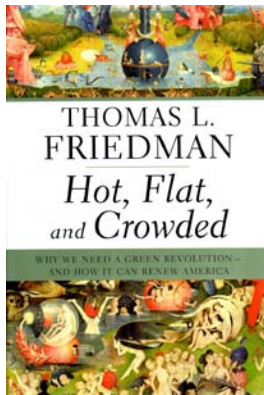




Hot, Flat and Crowded

Why We Need a Green Revolution and How It Can Renew America

Thomas L. Friedman



Friedman, probably best known for his column in the NY Times, was the opening keynote at the AIA Convention, the theme of which was Regional Design Revolution, Ecology Matters.

Friedman challenged the architects and America to step up to the challenges and lead the green revolution which he believes must happen.

He foresees a time when architects won't be asked to design a 'green' building - it will be expected in any building project.

"Hot" refers to global warming, of course, and climate change.

"Flat" is about, as he says it, "Too many Americans in the world." Living like Americans, consuming far too much. Folks in China suddenly driving large cars like Americans.

"Crowded" is, of course, population growth, from 6.8B in the world today to 10B by 2050.

Friedman cited five 'megatrends':

- supply and demand, energy and natural resources
- petrodicatorship
- climate change
- biodiversity extinction
- energy poverty

He sees sustainability and the green revolution as the "next global industry" and wants his country to lead it.

Friedman noted that some suggest we're already having a green revolution. "A revolution where no one gets hurt? That's a party."

He called for a cap-and-trade "systems solution" to send a "price signal".

But all of this takes determined, gutsy leaders. His response? "Change your leaders, not your lightbulbs."

Closed with "We have exactly enough time starting now."

Provocative!

[Read the article about Friedman's keynote in AIA Architect.](#)