

BACKYARD *FORWARD*:

People, Planet and the Case for Neuro-Planning

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*A conservationist is one who is humbly
aware that with each
stroke he is writing his signature
on the face of his land.*

Aldo Leopold

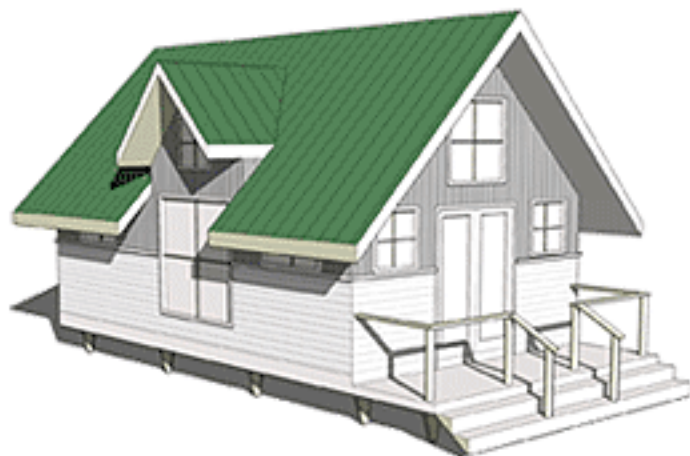
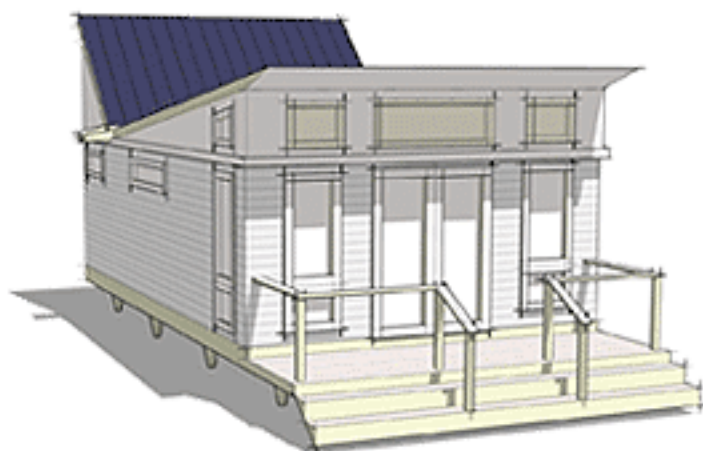
PART I: PLANTINGS

BACKWARD





FORWARD





BACKWARD





FORWARD





PART II: MINDS

BACKWARD

THE BACKWARD BRAIN





Report: 98 Percent Of U.S. Commuters Favor Public Transportation For Others

November 29, 2000 | Issue 36•43

"Improving public transportation will do a great deal of good, creating jobs, revitalizing downtown areas, and reducing pollution. It also means a lot to me personally, as it should cut 20 to 25 minutes off my morning drive."

Howard Sager, president of the Los Angeles County Metropolitan Transportation Authority

The Boston Globe

February 22, 2008

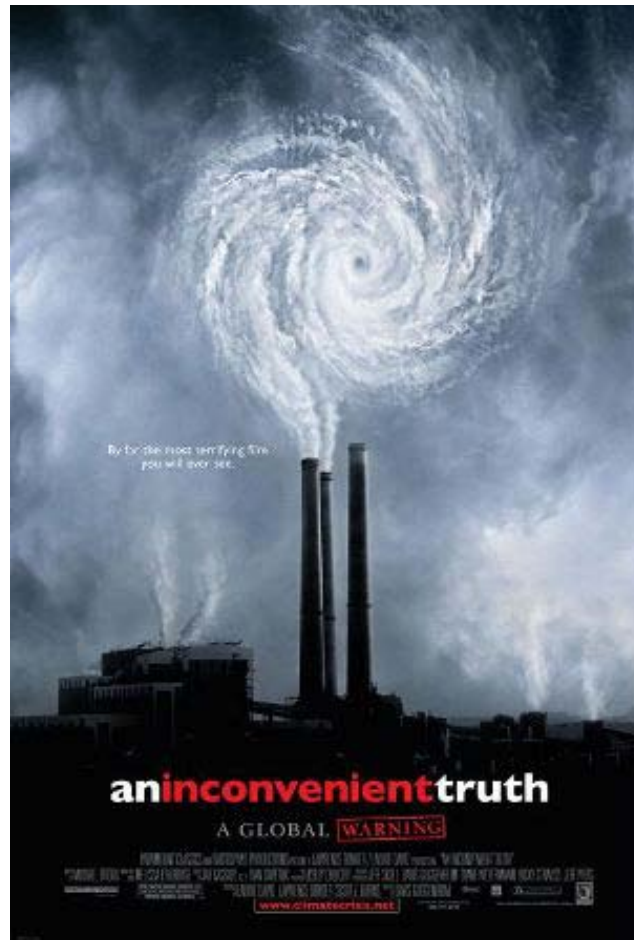
Fight pits affordable housing vs. 15 green Belmont acres

After it was approved by the town's Zoning Board of Appeals last year, residents began mobilizing. The land, long known as the Belmont uplands, acquired the name Silver Maple Forest, a nod to the name of one kind of tree growing there.

A website, savethesilvermapleforest.org, was launched and a lawsuit filed to try to stop the development.

"It's all about the environment; it's not about the housing," said one opponent, Barbara Passero. "There's no exception. All of us want affordable housing. But not there."

“They’ve seen the Al Gore movie,
but they still have their lifestyle to contend with.”



Lifestyles of the Rich and Famous

- Avg. single family home > from 1970 to 2005, to 2,434 sq. ft.
- Avg. suburban commute by car > from 1983 to 2001, to 12.1 miles from 8.9 miles
- Percentage of children who walk or ride bus < from 50 percent in 1969 to 15 in 2001

Figures based on federal studies.

“Man will become better when you show him
what he is like.”



THE FORWARD BRAIN



. . . *OXYTOCIN*



A K A The love hormone and cuddle
chemical







Annals of Economics

Mind Games

*What neuroeconomics tells us
About money and the brain.*

By John Cassidy



FIVE MINDS FOR THE FUTURE



HOWARD GARDNER

*Author of *Changing Minds**

HARVARD BUSINESS SCHOOL PRESS

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PART III:

TOOLS

Seeing beyond the backyard





3D Simulation

