



Urban Eco Chic

How to live in an eco-friendly way without compromising on style

Oliver Heath

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It's now a fact of life – for every decision we make about our homes we almost always consider the effect it will have on the environment. Until recently such decisions would mean making a compromise on style but thanks to a new wave of designers, passionate about sustainability and energy efficiency, it is possible to have a stylish home that supports the environment. Renowned eco-style guru Oliver Heath believes in the importance of achieving a balance between function and style and reducing one's environmental impact. In his timely new book ***Urban Eco Chic***, he shows how we can incorporate eco-friendly design into our homes combining chic aesthetic ideas with functional eco know-how.

The unique eco style that Oliver Heath has evolved is based around the three elements of TECHNOLOGY, NATURE and VINTAGE. He promotes a philosophy that combines the use of pioneering technologies powered by the least possible amount of energy, sustainable natural materials that leave the lightest impact on the earth, and recycled or recyclable products, such as vintage furniture and accessories, that limit the resources used in the creation of interiors and homewares. The result is a contemporary style that is ethical, ecoconscious and yet as individual as each homeowner.

In this book the reader will find ways to incorporate eco-friendly technologies into their home and lifestyle changes into their routine, reduce their homes carbon footprint, learn about sustainable building materials for walls, floors and other surfaces, and be able to follow a room-by-room guide to applying Urban Eco Chic to their environment, from floors to furnishings.

About The Author:

Oliver Heath's passion for design and sustainability was ignited during his architectural training. In his media work he has always striven to raise awareness of recycling and sustainability, from his early BBC1 Changing Rooms years to Channel 4's House to Home and ITV's Front of House. Through his

writing, Oliver encourages readers to think environmentally about their homes, for example his articles for Friends of the Earth, Earth Matters magazine and in his weekly column in the Observer. Oliver has recently completed an eco refurbishment of his own home and with his design company, Blustin Heath Design, he has completed various eco show flats for exhibition.

His online store, **ecocentric.co.uk**, specialises in beautifully designed sustainable products for the home. Oliver writes a regular column on the website giving style ideas and energy saving tips, offering his expertise on sustainable living in style.

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Notes for editors:

Urban Eco Chic will be available from www.ecocentric.co.uk

Excerpts from the book:

“Sustainable living is all about community; after all, what is the point in only one house within a city being environmentally conscious. A community offers us all the opportunity to work together, to share resources and to make [financial] savings. If eco design in its purist form does not excite and inspire the masses then it will be taken up by only a minority. With ambitious quotas in the reduction of carbon emissions being set, such limited appeal is a huge problem. Urban Eco chic, however, allows us to create energy efficient homes that are beautifully designed, and really stimulate and excite us by appealing to our emotional sides.”

“Urban Eco chic is about creating a balance between style and function, with a conscious effort to reduce one’s environmental impact. It is a thoughtful style that stops to consider the wider impact and implications of design on the environment in which it exists. In fact it is impossible to discuss contemporary design without sustainability being part of that discussion. Good design must be beautiful, functional, and now inherently green.”

“Urban Eco chic brings together the questioning, demanding sense of performance with the style led aspects of contemporary living. It is a pioneering style, one for a new age of social and environmental development, it could be said that Urban Eco Chic is the Industrial Revolution of the twenty-first century, a style to embrace as a community – one that benefits us all and generations to come. When you start to see the bigger picture of what a style movement can really do it becomes even more exciting.”

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