

Vestal and the Environment



Vestal Design - San Francisco - Boulder - Lima

Vestal considers itself an environmentally responsible firm, and has consistently sought to work with environmental firms as well as donated time to environmental efforts. Vestal began as an ecological product design firm, and continues to offer green design business and design consulting to a variety of clients. Having recently reorganized and opened offices in both Boulder, Colorado and Lima, Peru, Vestal is currently reassessing its energy and resource use, and will soon be purchasing carbon offset credits for all of its operations.

The following are a number of our efforts to date:

- **Stanford Green Dorm Project:** Vestal designer Michael Lin collaborated with students from Stanford University to develop a proposal for an ecological “living laboratory” which would not only house students in a sustainable manner, but would encourage active student participation in the design stages. The Green Dorm project recently won a P3 (People, Prosperity, and the Planet) grant from the Environmental Protection Agency. Vestal has also provided web-based organization and hosting services for the Green Dorm project for over a year.
- **ELM, the Environmental Leadership Magazine at Yale:** Vestal’s Jeffrey Warren developed graphic design for this Yale University-based publication, as well as consulted on environmental printing and paper choices. The magazine focuses on sustainability and design, and was awarded Best Publication with a budget under \$10k by the Independent Press Association (indypress.org/site/cjp/awards2006.html). Vestal also developed the ELM website, at www.elmzine.com.
- **The San Jose Tech Museum:** Vestal designers consulted on the planning of an ecological design exhibit, scheduled to open in 2007.
- **Vestal Design Blog:** Vestal’s own Design Blog has been ranked in the top 3 results for “green design blog” on Google, and currently receives thousands of visitors per day. Topics include design for society, green design, design for the developing world, and environmental technologies. (vestaldesign.com/blog)
- **WearingChange.org:** Vestal collaborated with Yale students on the planning and production of a series of lectures on sustainability, fashion, and design, culminating in a fashion show displaying eco-conscious designs and materials.
- **Futureproof/ed Eco-Design Website:** This Belgian ecoservices and product design firm needed a new site which was as stylish and compelling as the high-end designs they sell. The ecological beliefs of the firm had to be expressed in a persuasive and intelligent, but not preachy manner. The site was designed in collaboration with Futureproof/ed founder Serge de Gheldere for active development by the firm’s web-savvy team. (Futureproofed.com)
- **Yale Office of Sustainability:** Vestal designer Jeffrey Warren consulted for the new Yale Office of Sustainability on web-related design and information display during its first year of operations.
- **Inhabitat.com:** Vestal provides ongoing technical support, hosting, and system development services to the top-ranked sustainable architecture and design website Inhabitat.com, based in New York.
- **o2 Bay Area Design:** A loose association of environmentally-minded designers in the Bay Area is gearing up to become more active community, the center of which will be the o2 website. The site, still under development, will encourage member interaction and discussion, and feature news, events, and forums.

» Read more about Vestal Design at: www.vestaldesign.com