

07.23.06

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FOR IMMEDIATE RELEASE

Sustainable Design Forum Sees Green at 2nd Annual DesignDC

Washington, D.C., July 21, 2006 — From green floors to green roofs, the second annual DesignDC conference (sponsored by the Washington, D.C. and Potomac Valley Chapters of the American Institute of Architects (AIA)) provided diverse sessions focusing on sustainable design practices for architects, designers, engineers, and contractors.

Aphrodite Knoop, managing editor of the *Sustainable Design Forum*, had the opportunity to learn about the latest in sustainable tools, trends, technologies, and business practices.

“It is encouraging to see that there is a design revolution going on, and those outside the building industry are starting to take note,” Knoop said. “For too long, sustainable design has been marginalized, but with increasing attention from the media and Hollywood, “green” is no longer just a quaint hippie thing—it’s actually hip.”

Although AIA’s promotion of green design is a good start, those in the building industries are challenged to maintain sustainable business practices as they venture forth into this brave new green world.

The key to success is continuing education and resources to help practitioners understand their markets, collaborate effectively, and expand their understanding of sustainable design, development, and economics.

The *Sustainable Design Forum*, produced by Marketplace Books, is an online community for all building stakeholders interested in sustainable design and development. The Forum provides timely news, resources, dialogue, inspiration, and information to help building professionals thrive in the emerging green world economy. The official launch of the Forum will be in September 2006 at www.sustainabledesignforum.com.

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