

A photograph of an Earthship building, a type of alternative housing. The building features a curved, white facade with a pattern of circular perforations. A wooden door is set within an arched opening. The building is surrounded by lush greenery, including a large, leafy plant in the foreground and a garden with purple flowers. A stone path leads towards the building. The sky is blue with some clouds. The image is partially obscured by a semi-transparent grey overlay on the left side, which contains the title and authors' names.

EARTHSHIPS

Naod Araya, Kelsey Evans,
Hope Lawrence, and Briauna McKenzie

BACKGROUND

History and features

FUNCTIONALITY

Definition and comparisons

CONCEPTUALIZATION

Architecture, art, and Western-centrism

BUSINESS & MEDIA

Marketing and profitability

DEFINING SUCCESS

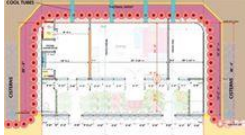
Is this the way forward?





MICHAEL REYNOLDS

Architect
Concept creator and founder
Earthship Biotecture in Taos, NM

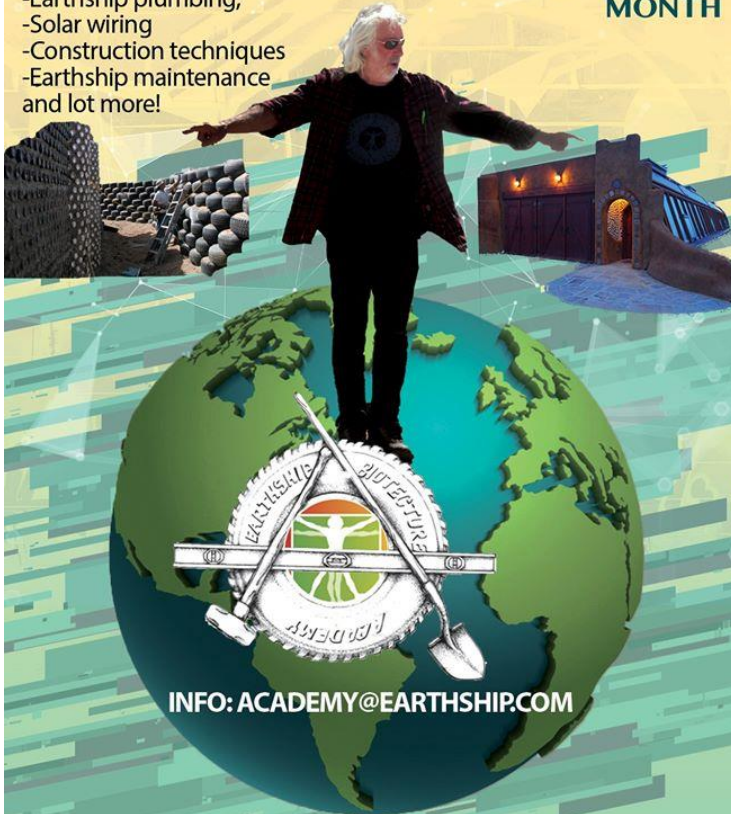


EARTHSHIP ACADEMY

LEARN HOW TO BUILD
A SELF SUFFICIENT
HOME IN
JUST ONE
MONTH

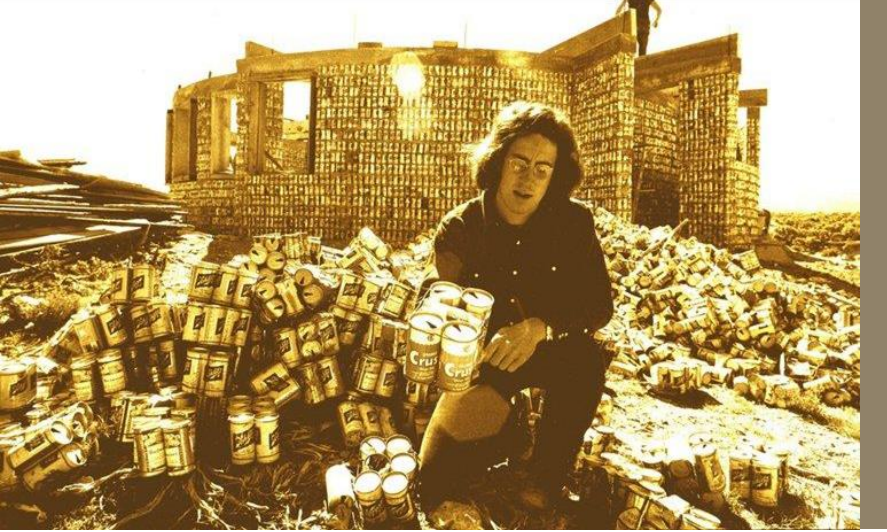
You will study hands on but also
have classes, delve into topics such as:

- Earthship plumbing,
- Solar wiring
- Construction techniques
- Earthship maintenance
and lot more!



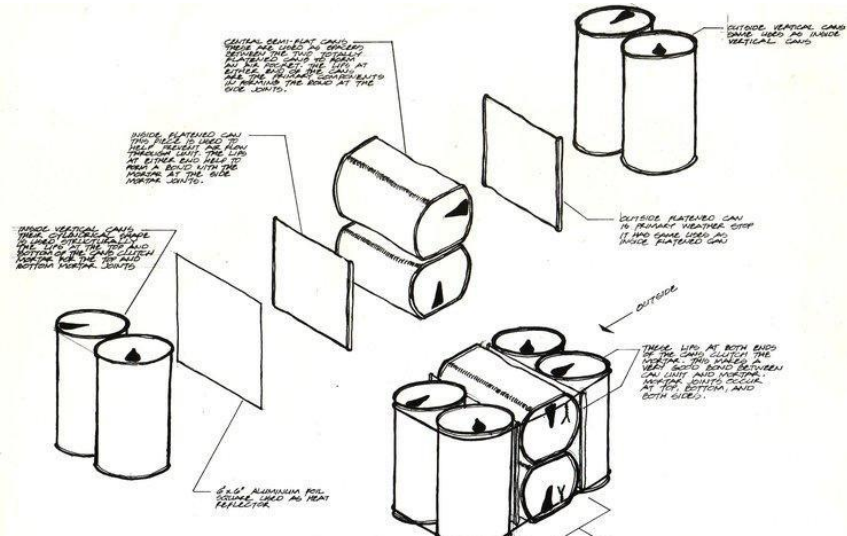
INFO: ACADEMY@EARTHSHIP.COM

REGISTER NOW FOR SPRING 2020 SESSION



HISTORY

- 1969: Graduated from the University of Cincinnati
- 1990: Sued and lost licenses
- 2007: Reinstated licenses



IN THE PUBLIC EYE

2007

documentary

glorifying his work

and spotlighting

him as a crusader

of sustainability



FEATURES OF AN EARTHSHIP



SIX PRINCIPLES

Reclaimed Materials

Heating &
Cooling

Electricity
Production

Water
Harvesting

Sewage
Treatment

Food
Production



FUNCTIONALITY

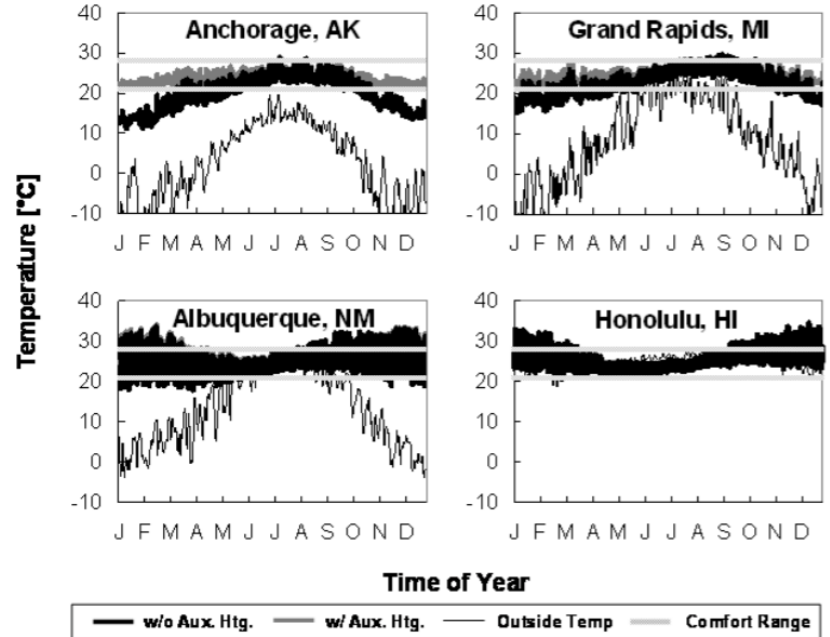
THE REALITY

- Labor intensive
- Fossil fuels use
- Tire off-gassing?
- Food production?
- Passive heating for all climates?

“WE BUILD AUTONOMOUS HOUSES”

Cold Climates

- Thermal mass
 - Ability to absorb and store heat
 - Major differences between day and night temperatures
- Insulation
 - R-value: Resistance to heat flow



WHAT IS AN EARTHSHIP?



HEMPCRETE



CORK

VS



CABANA FLORIPA



TUBOHOTEL

Other Eco-Building Certifications

	Earthship	LEED	BREEAM	LBC
Food	✓	✗	✗	✓
Energy	✓	✓	✓	✓
Shelter	✓	✓	✓	✓
Garbage Management	✓	✓	✓	✓
Clean Water	✓	✓	✓	✓
Sewage Management	✓	✗	✗	✓
Goal/Focus	Self-Sufficiency	Sustainable Building	Sustainable Building	Regenerative Design



CONCEPTUALIZATION



VERNACULAR ARCHITECTURE

Vernacular: “domestic, native, indigenous”



Umayyad desert castles

Jordan, Syria, Israel

Casa do Penedo Northern Portugal



Mongolian Yurts

Steppes of Central Asia



Inuit Igloos

Central Arctic,
Greenland



Southern Philippines

Bajau Stilt Houses



Sulawesi, Indonesia



Rwanda



Somoan Islands



Dubai (area)

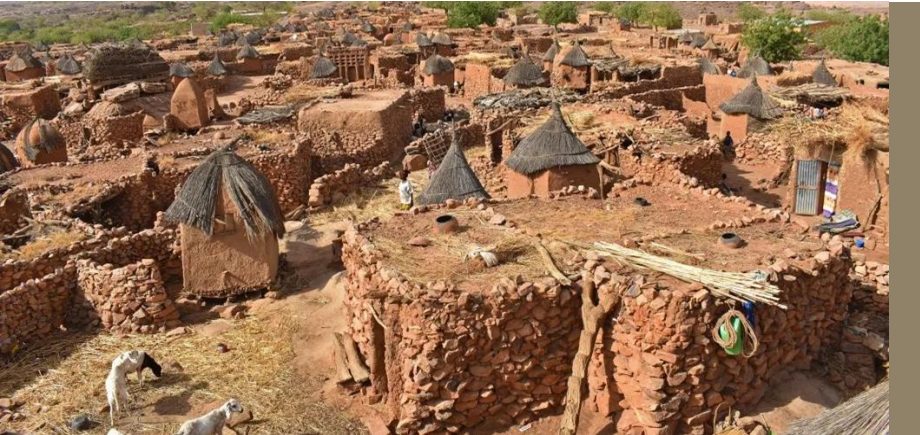


Sikkim, India



Contemporary

- High culture - modern
- Romanticization: origin myth of the primitive hut



Vernacular

- “Other”
- Ecological
- Primitive

VERNACULAR AS OTHER

THE EARTHSHIP MOVEMENT

- A tale of privilege
- Art statement
- Humble intentions:
 - Acknowledgement of responsibility





“Out of the crooked timber of humanity, no straight thing was ever made.”

– Immanuel Kant, *Idea for a Universal History with a Cosmopolitan Purpose*

A photograph showing several small green seedlings with two leaves each, growing out of stacks of gold coins. The coins are stacked on a bed of dark brown soil. The background is a soft, out-of-focus green. A semi-transparent grey rectangular box is overlaid in the center of the image, containing the text.

BUSINESS & MEDIA IMAGINATION

MAINSTREAM NEWS

MEDIA

Earthships and pocket neighborhoods: Speakers share ideas to solve county's housing woes

After Maria, an 'Earthship' Rises in Puerto Rico

JAYME GERSHEN SEPTEMBER 20, 2018

Erin Rode, Ventura County Star Published 4:41 p.m. PT Aug. 14, 2019

FEATURE / BUSINESS & ECONOMY

No more trashing US 'Earthship' homes

Solutions and innovations Canada

Welcome to earthships: an off-the-grid solution to Canada's housing crisis?

LITERATURE

SOCIAL MEDIA

HACKING THE EARTHSHIP

IN SEARCH OF AN EARTH SHELTER THAT WORKS FOR EVERYBODY

THE ZERO-CARBON HOUSE



MARTIN GODFREY COOK



Earthship: I Want One

by Michael Reynolds



...an who cent some with ining.



We Lived In An Earthship
BuzzFeedVideo



Earthship Biotecture-mic... · 10/18/19
What's happening? EARTHSHIPS are happening... all over the World...



The Freeville Earthship

WTF Is an Earthship?
Taos, NM | Travel Vlog



Earthships, a Circular solution for Africa

linkedin.com

earthship OK! We are going for it! Earthship Biotecture is taking the private initiative to set up a DISASTER RELIEF project for the BAHAMAS! We are

Earthship Biotecture-mic... · 10/14/19
We are in Australia right now!



0:30

... hoping to showcase earthship homes as a low-cost means of addressing the **housing shortages** that plague many of Canada's First Nations communities. *The Guardian*

“I was an idiot for building out of garbage. I have been persecuted for doing this – for treating sewage...” *Mike Reynolds (Al Jazeera)*

... that could provide **affordable housing** to people who can't keep up with increasing real estate prices. *Al Jazeera*

“This housing that we make is made to take care of people. Feed them, keep them warm, with no utility bills.” *Mike Reynolds (The Guardian)*

The Ultimate Panacea

“We build houses that address the 6 human needs for a **harmonious life** on Earth”

-*Earthships Bioteecture*

BUSINESS

**\$225 per square
foot**

COST TO BUILD

**\$191 per square
foot**

RESALE VALUE

3,000 Earthships

~1.2 BILLION
HOUSEHOLDS

**\$2,500 Academy
\$500 Internship**

'FREE' LABOR

Differing Imaginations

Is this greenwashing or
good intentions that
have fallen short?



A lush indoor garden scene featuring large green plants, a stone wall, and a window. The word "CONCLUSION" is overlaid in white text on a semi-transparent dark background.

CONCLUSION

DEFINING SUCCESS: CONSCIENCE VS CAPITAL



THANKS

Does anyone have
any questions?



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