

Having trouble viewing this email? [Click here](#)

You're receiving this email because of your relationship with Building Science Corporation. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.

information consulting bookstore seminars

building science.com e-news

Changing the way the world builds. People. Ideas. Integrity.

November 17, 2008 Issue # 8

Dear Jeffrey,

The "real" green is a building that saves energy. It is not a social statement that saps money, time and resources from the real problems facing the planet. How to be green can be found in Joe's article below..."Prioritizing Green-It's The Energy Stupid*".

To view a list of past newsletters, click [here](#) for our archives.

Happy reading!



Jeff Melvin
Editor, buildingscience.com e-news

[Forward buildingscience.com e-news to a friend!](#)

Featured Article by Joe Lstiburek, Ph.D., P.Eng., Fellow ASHRAE

Prioritizing Green-It's The Energy Stupid*

Building Science Insight No. 7

* Credit to architect Edward Mazria: I think he said this first, if he didn't say it first he sure says it well.

Many "green" buildings don't save energy (see "[MIS-LEED-ING](#)" sidebar). Why? They have too much glass, they are over-ventilated, they are leaky to air, they are fraught with thermal bridges and they rely on gimmicks and fads rather than physics.

Basically, the current green and sustainability craze can be summed up as architects and engineers behaving badly. The good news is that most of this nonsense can be easily remedied when adults finally get involved...

To read the entire feature article and find a downloadable pdf version, click [here](#) to visit our web page.



Click [here](#) for a full description of the Experts' Session.

Sign Up For This Newsletter!

About BSC

Building Science Corporation is a Boston based architecture and building science consulting firm with clients throughout North America.

Building Science Corporation specializes in building technology consulting. Our focus is preventing and resolving problems related to building design, construction and operation.

We are internationally recognized for our expertise in moisture dynamics, indoor air quality, and forensic (building failure) investigations. We are also on the leading edge of the design of sustainable communities and buildings.

We believe in promoting energy efficiency and environmental responsibility within the constraints of marketable and affordable building technology.

Read More About Us: www.buildingscience.com



You are receiving this newsletter either because you have requested it or because of your relationship with Building Science Corporation.

To opt out any time from receiving this newsletter, click on the "unsubscribe" link below. Otherwise, to ensure that you continue to receive this newsletter, please add newsletter@buildingscience.com to your address book now.

Your privacy matters to us.
We are not going to sell, rent, lend or share your information with others.

Copyright © 2008 Building Science Corporation, All rights reserved

You may reproduce this article by including this copyright.

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to jeff@buildingscience.com by newsletter@buildingscience.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Building Science Corporation | 30 Forest St | Somerville | MA | 02143