

# “Hero for the Planet” to keynote School’s Foard Lecture in April 2009

WILLIAM McDONOUGH, AN INTERNATIONALLY renowned “green” architect and planner, will keynote the School’s 2009 Fred T. Foard Jr. Memorial Lecture on the evening of April 1, 2009. The lecture and accompanying reception will be held at the William and Ida Friday Center for Continuing Education in Chapel Hill, N.C.

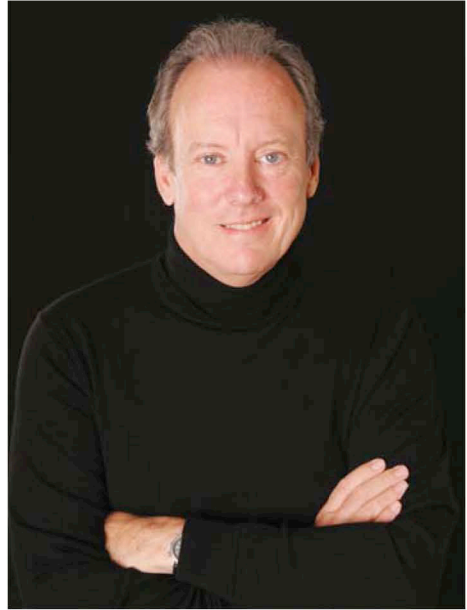
McDonough, a global leader in ecologically, socially and economically intelligent architecture and planning, was twice cited by *TIME* magazine—in October 2007 as a “Hero of the Environment” and in February 1999, as a “Hero for the Planet.”

Founding principal of McDonough + Partners, McDonough is one of the primary proponents and shapers of what he and his partners call “The Next Industrial Revolution.” He has lectured and written extensively on his design philosophy and practice, and in 2002, co-authored *Cradle to Cradle: Remaking the Way We Make Things* with Michael Braungart.

In October 2007, McDonough brought his philosophy to North Carolina when he broke ground on a green mixed-use residential project in the heart of downtown Chapel Hill. The Greenbridge development will offer 98 residences, a retail area, green roofs, solar panels, rainwater runoff systems and a community learning center to teach sustainable living practices.

McDonough, a fellow of the American Institute of Architects, is an alumni research professor at the University of Virginia’s Darden Graduate School of Business Administration and a consulting professor of civil and environmental engineering at Stanford University. He is the former dean of the School of Architecture at the University of Virginia.

McDonough received the Presidential Award for Sustainable Development in 1996—the nation’s highest environmental honor. In 2003, he earned the U.S. EPA’s



William McDonough

Presidential Green Chemistry Challenge Award, and in 2004 he received the National Design Award for exemplary achievement in the field of environmental design.

This year’s Foard lecture is co-sponsored by the UNC Gillings School of Global Public Health, the UNC Institute for the Environment, and Greenbridge Developments, LLC. The event is free, but registration is requested and can be completed at [www.sph.unc.edu/foard](http://www.sph.unc.edu/foard) or by calling (919) 966-0198. ■