

# BEAUTY IS AS BEAUTY DOES: The Marriage of Visual Appeal and Sustainability

**FREE** presentation **TUESDAY, JUNE 14, 7pm** at **DOWNTOWN LIBRARY!**



As part of its Sustainable Small Cities project, Santa Barbara think tank **For the Future** ([www.forthefuture.org](http://www.forthefuture.org)) will present a FREE panel discussion of "BEAUTY IS AS BEAUTY DOES: THE MARRIAGE OF VISUAL APPEAL AND SUSTAINABILITY" on Tuesday, June 14th at 7pm in the Faulkner Gallery at the downtown Santa Barbara Public Library. Co-sponsors include **The Sustainability Project, the Santa Barbara Permaculture Guild, the Santa Barbara Organic Garden Club** and the **International Association for Ecotherapy**.

Speakers will include **landscape architect Owen Dell, permaculture designer Larry Santoyo, LivinGreen's Ellen Strickland, evolutionary psychologist Dr. Peggy La Cerra and landscape and architecture designer Carlene Ramus**. The moderator will be **Linda Buzzell-Saltzman, MA, MFT, Fellow at For the Future, founder of the International Association for Ecotherapy and co-founder of Santa Barbara Organic Garden Club**.

They will discuss the fact that although beauty has been a core community value in Santa Barbara throughout our history, superficial "prettiness" may no longer be enough. For Santa Barbara to be a truly viable city in the future, beauty must find a way to combine with sustainability. True beauty isn't just skin deep -- a lovely surface covering a multitude of dark secrets -- but must also be deeply healthy for people and our environment.

So by this new definition:

- \* ... a gorgeous red rose dripping with toxic pesticides doesn't smell as sweet...
- \* ... a bright green, highly manicured lawn soaked in imported water and drenched in toxics that flow into our creeks and the ocean isn't really beautiful...
- \* ... an exquisitely arranged plate of artistically-presented food full of toxics isn't beautiful...
- \* ... hairdos, manicures, face lifts or silicone breasts aren't beautiful if they harm the client or the professional who works on her...
- \* ... a mansionized architectural masterpiece isn't beautiful if it uses unsustainable woods, poisons the house's inhabitants or workmen, covers over every inch of plantable land on the property, becomes an energy-hog or sends a tear-down to the landfill...
- \* ... a shiny, bright red apple sprayed with pesticides and waxed with petroleum-based paraffin isn't appealing...

Beauty is not only an aesthetic value, but a quality of experience that we need just as we need clean air and water. Panelists will discuss how Santa Barbara can become a truly, deep-down beautiful city that is also sustainable.

*For more information, contact Linda Buzzell-Saltzman at [linda@forthefuture.org](mailto:linda@forthefuture.org)*