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Smog Veil

Frank Mauceri's Smog Veil started out in Cleveland, moved to Reno, Nev., and has now settled upon Chicago. In the Windy City, Mauceri built a green-friendly workspace from city grants, remodeling a building to be powered entirely by wind and solar energy, as well as scoring a grant to build a park on its rooftop. And Mauceri says the long-term savings on electricity will only fuel the artsy label's sustainability: "We've just taken the lead and tried to set an example." With such innovations, he says, "you can decrease your overall expenses." —TM

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