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For your editorial consideration
Publication Date: **Spring 2008**

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EDIBLE ESTATES

Attack on the Front Lawn

A project by Fritz Haeg

Published by Metropolis Books

"The best ideas are usually the simplest ones. Fritz Haeg deserves a genius award for his wonderfully subversive plan. Instead of mowing your lawn, you should eat it."

- **Eric Schlosser**, author, *Fast Food Nation*



- Features the first four groundbreaking Edible Estates prototype gardens in Salina, Kansas; Lakewood, California; Maplewood, New Jersey; and London, England.
- Includes essays by Haeg, landscape architect **Diana Balmori**, garden and food writer **Rosalind Creasy**, author **Michael Pollan** and artist and writer **Lesley Stern**, among others.
- This smart, affordable and beautifully designed book by the publisher of the best-selling *Design Like You Give a Damn: Architectural Responses to Humanitarian Crises*, also includes a helpful regional guide for creating your own Edible Estate, as well as reports and photographs from the owners of edible front yards across the country.

Fritz Haeg's *Edible Estates: Attack on the Front Lawn* represents an initiative to affect change in urban and suburban communities alike, one front lawn at a time. The project proposes the replacement of the domestic front lawn with a highly productive, edible, organic garden landscape. Controversial in its efforts to overthrow a long-standing American institution in favor of creatively growing food, *Edible Estates* represents a powerful shift in the values of contemporary society and reflects how an increasing number of people want to live. The book brings together such pressing topics as the quality of our environment, energy conservation, the local food movement, landscape water use, public green space, suburban sprawl, and public art and design that nurtures community. *Edible Estates* poses a practical and attractive alternative to one of the most ubiquitous American domestic traditions.

Edible Estates was initiated by noted Los Angeles architect and artist Fritz Haeg in 2005, with the planting of the first prototype garden, in Salina, Kansas—the geographic center of the United States. Three more prototype gardens have since been created in California, New Jersey, and England. The fifth and sixth *Edible Estates* are forthcoming in Austin, Texas, in March 2008 and Baltimore, Maryland, in April 2008, with a total of nine prototype gardens planned in cities across the United States.

Featuring insightful essays by Haeg, Balmori, Creasy, Pollan and Stern, as well as personal observations by *Edible Estate* owners and other quote-worthy front-yard gardeners, this manifesto/storybook/DIY manual sets Haeg's gently revolutionary project in the context of larger issues concerning the environment, global food production and the need for a stronger sense of community in our neighborhoods.

Fritz Haeg works between his architecture and design practice, Fritz Haeg Studio; the happenings and gatherings of Sundown Schoolhouse, an alternative educational environment based in his Los Angeles geodesic dome; the ecology initiatives of Gardenlab, which includes *Edible Estates*; and his role as an educator. He has variously taught in architecture, design and fine art programs at CalArts, Art Center College of Design, Parsons and the University of Southern California. He has produced projects and exhibited work at London's Tate Modern; the Whitney Museum of American Art; Mass MoCA; the Institute of Contemporary Art, Philadelphia; the Wattis Institute; the Netherlands Architecture Institute, Maastricht; and the MAK Center, Los Angeles, among other institutions. His new, on-going series of projects, *Animal Estates*, will debut at the Whitney Biennial in March 2008 with a commissioned installation in front of and surrounding the museum. Other 2008 museum and public art commissions include SFMoMA; Contemporary Museum Baltimore; MIT Center for Advanced Visual Studies; Casco Projects, Utrecht; Arthouse, Austin; and the Indianapolis Museum of Art. Haeg's first book, *Edible Estates: Attack on the Front Lawn*, will be published by Metropolis Books and distributed by D.A.P. in February 2008.

Edible Estates: Attack on the Front Lawn, Published by Metropolis Books. Distributed by DAP, www.artbook.com, 1.800.338.2665, 155 6th Ave, New York, NY 10013. ISBN: 978-1-933045-74-0, Price: \$24.95, Paperback, 8.5 x 8.5 in. / 128 pgs / 248 illustrations, 146 in color