



GHA EcoBuild Debate: "Are eco-homes ugly?"

4th March 2009,
17.00 – 18.00

Followed by drinks reception
In the Main Arena
@ EcoBuild, Earls Court, London

Key Speakers:

Professor Germaine Greer

Tony Juniper, independent sustainability adviser

Bill Dunster, ZED Factory

David Orr, Chief Executive, National Housing Federation

Chaired by Mark Lawson "Britain's Brainiest Potato"



Ugly or Beautiful?

EcoBuild or EcoBling?



Iconic or Eyesore?

Greenwash or Deep Green?



GHA: 2009 sponsors:

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Programme

17.00 **Introduction from the chair:** Mark Lawson

17.05 **GHA welcome:**

Pete Halsall, Vice Chair of the GHA and Director of BioRegional Quintain

17:10 **Debate:**

- 1) Are new homes ugly?
- 2) Are eco-homes more or less ugly than the norm?

Professor Germaine Greer

"New Homes are universally ugly, and eco-houses are the most horrible of the lot!"

Bill Dunster

*"if you were lucky enough to choose where you live :
- your choice of home expresses your worldview"*

3) Are we successfully delivering beautiful sustainable communities?

4) Can we deliver both beautiful and sustainable communities?

Tony Juniper, independent sustainability adviser

"The current plans and visions need to go deeper and understand the fundamentals of what makes places beautiful and cherished."

David Orr, Chief Executive, National Housing Federation

It is the quality of the community that is the real issue. We need quality places supporting sustainable lifestyles and a high quality of life.

18.00 **Drinks and Networking**

Details

A lively debate on the aesthetics of low carbon design for new homes and communities. Are new homes universally ugly as Germaine Greer suggests? Is the design of the neighbourhood and quality of an eco-community more important than the aesthetic of individual homes?

The level of local opposition to the eco town proposals has been considerable. What didn't they like?

We will ask the panel to share their views on the beauty of eco homes and communities, and to comment on:

- How do we build beautiful homes in low carbon communities?
- Is the most thermally efficient form for a new home a box?
- Is current policy delivering what we want?
- Are eco-homes selling in this difficult market?
- And what do zero carbon targets mean to you?

"We could create an eco ghetto rather than an eco town" - Bishop of Leicester.

"In January 2009, villagers in Great Glen were asked whether they supported the plans for a 15,000 homes eco town site in Pennbury, 99% voted to reject the plan" – bbc.co.uk

Forthcoming GHA Events in 2009

3rd/ 4th/ 5th Mar 2009 Exhibition stand @ Ecobuild 2009

29th Apr 2009; UCL Monitoring and build system performance
Chaired by Professor Fionn Stevenson, Oxford Brookes

June 2009 Health & well-being in good homes

www.goodhomes.org.uk