

The Real Goods building and site plan are designed so that an awareness of the elements of place - sun, wind, water and vegetation - becomes second nature. The Retail Showroom building features straw-bale wall construction, sustainably harvested lumber, and grid-intertied wind and photovoltaic energy production.

The Real Goods Solar Living center is the vision of John Schaeffer, the founder of the sustainable products company Real Goods. Located about 90 miles north of San Francisco, the center encompasses three distinct elements: The 5000 square foot Real Goods retail store, the Solar Living Center- a non-profit educational and research division

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The Real Goods staff began an extensive reclamation of the ecologically damaged site as well as intensive landscaping at the onset of design work on the structure. An array of sundials and solar calendars helps visitors connect this location with the sun.

The new retail store and educational center of the renewable energy and healthy living company Real Goods Trading Co. is, in many ways, a revolutionary building (see Case Study, EBN. Vol. 5, No. 1). Now you can read about how it came together.

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Solar Living Center / Real Goods Demonstration site for renewable energy as well as retail store for GAIAM/Real Goods/Jade Mountain. 12 acres of land are used to teach, do research and hold festivals (especially the annual SolFest) on renewable energy, agriculture, and other important aspects of sustainable living.

Sited on a 12-acre parcel in Hopland, California, the Solar Living Center uses a wide array of energy efficient

and climate responsive design features combined with careful site planning, sustainable materials and systems and native and edible landscaping. The new showroom has also improved their bottom line.

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