



2013 The Lexicon of Sustainability Wall Calendar

From Cameron + Company



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The Lexicon of Sustainability is based on a simple premise: people can't be expected to live more sustainable lives if they don't even know the most basic terms and principles that define sustainability.

For the past three years Douglas Gayeton and Laura Howard-Gayeton have crisscrossed the USA to learn this new language of sustainability from its foremost practitioners in food and farming. In all, nearly 200 leaders in food and farming from across the country have contributed their valued experiences to this rapidly growing Lexicon of Sustainability. These insights have been translated into large format "information art" photo collages, a series of short films, and pop up shows across the USA. Study guides, a book, and lastly a social network of good ideas, a place where people can dig deeper into these terms (and even add to our ever-evolving lexicon), are also under development.

By illuminating the vocabulary of sustainable agriculture, and with it the conversation about America's rapidly evolving food culture, the Lexicon of Sustainability educates, engages and activates people to pay closer attention to how they eat, what they buy, and where their responsibility begins for creating a healthier, safer food system in America.

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Editorial Review

About the Author

Douglas Gayeton and **Laura Howard-Gayeton** live on a farm near Petaluma, CA where Laura has founded Laloo's, the first goat milk ice cream company in the United States. Their production company, Rumplefarm, is producing the Lexicon project.

Douglas is a filmmaker, photographer and writer. Since the early 90's he has created award-winning work at the boundaries of traditional and converging media for AOL, MSN, MTV, Napster, Electronic Arts, Vivendi, Ubisoft, National Geographic and PBS. His most recent documentary aired on HBO.

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