

## **4.1 Background**

Thirteen years before the Eco-City Movement was established and five years before the Rocky Mountain Institute began, in 1977 Mr. Asti created the first private foundation in the United States dedicated to the issue of educating individuals and communities about the development of communications based (post-industrial) sustainable communities, and in 1980, thirteen years before the founding of the U.S. Green Building Council and while Alvin and Heidi Toffler were writing about the Third Wave, Asti designed “Prodigy” the first “Third Wave City of the Future,” in history, the first attempt at defining a 21st Century community based on a post-industrial, sustainable economy. During the ensuing years, he developed a follow-up model of his future city along with a process for the re-development of existing communities for a post industrial economy which is currently being implemented.

William Henry Asti has been on the cutting edge of sustainable architecture for more than twenty-five years. Recognized by his peers around the country as a pioneer in the development of post-industrial sustainable communities, re-envisioning America’s urban and suburban landscapes, Asti recently addressed the American Institute of Architects during an annual conference in Miami, Florida as to the history and importance of social activism in creating our world of the future.

Mr. Asti is the founder and owner of William Henry Asti, AIA in Little Rock, Arkansas. As an architect, an economist, and as a development consultant, the scope of Mr. Asti’s design, planning and consulting work has spanned over three decades and four continents, to include twelve States and the District of Columbia within the continental United States, and his international consulting has included a Dutch conglomerate, a French bank, a French construction company, and individuals from the former West German Government. He has also consulted with developers on projects in Korea, Pakistan, Nigeria and Poland. His domestic work has included private prison companies, the largest hospital corporation in America, private gaming concerns, real estate developers, universities, state government, school districts, as well as private and public corporations.

For the past 20 years Mr. Asti has been involved in his community through a variety of organizations. Having served as the President of a Coalition of Neighborhoods for a short period of time has given him an intimate understanding of the workings of his and other communities, and his involvement in the motion picture industry allowed him to launch an organization which eventually became the most prestigious venue for showcasing nonfiction films in the world.

As a student and friend of the internationally renowned Architect, E. Fay Jones who was the foremost disciple of Frank Lloyd Wright, Mr. Asti has integrated these extraordinary individuals’ philosophies quietly and professionally into his vision of a post-industrial future. The original 1981 model city concept, “Prodigy,” along with his 1986 follow-up model, “Centennial,” are showcased as practical solutions for a distressed world in his new book, “The Chicken Came First.”