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FOR IMMEDIATE RELEASE:

West Coast Green Sustainable Showhouse Features Green Interior Design by Zem Joaquin of ecofabulous.com The Lawrence Group and SG BLOCKS™ Partner with ecofabulous on LEED® Platinum Certified Dwelling

September 24, 2008, San Jose, CA– The integrated sustainable design, events, and web publishing firm ecofabulous (www.ecofabulous.com) is pleased to announce its interior design of the showhouse 'Harbinger' West Coast Green, the nation's largest green building, business and design conference. The 1700 sq ft, two-story showhouse is made of reused shipping containers, designed by architects The Lawrence Group and built by SG BLOCKS™. The home will be displayed on the tradeshow floor, held this year at the San Jose Convention Center, September 25-27, 2008.

Ecofabulous founder and executive editor Zem Joaquin created the design aesthetic of Harbinger's interior, in partnership with Will Wick of Will Wick Design. For this project, she worked with more than 20 manufacturers of eco products to present a home that is beautiful, inviting and incredibly environmentally friendly. Every aspect of the home's design, build, materials and features has been evaluated and received Green Point and LEED certification.

The Harbinger House opens to a series of outdoor living spaces and decks, showcasing an outdoor Whirlpool kitchen and a low-maintenance garden of native and naturalized plants.

Highlights of the interior include:

- Reclaimed hickory wood by Restoration Timber to outfit the interior of the office, entry and staircase
- Silver Walker's ebony vertical grain bamboo cabine try in the bathrooms & their FSC certified oak in the kitchen
- Teragren bamboo flooring in the kitchen and living/dining room areas
- Wicanders cork flooring in hall and bedrooms upstairs
- Modwalls recycled glass tiles in each bathroom
- Kitchen countertop by Ecotop
- Rohl faucets, fixtures and farmhouse sink
- Caroma low-flow dual-flush toilets and sinks through out the house
- Vintage furniture from Will Wick Design and Battersea, as well as Coup d'etat and Sarlo
- Coyuchi organic sheets in the child's room and towels in both bathrooms
- Accessories from Spring in San Francisco and Green Fusion in San Anselmo

The project also includes energy efficient lighting with outdoor sconces from Progress Lighting's Everlume LED lighting collection, Shaper Lighting's sustainably designed vanity lights, and Forecast Lighting's fixtures in entry and stairs.



"This is a fantastic opportunity to showcase some of the amazing sustainable materials that are available to everyone. It is our hope that people who come to visit the house are not only impressed by the style and design aesthetic, but they gain some eco-wisdom about how they can infuse sustainability into their everyday lives," said Joaquin. "I always set out to prove that you green is not a style, it is a commitment that can be accomplished using any style. Sustainable design is really just smart design!"

"The 'Harbinger' is a spectacular, visionary example of innovative residential design and execution that is not only affordable, but also highly functional and technologically advanced," said Christi Graham, Founder and President of West Coast Green. "It's a shining example of what happens when creativity and technology come together for the good of the planet."

Ecofabulous thanks its many sponsors for the showhouse interior. A full sponsor list is available here:
www.ecofabulous.com/showhouse>About Zem Joaquin

Former eco editor at House and Garden and Domino magazines, ecofabulous founder and editor-in-chief Zem Joaquin is 7x7 Magazine's Queen of Green and Bay Area radio station KFOG's Eco-Expert. She is a certified BuildItGreen design and strategy consultant and Cradle to Cradle enthusiast who helps companies and individuals create beautiful, smart, sustainable spaces and practices. Zem is the eco-luxury specialist for Planet Green's Alter Eco and regularly contributes to various other media, such as the Huffington Post. Much of her penchant for superior design came from her years at Splendor.com and living in Milan, Paris and London, but her love for the earth can be traced back to her early upbringing on a Palo Alto commune. As the mother of two children, Zem is committed to improving the health, education and access to well-vetted information on sustainable products for all individuals and families. To this end Zem is also on the board of Global Green, Teens for Safe Cosmetics and Healthy Child Healthy World.

About ecofabulous

Ecofabulous (www.ecofabulous.com), is an integrated services company which includes a destination website and newsletter that have become the leading insider's guide for eco-friendly beauty, fashion, home, kids, and lifestyle; sustainable design consulting and execution. The company has quickly built its impressive level of trust, credibility and experience by providing fresh, informative reviews of today's hottest sustainable products that meet stringent sustainability criteria. In every product review, ecofabulous staff consider its purity from the toxins, to the plan for its' next life, as well as its superior quality and aesthetic design. The ecofabulous team is able to develop this expertise through its work on the ground, designing spaces and events using the products they evaluate.