

super-interesting!

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FOR IMMEDIATE RELEASE

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super-interesting! CREATES LUVMUD, A VALENTINE'S DAY GIFT LIKE NO OTHER

Dumbo, Brooklyn-based super-interesting! architecture.design.strategies has created Luvmud – a heart-shaped gift item made from soil, worm poop, cow manure, coconut coir (fiber), and clay, embedded with herb and vegetable seeds for germination, and decorated with messages written in baker's icing.

In a time when economic and environmental crises loom large, super-interesting!'s design demonstrates how intelligent and inexpensive design solutions can bring a fresh perspective to gift-giving while joyously raising awareness and sparking much needed conversations about consumption habits, food production, and waste.

super-interesting! will be giving away free Luvmud at Spring Art + Design, located at 156a Front Street, Brooklyn, NY (DUMBO), beginning on Friday February 12, 2010 and continuing throughout the weekend, until supplies last.

Says John Bruce of super-interesting!, "too often, issues of sustainability (like energy, poverty, consumerism, equity, and the environment) are delivered in an uncomfortable way. It's true; many of these issues are serious, charged, emotive, divisive, dire, and threatening. Yet, we believe that to solve them requires far greater participation from the general public. We project great difficulty in gaining that participation without modifying the messaging around the issues. Sustainability, if it is to succeed in addressing some of the more urgent and consequential issues we face, must be messaged with people in mind. People cannot process serious, emotive, dire issues ad infinitum. Said otherwise, we cannot achieve sustainability if we leave behind humanity."

"Luvmud is funny. Unofficially referred to as the Shitheart, Luvmud is an immediate conversation starter."

Currently, Luvmud is available in limited quantities, by request only.

www.Luvmud.net

ABOUT super-interesting!

super-interesting! is a multidisciplinary architecture and strategic consulting practice, formed by Kian Goh, AIA, and John Bruce in 2004, and based in the Dumbo waterfront area of Brooklyn, New York. Our work spans institutional, educational, residential and commercial spheres.

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Our projects take place at the intersection of sustainability and social interaction. In our work we focus on understanding site and context, processes and systems, program and behavior. We are fascinated by how people use space, and believe that design and smart implementation of materials, technologies, and green initiatives play a critical role in the shaping of exciting spaces and ways of living in them.

Our services include the design and planning of both the built environment and the systems and practices that govern its workings. We work on forming environments – designing buildings, interiors, products, landscapes – and informing them – creating strategies to address ongoing day-to-day and long-term needs and objectives for businesses and nonprofits, including sustainable practices, systems thinking, life-cycle assessments, and energy audits.

We are committed to social, political, and environmental responsibility. Our hope, throughout our work, is to search out, highlight, and give form to the sometimes hidden narratives of activism, action and participation in the everyday lives of our individual clients and the communities in which we work.

About the partners

Kian Goh, AIA, LEED AP previously worked with Weiss/Manfredi Architects in New York City on projects including the Smith College Campus Center and the Barnard College Nexus building, and with MVRDV in Rotterdam on the Metacity/Datatown exhibition and Eyebeam proposal. She is a faculty member at Parsons The New School for Design. Kian received a Masters of Architecture from Yale University, where she was the recipient of the HI Feldman Prize and James Gamble Rogers Scholarship. She is a registered architect in New York and New Jersey.

John Bruce works at the intersection of media, design, and sustainability. John worked as an art director on such feature films as *I Shot Andy Warhol* and *Happiness*. He has also produced, directed and designed music videos and award-winning short films. John was a featured designer on TLC's *While You Were Out* and *The EcoZone Project* television show on sustainable design and living. John graduated from the School of Visual Arts in New York City with a BFA in fine art, and earned an MBA in Sustainable Business from the Bainbridge Graduate Institute.

For more information, visit <http://www.super-interesting.com>, www.luvmud.net or contact John Bruce 917.859.6743, john@super-interesting.com.

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