(Until recently, design's mistrust of green activism limited the speculative utility of ecologic models to a sanitized analog for complexity and emergence.) In any event, recent work suggests that the debut of entrepreneurial environmentalism has several common character traits:

EXTROVERTED

If "the failure of earlier urban design and regionally scaled enterprises was the oversimplification, the reduction, of the phenomenological richness of physical life,"[22] entrepreneurial environmentalism must produce extroverted content. In the race for consumer attention, it must exacerbate its identity and stake claim to user participation or lose relevancy.

CONSENSUAL

Entrepreneurial environmentalism is equally social and operative. Fixes for global issues of poverty, health, and education are merging with environmental solutions—we can't solve one without paying attention to others.

PLURAL

Entrepreneurial environmentalism results from the collusion of architecture, urbanism, and landscape is not a post-disciplinary condition, but a mix of super-disciplinary roles that cross-pollinate information and technique. Pervasive info- and eco-tech fuse buildings, sites, and cities into contiguous environments that are responsive and resilient.

All this points toward fresh cultural terrain in which our performance—how we consume, how we waste—is incontrovertibly connected to the state of the world. Rather than serving as a maternal membrane that insulates users from external impact, architectures and ecologies are derived from the looping of diversely productive environments. A kind of comprehensiveness results: call it a Big Nature. At the core is a societal prerogative born from consumerism: like Big Pharma (read: Pfizer) embracing our collective health paranoia, like Big Tech (read: Apple) thriving on our appetite for intelligence and connectivity, Big Nature raises consumer desire by tapping into growing fears of demise at the hands of advancing climate change or cataclysmic culture clash. Each successive Katrina, tsunami, melting ice cap, and drought binds the social aspirations of first, second, and third world economies into a common predicament of limited resources. Taken at face value, entrepreneurial environments are about the collective gain of planetary health. In reality though, its popularity is driven by mass protectionism—individuals concerned about the preservation of their lifestyles. Today, consequently, there is a formative moral component to choices about how and why we relate to our environments. We are coming to recognize at the macro scale that our activities have tipped the balance. Survival of consumerist society, and thus the metropolis, is tied to a technological nature both beneficent (productive) and angry (destructive). In short, the environment has become a social enterprise, and society, an environmental enterprise.

NOTES
1. For a full discussion of the contested relationship of progress and protectionism relative to cultural views of nature in the U.S. see Leo Marx "American Ideology of Space: the Primitive, Pastoral and Progressive" in *Denatured Visions,* ed.William Howard Adams and Stewart Wrede (New York, NY: Museum of Modern Art, 2003), 62-78.
2. Darcy Frey, "Crowded House," *New York Times* =, June 8, 2008. Frey describes MVRDV's MetaCity/Datatown project as "a serious investigation: by translating the chaos of the contemporary city into pure information…MVRDV set out to reveal how our collective choices and behaviors come to mold our constructed environments."
3. See http:www.vanalen.org/gateway
4. See http:www.toronto.ca/waterfront
5. See Liat Margolis and Alexander Robinson, *Living Systems: Innovative Materials and Technologies for Landscape Architecture.* (Basel: Birkhauser, 2007).
6. GIS = geographic information systems; GPS = global positioning system; BIM = building information modeling. BIM tools have been used primarily for architectural projects but are increasingly applicable to landscape and urban projects. BIM technology models embedded cost, material, implementation, environmental, and demographic factors throughout a project's life cycle, and can be integrated with GPS, GIS, and in situ information systems that provide live data on moisture, light, wind, temperature, traffic, events, etc.
7. http://www. grossmax.com.
8. Paul Shepheard, "Sensational Landscapes," *TOPOS Journal.* 57 (2006): 96.
9. Gilles Deleuze and Felix Guattari, *A Thousand Plateaus: Capitalism and Schizophrenia,* trans. Brian Massumi (London, New York: Continuum International Publishing Group, 2004).
10. For alternate verbiage, see the incisive Landscape Urbanism Bullshit Generator at http://www.ruderal.com/bullshit.
11. Among others, well used references for this work include Manuel De Landa, *A Thousand Years of Non-linear History* (New York, NY: Zone Books, 1997) and the writings of Gilles Deleuze.
12. James Corner, "Ecology and Design as Agents of Creativity," *Environmentalism in Landscape Architecture*, ed. Michel Conan, (Washington: Dumbarton Oaks, 2000).
13. Stan Allen, *Points + Lines: Diagrams and Projects for the City.* (New York. NY: Princeton Architectural Press, 1999).
14. Charles Waldheim, "Landscape Urbanism: A Genealogy," *PRAXIS journal of writing + building* 4 (2002).
15. Alex Wall, "Programming the Urban Surface,"in *Recovering Landscape*, ed. James Corner, (New York, NY: Princeton Architectural Press, 1999).
16. From Kudless's website: www.Materialsystems.org /?page_id=2
17. Kristina Hill, "Shifting Sites," *Site Matters*, Burns and Kahn, eds. New York: Routledge, 2005.
18. See Robert Somol, "All Systems GO! The Terminal Nature of Contemporary Parks," *CASE: Downsview*, ed. Julia Czerniak (New York, NY: Prestel Publishing, 2002).
19. See http://www.oma.eu/index.php?option=com_projects&view=project&id=1049&Itemid=10
20. See http://www.artandculture.com
21. Roland Tissot, " The ideology of Super-Realism " in *Myth and Ideology in American Culture*, ed. Regis Durand, (Lille: Centre d'Etudes et de Recherches Nord-Americaines et Canadiennes, Universite de Lille, 1976).
22. James Corner, "Terra Fluxus," in *Landscape Urbanism Reader*, ed. Charles Waldheim, (New York, NY: Princeton Architectural Press, 2006).