



Jonathan Chapman

*Professor of Sustainable Design
The University of Brighton, UK*

Jonathan Chapman, PhD, is a Professor of Sustainable Design at the University of Brighton, UK, and Course Director of the MA Sustainable Design.

Dr. Chapman is currently engaged in a broad range of consulting activities with world leading sports lifestyle brand, PUMA.

As well as editing and contributing to many books, journals and research papers, Dr. Chapman has written two books: *Emotionally Durable Design: Objects, Experiences & Empathy* (Earthscan, 2005) and his co-edited work *Designers, Visionaries and Other Stories: A Collection of Sustainable Design Essays* (Earthscan, 2007).

In 2008, Dr. Chapman was invited to stand before the House of Lords and present formal evidence as part of their "Enquiry into Waste Reduction."

Dr. Chapman is also critically acclaimed internationally, with the *New Scientist* describing him as "a mover and shaker" and "a new breed of sustainable design thinker."

Steering Committee Members

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On Display

Torn-down upholstered chair
 Cut-away mattress
 Accessories
 Innovative materials: cushioning, textiles, etc.



sustainable
FURNISHINGS COUNCIL

Join us for the 12th Annual
Elon University Fall Environmental Forum

INNOVATIONS IN SUSTAINABLE FURNISHINGS

The Road Ahead



*A conference for leaders
with a vision for a
sustainable community*

Thursday, September 19, 2013

2:00—5:00 p.m.

Loy Farm, Elon University

Friday, September 20, 2013

9:00—4:00 p.m.

McKinnon Hall, Elon University

Saturday, September 21, 2013

10:00—1:00 p.m.

PRESENTED BY THE ELON UNIVERSITY
CENTER FOR ENVIRONMENTAL STUDIES
AND THE SUSTAINABLE FURNISHINGS COUNCIL

Thursday, September 19

2—5 Life Cycle Analysis/SMART workshop

Loy Farm, Elon University
Presenter: *Michael Italiano*

5— Opening reception

Workshop Description

Participants will learn techniques to assess the life cycle of materials used in building products and projects

Mike Italiano is President and CEO of Market Transformation to Sustainability (MTS) and Capital Markets Partnership. He founded both, as well as U.S. Green Building Council (USGBC), Risk-Based Corrective Action (RBCA) Leadership Council, and ASTM International Committee E50 on Environmental Assessment. He is a Director of MTS, Green Securities, and former Director of ASTM and Chairman of ASTM E50.

Friday, September 20

9:20—9:30 Welcome

Dr. Leo Lambert, President, Elon University

9:30—10 “Emotionally Durable Design”

Dr. Jonathan Chapman, Professor of Sustainable Design, School of Art, Design and Media, Brighton University

10:30—11 “Life at the Core of Furnishings”

Presenter: *Mitchell Gold*

Mitchell Gold and his business partner, Bob Williams, created a furniture company in Taylorsville, North Carolina (www.mgbwhome.com) in 1989. Today it is nationally recognized, has over 700 employees, a 700,000-sq.-ft. factory, and a family friendly-work environment that includes an on-site not-for-profit daycare center. There is also a growing chain of Mitchell Gold + Bob Williams Signature Stores across the country and internationally.

11—11:30 “Marketing Sustainability: The Research and the Story”

Presenter: *Robin Wilson, CEO Robin Wilson Home*

Robin Wilson is an eco-friendly interior designer and a lifestyle brand with products sold at Bed Bath & Beyond.com. She is the first woman with a branded line of custom kitchen & bath cabinetry sold by over 500 dealers nationwide, demonstrating the effectiveness of her innovative approach.

11:30—12:30 “See It, Touch It, Own It, Love It”
(*Innovations and stories of success panel discussion moderated by Susan Inglis, SFC, Executive Director*)

Jason Phillips – Vice President, Sales and Marketing, The Phillips Collection. Award winning designs (The Hunger Games), based in High Point, NC.

Hilary Pope – Marketing Coordinator, Carolina Mattress Guild. Family owned and operated business focused on quality and innovation, 100% U.S. manufactured, based in Thomasville, NC.

Mark Hord – Vice President, Manufacturing, E.J. Victor In Morganton, NC. Hand crafted furniture in timeless designs, including the Ralph Lauren collection.

Cheryl Durst—Executive Vice President & CEO, International Interior Design Association.

12:30—1:30 Lunch

Lunch with Table Topics for focused discussion:
Innovations in Cushioning Materials
Innovations in Wood Resource Management
Life Cycle Analysis Thinking
Material Recycling
Packaging
Textiles

1:30—2:30 “Innovation Avenues”

Workshop with Dr. Jonathan Chapman

2:35 —3:30 “Forest to Foyer — An Overview of Life Cycle Analysis”

Michael Italiano

3:30—4 “Where Does the Road Lead From Here?”

Susan Inglis, SFC ED, Steve Freeman, SFC BOD President, Robin Wilson, SFC BOD VP

Saturday, September 21

10—1 Tour of Residential Sustainable Design Installations

Vicky Bryant’s home—LEED gold home
Mike Chandler, Chandler Design/Build
Rivermill in Saxapahaw (example of Innovative Adaptive Reuse)

Innovations in Sustainable Furnishings: The Road Ahead

Workshop Registration (includes Friday) - \$50
Forum Registration - \$15 (includes lunch)
Forum Fee is waived for faculty, students, and academic staff of Elon University; workshop scholarships available

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CERTIFICATES OF PARTICIPATION
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