NEWS RELEASE

Sarah Susanka

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BUILDER Magazine To Honor Sarah Susanka With "Innovator" Award

Architect and best-selling author to be recognized on Jan. 20
for her leadership and vision in shaping the home building industry

Raleigh, N.C. (Jan. 14, 2009) – Few people have had as great an influence on the American home and lifestyle as Sarah Susanka. On Jan. 20, at a special invitation-only event in conjunction with the International Builders' Show in Las Vegas, BUILDER Magazine will honor Susanka for her vision and leadership with a "BUILDER Magazine Innovator" award.

Just over ten years ago, Susanka's "build-better-not-bigger" message from her first book, "The Not So Big House," became the rallying cry for professionals and homeowners seeking houses designed with quality and character, rather than simply to impress the neighbors. Today, Susanka is well known as an accomplished architect, sought-after speaker and best-selling author whose architecture and lifestyle books have sold more than one million copies.

Susanka will be recognized by BUILDER Magazine as one of 30 leading innovators who have shaped the building industry since the magazine was founded 30 years ago. Other innovators receiving the award include: Alan Greenspan, former chairman of the Federal Reserve; Millard Fuller, founder of Habitat for Humanity and the Fuller Center for Housing; and, Andres Duany of Duany Plater-Zyberk & Company, an influential leader in the New Urbanism movement.

"I am honored to be included among a list of such incredible innovators. It gives me renewed confidence that the not so big attitude has made its way firmly into the mainstream and is here to stay," says Susanka. "At a time like this, with the mounting economic crisis and the dramatic downturn in the housing market, 'Not So Big' is providing a new rallying cry for individuals seeking a better blueprint for living."

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Two New "Not So Big" Books

The Innovator award comes on the heels of the launch of a special 10th Anniversary edition of Susanka's "The Not So Big House: A Blueprint for the Way We Really Live" and just before the March 2009 launch of "Not So Big Remodeling: Tailoring Your Home for the Way You Really Live."

When The Taunton Press released "The Not So Big House" in 1998, it quickly became a launch pad for a new dimension of understanding about how we inhabit our homes, our planet and most importantly, our lives. "Not So Big Remodeling" is destined to do the same thing for existing homes, providing an abundance of advice and know-how in evaluating problem areas, identifying the most effective strategies for solving these challenges, while simultaneously improving the layout for today's more informal lifestyles.

Susanka's books, lectures and interviews have, for many, shattered the bigger-is-better mentality of the McMansion era. "Not So Big" is about more than downsizing or shrinking square footage – it is a sensibility that is quickly being adopted by the mainstream and becoming a hallmark of sustainable design. The phrase connotes perfectly-sized, well-tailored and better-built homes of beauty and integrity that will be cared for and enjoyed for decades to come.

About Sarah Susanka, F.A.I.A., www.NotSoBig.com

Susanka is the author of seven books that collectively weave together home and lifestyle, revealing that a "Not So Big" attitude serves not only architectural aims, but life goals as well. Her books have sold well over one million copies and include: *The Not So Big House, Creating the Not So Big House, Not So Big Solutions for Your Home, Home By Design, Inside the Not So Big House, Outside the Not So Big House, The Not So Big Life* and the 10th Anniversary edition of Susanka's first book, *The Not So Big House.* Susanka's eighth book, *Not So Big Remodeling,* will be published in March. Susanka is a member of the College of Fellows of the American Institute of Architects and a Senior Fellow of the Design Futures Council. She was born in Kent, England, and lives in North Carolina. Join her online community at www.NotSoBig.com

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Editor's Note: To arrange an interview or secure artwork, contact Suzanne Fedoruk at 612-861-7807, 612-247-3079 or suzanne@fedorukinc.com.