Valley Planning Commission; and Daniel Ross, Executive Director, Nuestras Raices

**March 11, 2010, 7:00PM**

### ***Sustainable Homes in the Pioneer Valley: Old, New, and Available for All***

Speakers: Bruce Coldham, AIA, Coldham & Hartman Architects; Ray Mann, AIA, Associate Professor, Department of Art, Architecture, and Art History, UMass Amherst; Ben Uyeda, Chief Architectural Officer, FreeGreen; and Maura McCarthy, Co-founder and Vice President of Sales, Blu Homes

**March 25, 2010, 7:00PM**

### ***Sustainable Campuses: Using Green Buildings As a Teaching Tool***

Speakers: Cahal Stephens, AIA, former President and CEO, Einhorn Yaffee Prescott, Architecture and Engineering PC; Todd Holland, Five College Energy Manager; Robert Aumer, Jr., AIA, Bohlin Cywinski Jackson; and Tom Davies, AIA, Director of Design and Construction, Amherst College

**April 15, 2010, 7:00PM**

### ***Sustainable Landscapes: The Greening of our Suburban and Urban Places***

Speakers: Kim Erslev, Faculty, Conway School of Landscape Architecture; Patricia McGirr, Assistant Professor, Department of Landscape Architecture and Regional Planning, UMass Amherst; and Erica Rioux Gees, AIA, Kuhn Riddle Architects

**May 1, 2010, Time TBA**

### ***Sustainable Landscapes Tour***

Bicycle-friendly tour

**May 5, 2010, 3:30PM, Cape Cod Lounge in the Student Union**

### ***Regenerative Design in the Public Realm: A Lecture by Artist Michael Singer***

A campus-wide lecture in partnership with: The Environmental Institute (TEI); Department of Landscape Architecture and Regional Planning, UMass Amherst; and Department of Art, Architecture, and Art History, UMass Amherst

**May 8, 2010, Time and Location TBA**

### ***Tour of private residences featured in the exhibition***

\*Continuing education credits are provided by the Western Massachusetts AIA.

University Gallery  
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[www.umass.edu/fac/universitygallery](http://www.umass.edu/fac/universitygallery)

Hours:  
Tuesday – Friday, 11:00AM – 4:30PM  
Saturday & Sunday, 2:00PM – 5:00PM  
Closed Mondays, Holidays, and  
Spring Break, March 13 – 21, 2010