



**Welcome** to the July 28<sup>th</sup> Update Newsletter, your online resource from EXHIBITOR magazine, bringing you the best practices and newest ideas in exhibit and event marketing.

### Exhibitor News at a Glance

[Tom Bowman Wins 2011 Green Good Design Award](#)



### Tom Bowman Wins 2011 Green Good Design Award

7/27/2011 - Tom Bowman, president of Bowman Design Group and Bowman Global Change, has been awarded a 2011 Green Good Design™ Award, the sole winner in the individual category which recognizes people "that have forwarded exceptional thinking and inspired greater progress toward a more sustainable universe." The international award, conferred jointly by the Chicago Athenaeum Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies, was launched in 2008 as an offshoot of the 60-year old Good Design™ Awards program, the largest and oldest design awards in the world.

Bowman's work as an acclaimed environmental exhibition designer, an award-winning expert in green business planning, and a visionary green pioneer in the tradeshow industry led to the award. A professional jury of international sustainability experts singled out Bowman as the individual who best met the criteria as a "leader, pioneer and innovator in green design." Judges selected an additional 122 winners in the sustainability award categories: city, corporation, product, urban planning, architecture, and research/technology.

Among his notable achievements, Bowman slashed his firm's carbon emissions by 65% in just two years to win a 2009 CoolCalifornia Small Business of the Year Award and a 2009 Tradeshow Week Green Innovation Award; won Event Design Awards in 2007, 2008, and 2010 for his leadership on the Birch Aquarium Feeling the Heat exhibition, the Aquarium of the Pacific Ocean on the Edge exhibition, and the Southern California Edison Smart Energy Experience™ exhibition, respectively; and is the eponym behind the Trade Show Exhibitors Association's Tom Bowman Green Award created "in honor of his contributions to saving the planet and significantly impacting and leading the industry in ways that positively affect the environment."

An exhibition featuring winners of the Green Good Design™ Awards is scheduled to travel inside Europe through December 2011. For more information, go to [www.europeanarch.eu](http://www.europeanarch.eu).

### About Bowman Design Group

Los Angeles-based Bowman Design Group translates complex ideas into engaging stories. The results are unique and memorable exhibitions, events, multimedia, and print communications for corporations, museums, and other institutions. Clients include the National Academy of Sciences and Scripps Institution (in collaboration with Ed Hackley), Florida Crystals, Domino Specialty Foods, Mitsubishi Electric, Northrop Grumman, Kid City (The Children's Museum of Tampa), and the FIFA World Cup. Learn more at [www.bowmandesigngroup.com](http://www.bowmandesigngroup.com).

Bowman Global Change helps organizations make sustainable transformations. Combining the expertise of renowned scientists, behavioral scientists, and business and government leaders, Bowman Global Change facilitates transitions through education, analysis, planning, communication, and consulting projects. The company is led by Tom Bowman, an expert in green business and winner of the international 2011 Green Good Design™ award. Bowman has contributed his expertise to the White House Council on Environmental Quality, the National Oceanic and Atmospheric Administration, Centers for Disease Control and Prevention, the

American Public Health Association and numerous exhibit industry groups. As a subject expert and prominent speaker, Bowman has appeared on NPR's Marketplace, the New York Times, the Los Angeles Times and many other leading news outlets. He writes a monthly "Ask Mr. Green" column for [www.exhibitoronline.com](http://www.exhibitoronline.com). Contact Bowman Global Change at 562.494.3400 or at [www.bowmanglobalchange.com](http://www.bowmanglobalchange.com).

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<http://www.exhibitoronline.com/news/enn-display.asp?counter=10150>