

# UR GREEN NEWS

THE UNIVERSITY OF ROCHESTER'S BIWEEKLY SUSTAINABILITY NEWSLETTER



## UPCOMING EVENTS

APRIL 10

### ROCHESTER'S FOOD HUB: ECONOMIC DEVELOPMENT AND PUBLIC HEALTH IN THE REGION

THE TALK WILL FOCUS ON  
ROCHESTER'S ABILITY TO BE  
AN ENVIRONMENTALLY AND  
SOCIALY RESPONSIBLE FOOD  
HUB IN NEW YORK STATE  
7 P.M.

501 MOREY HALL  
FREE

APRIL 17

### SOUTHEASTERN NY COMPOST WORKSHOP

9 A.M. - 4 P.M.

CCE ULSTER COUNTY  
EDUCATION CENTER  
232 PLAZA ROAD  
KINGSTON, NY 12401

\$20 REGISTRATION FEE

APRIL 18

### SOUTHEASTERN NY COMPOST TOUR

9 A.M. - 4 P.M.

CCE ULSTER COUNTY  
EDUCATION CENTER  
232 PLAZA ROAD  
KINGSTON, NY 12401

\$20 REGISTRATION FEE



JULIA SKLAR '14 • EDITOR

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## CAMPUS HIGHLIGHTS

# UR Med Center replaces 300 incandescent lights with new energy efficient bulbs

The University of Rochester Medical Center (URMC) installed new energy efficient lighting in two of its lecture halls as a trial run for a new initiative. About 300 incandescent light bulbs were replaced in Adolph and Upper Auditoriums and Anderson Conference Room, with the intention that the initiative would be expanded in the future if the trial yielded both economic and environmental benefits.

Although no official announcements have yet been made about such future projects, this new lighting proved successful in both categories. The updated lighting, which utilizes light-emitting diode (LED) technology, will require 75 to 80 percent less energy to run than the previous fixtures, saving URMC \$6,000 in yearly energy costs.

An additional cost-saving benefit of the new LED lighting is that it will reduce maintenance expenditures by \$7,000 annually. LED lighting lasts about 20 times longer than incandescent lighting, reducing both the time and money



COURTESY OF BLOGS.ROCHESTER.EDU

**URMC recently installed energy efficient LED lighting in two auditoriums and one conference room, replacing expensive incandescent lights.**

that would normally be spent on maintenance and replacement.

A grant from the New York State Electric & Gas Corporation and Rochester Gas & Electric partially funded the project, reducing the financial burden and further increasing future savings.

LED lights produce substantially less heat than incandescent bulbs, but generate the same amount of light, making them a sustainably viable option for energy efficiency without cutbacks to quality of life. Among the three URMC rooms that received updates, nine and 10 watt

bulbs replaced 65 - 300 watt bulbs and fluorescent lighting and light dimming switches in the Anderson Conference Room were updated.

URMC partnered with Wesco Distribution, their materials supplier, and SmartWatt Energy, an energy efficiency firm based in the Schenectady area to bring the project online.

"It was nice to be able to work with the University to save them maintenance headaches and at the same time help them to be energy efficient," said Brian Donald, General Manager of SmartWatt's Rochester office. ♦



## CONTACTS & RESOURCES

### FACILITIES:

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Michael Silverstein

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### SUSTAINABILITY WITHIN THE COMMUNITY:

Center for Environmental Information & EnvironmentRochester.com

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“**SUSTAINABILITY :** Meeting the needs of the present without compromising the ability of future generations to meet their own needs.  
—UNITED NATIONS

## SUSTAINABILITY SPOTLIGHT

# EcoArtTech offers new media approach to engaging with local environments

In 2005, UR professors Leila Nadir and Cary Peppermint founded EcoArtTech, a collaborative project that uses new media to reconcile environmental imagination with modernization.

Natural environments and emerging technologies often seem to be at odds with one another, but joined through the artistic lens, the two become quick partners.

The pair at the helm of this project have produced art ranging from urban wilderness tours to poetic essays, and their works have appeared world-wide, including at the Whitney Museum of American Art, UCLA, Joya: Arté y Ecología in Spain, and the European Media Art Festival.

Recently, Peppermint received the University of Rochester's Lillian Fairchild Award for his portfolio of EcoArtTech projects, which include Basecampe.exe and INDUSTRIAL WILDER-



COURTESY OF THEAUTOCHANNEL.COM

**Above: EcoArtTech explores the connection between environmental and media ecologies in a generative art experiment. Below: Leila Nadir (left) and Cary Peppermint (right), founded EcoArtTech in 2005.**

NESS. An installation piece exploring environmental awareness within urban landscapes, Basecampe.exe, was framed as a campsite for the modern world. INDUSTRIAL WILDERNESS looked at connections between industry and nature through community artwork.

In 2013, Nadir and Peppermint launched Indeterminate Hikes+, an app that lets users engage with nature, even in unexpected urban locations. The two hope that this app will help people use their smartphones not to speed up life, but to slow it back down. ♦

