presents

THE ALBUQUERQUE PROJECT

BUILDING GREEN *for* THE FUTURE

HUMANITY

The most important reality show on television

BACK STORY

The organization was founded in 1976 in Americus, Georgia, by Millard and Linda Fuller. Its vision grew out of their experiences at Koinonia Farm. The international operational headquarters are located in Americus, with the administrative headquarters located in Atlanta. Staff members at all locations serve to support and promote the activities of local, independent Habitat for Humanity groups, which initiate and manage construction, mortgages and homeowner selection worldwide.

Habitat relies on volunteer labor in order to construct simple and affordable homes with its partner families, as well as to build community and civil society in the areas in which it works. Many volunteers are unskilled prior to first working with Habitat, although some professional or retired tradesmen or contractors may donate their services. Many churches and other houses of worship (synagogues, temples, mosques etc.) sponsor houses and provide a large amount of the volunteers from their congregations. Some corporations and businesses who value good corporate citizenship provide financial support to the projects and/or donate materials for use in construction. Many politicians and celebrities have volunteered with Habitat, reflecting its profile as a highly regarded non-profit.

HUMAN DRAMA

SUCCESS STORY - THE GULF COAST PROJECT

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DOUG KEATY - AT THE HEART OF THE SHOW

Doug Keaty "Mr. Doug"; our energetic contractor/host is philanthropic by nature and passionate about teaching. Mr. Doug has been a contractor here in Albuquerque for 30+ years. He makes building an exciting and rewarding learning experience for everyone!
Mr. Doug is a regular crew leader and represents The Greater Albuquerque Habitat for Humanity as the licensed contractor. He and his wife Katie, a retired Air Force Major, are dedicated to giving back and imparting their wisdom and talents to benefit others. Given their experience and goals, Habitat for Humanity is the perfect fit!

NEWS CONFERENCE

At our site, we coordinate a huge PR, press conference announcing the scope of the project. Local government, Habitat for Humanity officials, architects, and families and community are in attendence.

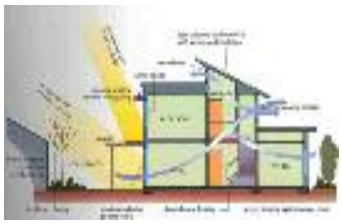
THE FUTURE STARTS TODAY

project: ALBUQUERQUE

Set up the project with describing the environment in which these homes will exist. Describe the neighborhood and the social challenges they face. Show how the neighborhood needs this project and what the future could be for these residents as they try to better their lives and create community

BUILDING GREEN

Green Building, also known as green construction or sustainable building, is the practice of creating structures and using processes that are environmentally responsible and resource-efficient throughout a building's life-cycle: from siting to design, construction, operation, maintenance, renovation, and deconstruction. This practice expands and complements the classical building design concerns of economy, utility, durability, and comfort.[1]
Although new technologies are constantly being developed to complement current practices in creating greener structures, the common objective is that green buildings are designed to reduce the overall impact of the built environment on human health and the natural environment by:
Efficiently using energy, water, and other resources
Protecting occupant health and improving employee productivity
Reducing waste, pollution and environmental degradation[2]
A similar concept is natural building, which is usually on a smaller scale and tends to focus on the use of natural materials that are available locally.[3] Other related topics include sustainable design, green architecture, and energy efficient buildings.



Green building practices aim to reduce the environmental impact of buildings. Buildings account for a large amount of land use, energy and water consumption, and air and atmosphere alteration. In the United States, more than 2,000,000 acres (8,100 km2) of open space, wildlife SUPS habitat, and wetlands are developed each year.[4]
As of 2006, buildings used 40 percent of the total energy consumed in both the US and European Union.[5][6] In the US, 54 percent of that percentage was consumed by residential buildings and 46 percent by commercial buildings.[7] In 2002, buildings used approximately 68 percent of the total electricity consumed in the United States with 51 percent for residential use and 49 percent for commercial use. 38 percent of the total amount of carbon dioxide in the United States can be attributed to buildings, 21 percent from homes and 17.5 percent from commercial uses. Buildings account for 12.2 percent of the total amount of water consumed per day in the United States.[citation needed]
Considering these statistics, reducing the amount of natural resources buildings consume and the amount of pollution given off is seen as crucial for future sustainability, according to EPA.[8]
The environmental impact of buildings is often underestimated, while the perceived costs of green buildings are overestimated. A recent survey by the World Business Council for Sustainable Development finds that green costs are overestimated by 300 percent, as key players in real estate and construction estimate the additional cost at 17 percent above conventional construction, more than triple the true average cost difference of about 5 percent.[9]

Creating sustainable buildings starts with proper site selection. The location of a building affects a wide range of environmental factors - such as security, accessibility, and energy consumption, as well as the energy consumed by transportation needs of occupants for commuting, the impact on local ecosystems, and the use/reuse of existing structures and infrastructures. If possible, locating buildings in areas of existing development where infrastructure already exists and conserving resources by renovating existing buildings will help minimize a project's environmental footprint.

Maximizing the green impact of site design and building infrastructure may be accomplished by considering energy implications during site selection and the design of building orientation. Improved grading and natural landscaping practices can help control erosion as well as reduce heat islands. Incorporating transportation solutions along with site plans that acknowledge the need for bicycle parking, carpool staging, and proximity to mass transit can help encourage alternatives to traditional commuting and reduce both energy consumption and waste emissions.[15]

MARQUEE ARCHITECTS DRIVE CREDIBILITY FOR THE HABITAT FOR HUMANITY PROJECT

INFLUENTIAL ARCHITECTS LEAD THE WAY

In the architecture world, green thinking is futurist thinking. Here are three of America's leading architects from three different generations who all have distinctive perspectives on how man, and nature coexist.. Watching the process unfold will be compelling and educational.

FRANK GEARY

Los Angeles
age 80

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His best-known works include the titanium-covered Guggenheim Museum in Bilbao, Spanish Basque Country, Walt Disney Concert Hall in downtown Los Angeles, Experience Music Project in Seattle, Weisman Art Museum in Minneapolis, Dancing House in Prague, Czech Republic and the MARTa Museum in Herford, Germany. However, it was his private residence in Santa Monica, California, which jump-started his career, lifting it from the status of "paper architecture," a phenomenon that many famous architects have experienced in their formative decades through experimentation almost exclusively on paper before receiving their first major commission in later years.

MITCHELL JOACHIM

New York
age 37

He is acknowledged as an innovator in ecological design and urban design. He is also a researcher and architectural educator. Mitchell Joachim's specific professional interest has been adapting principles of physical and social ecology to architecture, urban design, transport, and environmental planning. he 2008 Smart List: 15 People the Next President Should Listen To" [6]. Rolling Stone magazine honored Mitchell as an agent of change in "The 100 People Who Are Changing America"

PAOLO SOLARI

Scottsdale
age 90

Solari an Italian-American visionary architect with a life-long commitment to research and experimentation in design and town planning. He established Arcosanti and the educational Cosanti Foundation. The project is based on Soleri's concept of "Arcology," architecture coherent with ecology. An arcology is a hyperdense city designed to maximize human interaction; maximize access to shared, cost-effective infrastructural services like water and sewage; minimize the use of energy, raw materials and land; reduce waste and environmental pollution; and allow interaction with the surrounding natural environment. Arcosanti is the prototype of the desert arcology.

NEW MEXICO ARCHITECTUAL FIRMS

Richmond Street Studios

Christopher Calott and **Thomas Gifford** of **Calott & Gifford Arechitecture/Urban Design**, **Infill Solutions *Innovative Urban Design and Development,*** are recognized for their design of the **Richmond Street Studios** located in Albuquerque's Nob Hill District. This 7,771 sq. ft., mixed-use project completed in October 2006 met the JHA competition's criteria of an "Architectural solution (that) demonstrate(s) appropriate and artistic responses to the challenges of the site, client, program and budget."

Duranes Elementary School Building ~ Albuquerque Public School

Mark Baker of the **Baker Architecture & Design** was recognized for his design of Albuquerque's Public School's **Duranes Elementary School Kindergarten and Classroom Building** . Judges noted this as another appropriate response to the challenges of the site. The thoughtful rain catchment system reflects an excellent attention to sustainability in a teaching environment.

Kramer Woodard , **Natalie Du** and **Sergio Velliro** of the **Kramer Woodard Architectural** firm were recognized for their design of Lot K, a 2,627 sq. ft., single-family dwelling located on a hilltop near UNM in the Spruce Hill neighborhood which was completed in 2,000 for $225,000. Judges expressed admiration for the innovative design in an infill urban context, and the low cost of the project.

NEW MEXICO ARCHITECTUAL FIRMS

Dekker/Perich/Sabatini

Home

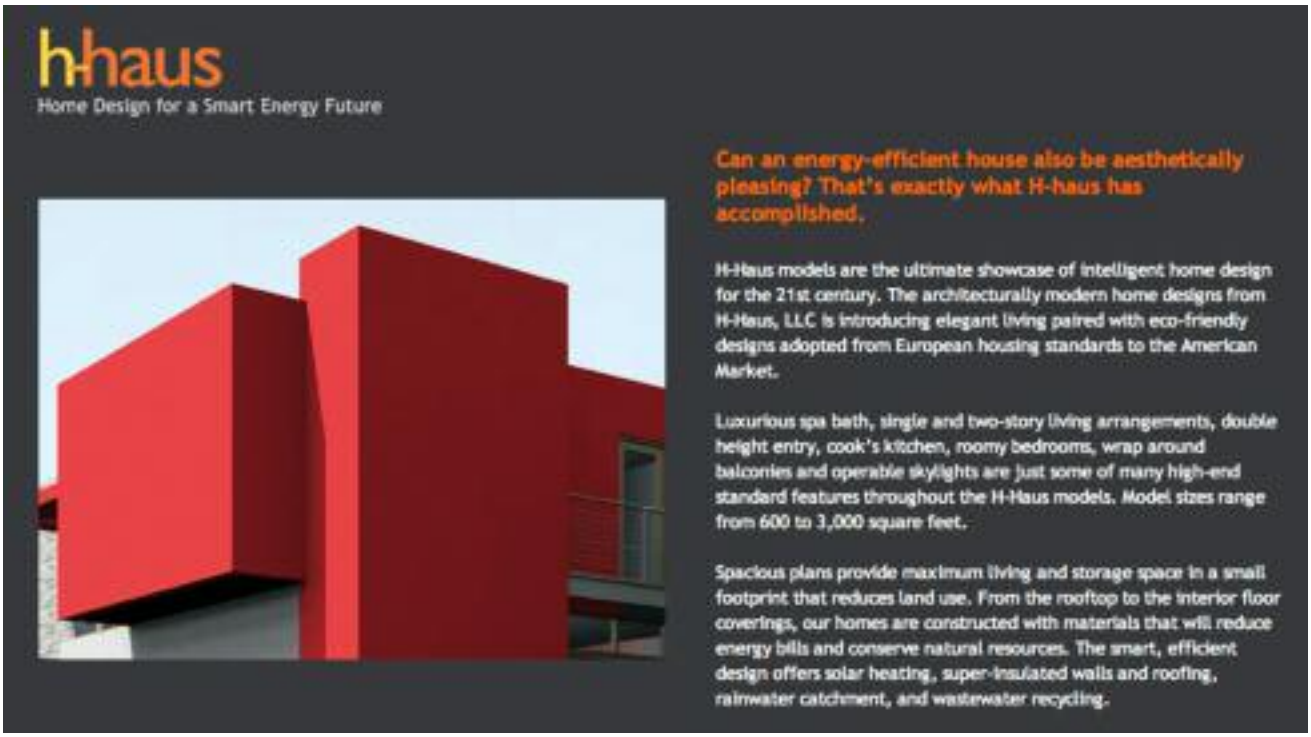
Dale Dekker, AIA, AICP

Print | Email

As an original founder of D/P/S, Dale has over 30 years experience as a registered architect and planner. His extensive experience includes high tech, one-of-a-kind research facilities for Sandia National Laboratory, award-winning school designs for Albuquerque Public Schools, and socially responsible designs of assisted living facilities for the elderly. Raised in Albuquerque, Dale has developed an extensive network of individuals and companies that are routinely brought together to assist our clients in creating successful projects. A recent example of Dale's efforts is the nationally recognized renovation and adaptive reuse of the Old Albuquerque High School, near downtown Albuquerque. This project "saved" one of the more architecturally significant and loved structures in our community for future generations, through a complex private-public partnership.

Dale also is very involved in enhancing the quality of life in our community by participating as a volunteer on a variety of boards and commissions. Dale serves on the executive board of the Economic Forum, the boards of the NextGen Economy, the Albuquerque Economic Development (AED), the National Board of Directors for the National Association of Industrial and Office Park developers (NAIOP) and was appointed by Governor Bill Richardson to the Construction Industries Commission and the Governor's Education Progress Agenda Task Force.

SANTA FE GREEN ARCHITECTURAL FIRM



Architect Aaron Bohrer, A.I.A., has more than 20 years architectural design experience. He received a Masters of Science in Architecture from Dean Bernard Tschumi's Graduate School of Architecture and Planning, Columbia University, New York City, under the tutelage of Thomas Lesser, Zaha Hadid, and Wiel Arets. He joined the New York office of I. M. Pei & Partners and worked with the firm's late partner Jim Freed on First Bank Place headquarters in Minneapolis, MN and the Ronald Reagan International Trade and Cultural Center in Washington D.C. In 1996, he founded Archaeo Architects in Santa Fe, New Mexico where he received numerous design awards for residential and commercial projects. Since 2004 Aaron has been leading design and development of H-Haus homes.

ADDITIONAL GREEN ARCHITECTUAL FIRMS:

EpiCenter, Artists for Humanity, Boston, Massachusetts, by Arrowstreet Inc., which features a grassy courtyard irrigated by rainwater collected on the roof.

Global Ecology Research Center, Stanford, California, by EHDD Architects, a low-energy laboratory and office building that cut carbon emissions associated with building operation by 72 percent.

Government Canyon Visitor Center, Helotes, Texas, by Lake/Flato Architects, where big overhanging roofs, flaps and deep porches shield interior spaces from the sun and the building itself oriented toward the prevailing summer breeze.

Hawaii Gateway Energy Center, Kailua-Kona, Hawaii, by Ferraro Choi and Associates, which has a cooling system that uses deep seawater.

Heifer International, Little Rock, Arkansas, by Polk Stanley Rowland Curzon Porter Architects, Ltd., where waste water from sinks and drinking fountains, along with rainwater, is reused in toilets and a cooling tower.

Sidwell Friends Middle School, Washington DC, by Kieran Timberlake Associates, which uses solar chimneys and windows to provide ventilation by drawing cool air into the building

;
Wayne L. Morse U.S. Courthouse, Eugene, Oregon, by Morphosis & DLR Group, featuring raised courtrooms and an air distribution system under the floor.

Whitney Water Purification Facility, New Haven, Connecticut, by Steven Holl Architects, which provides water and includes a public park and sanctuary for migrating birds.

Willingboro Master Plan & Public Library, Willingboro, New Jersey, by Croxton Collaborative Architects, PC, where a former shopping mall was transformed with skylights to capture maximum daylight.

Z6 House, Santa Monica, California, by LivingHomes, Ray Kappe, a single-family residence that uses natural ventilation and optimizes passive solar heating.

CREDIBLE “GREEN” ACTORS DRIVE VIEWERSHIP AND INTEREST

CELEBRITY PITCH

Whether their fame comes from the screen or directly from the eco-work they do, we think celebrities getting environmental issues into the public eye is great. It's easy for mega-earning movie stars to throw money at the problems, and sometimes money can do a lot, but our favorite celebrities are the ones trying to make a difference by example.

1 **Leonardo DiCaprio**
Once "king of the world," this star often flies commercially and drives himself around in a hybrid Toyota Prius. In 1998, he started the Leonardo DiCaprio Foundation to promote environmental causes. More recently, he's been working on 11th Hour, an environmental documentary featuring interviews with global green leaders.

2 **Cameron Diaz**
This bombshell ain't trippin' (though that was the name of her eco-themed MTV show). The avid surfer drives a hybrid car, got trained to give Al Gore's climate presentation, and helped make the big announcement about Live Earth.

3 **Robert Redford**
The Sundance Kid has campaigned for Utah wilderness, promoted solar energy, convinced mayors to tackle climate change, and served 30 years on the board of the Natural Resources Defense Council. In April, he launched a weekly three-hour slot of eco-programming on his Sundance TV channel.

4 **Cate Blanchett**
Take notes on this scandal: Recently part of an ad campaign promoting Sydney's Earth Hour blackout, Cate Blanchett and her playwright hubby have converted their own home to solar power. As co-artistic directors of the Sydney Theatre Company, the duo also plans to green that venture and hopes to power an entire theater season off-grid.

5 **George Clooney**
This leading man not only earned an Oscar last year but also a prime spot on the cover of *Vanity Fair*'s first green issue. In association with his award-winning role in Syriana, Clooney launched Oil Change, a campaign to say good night and good luck to America's dependence on oil. And to drive the point home, he's frequently seen out and about with his eco-friendly Tango electric car.

Photo: Tricia Lee Pascoe

6 Ed Begley Jr.

We're Ed over heels for this electric-car-driving, solar-powered-home-owning star. He's got his own brand of eco-cleaners (Begley's Best), a reality show that puts a domestic spin on green issues (*Living with Ed*), and a morning routine that involves powering his toaster with a stationary bike.

7 Edward Norton

The eco-commitment of this Hollywood heavyweight is no illusion. Norton used his star power to help launch BP's Solar Neighbors Program, which gets solar panels onto low-income homes in L.A., and he hosted an award-winning, four-part National Geographic TV special about the unnerving effects of global environmental problems.

Photo: WENN

8 Daryl Hannah

Arrested last year for staging a 23-day tree-sit in a bid to save L.A.'s South Central Farm, an urban community garden, this steel magnolia is a longtime environmentalist who drives a biodiesel car and runs her green home on solar power. Hannah has also recently made a splash online with the eco-video blog dh love life.

Photo: Richard Lewis / Wirelmage

9 Amitabh Bachchan

Concerned about his native India's vulnerability to climate change, this top Bollywood star helped launch a partnership between Global Cool and the International Indian Film Academy to use the power of cinema to build awareness of the issue.

10 Julia Louis-Dreyfus

She may be starring in *The New Adventures of Old Christine*, but being a devout environmentalist is nothing new for Louis-Dreyfus. Her solar-powered home is a showcase of green design and energy efficiency, and she's long been active with organizations like Heal the Bay, the Natural Resources Defense Council, and the Trust for Public Land.

11 Pierce Brosnan

The world *is* enough for this 007, who focuses his activism on the planet – marine mammals and wetland protection in particular. Brosnan – who was named "Best-Dressed Environmentalist" in 2004 and serves on the board of the Environmental Media Association – has long fought for dolphin-safe tuna rules and protested the U.S. Navy's widespread use of sonar, which can harm whales and other cetaceans.

12 Rosario Dawson

Though she's soon to reprise her Sin City role, Dawson's environmental involvement leans more toward the virtuous. In 2005, she brought her star power to a U.N. summit on preserving the environment and ending poverty, and, more recently, she's dialed up her work with Global Cool's mobile texting campaign, which steers money to clean energy and energy-reduction projects.

Photo: Jeffrey Mayer / Wirelmage

13 Will Ferrell

He got guffaws during his blaze of glory on TBS's "Earth to America!" eco-comedy special, but this funnyman's commitment to the environment is no laughing matter. He's an active supporter of the Natural Resources Defense Council, and, though it may sound stranger than fiction, he'll soon be driving his electric car into the driveway of an eco-friendly home.

14 Tom Hanks

An avid supporter and volunteer for The Nature Conservancy, this Forrest had the gumption to order the very first eBox electric car, delivered earlier this year. And Hanks often goes the extra green mile to make mention of his environmental leanings when he makes major TV appearances.

Photo: Steve Granitz / Wirelmage

15 Brad Pitt

Twice named "Sexiest Man Alive" by People magazine, Pitt isn't just a pretty face. A major architecture buff, he's been hot on the trail of the emerging green-building movement, helping with efforts to rebuild New Orleans in an eco-friendly way, narrating a sustainable design TV series, and supporting Ed Norton's Solar Neighbors Program.

Runners-Up

Julia Roberts

This pretty woman was featured on the cover of Vanity Fair's green issue last year – and for good reason. She's a spokesperson for Earth Hour, and frequently talks up green issues on Oprah and other TV shows. Plus, the Erin Brockovich star will soon be playing another green activist, wildlife conservationist Jean Hoyt, who was shot and killed in 2004.

Photo: Peter Kramer / Wirelmage

Photo: Jason Kempin / Getty Images

Matt Dillon

There's something about Matt Dillon. He recently teamed up with Global Green USA and Yahoo! to announce a "Greenest City in America" challenge as part of the web-region's new "Be a Better Planet" program, which urges Americans to take action against climate change.

Photo: FilmMagic

Matt Damon

The talented Mr. Damon has been a good shepherd for the earth, narrating the documentary Running the Sahara and participating in the global awareness campaign about the water crisis in Africa. Damon also narrated the Journey to Planet Earth series on PBS.

Charlize Theron

This South African beauty is no monster when it comes to green issues. She's traveled in eco-style to the Oscars and teamed up with a number of other celebs to fight the installation of LNG terminals off the coast of Malibu, Calif.

HOW THE SHOW PLAYS OUT

EPISODE1: Doug Keaty, host, gives back story of the creation of Habitat for Humanity. Early successes and who was involved- archival footage. Give ABQ storyline regarding taking back a community that has fallen into urban blight. Hold a press conference on the building location announcing the ABQ Project. At the ceremony, introduce the architects and the recipiants of the three houses that will be built. Explain the green building challenge. End with breaking ground ceremony for a new "green" chapter for Habitat for Humanity.

EPISODE 2: Meet the 3 architects at their design offices, peering into a world few people have seen before. Start to learn more about the 3 families who will be working on the building their new homes. See architects working and creating actual models and blueprints. Final touches, ending with a meeting with the Habitat for Humanity board of directors. One of the directors is none other than Brad Pitt.

EPISODE 3: Open with a quick review of what has transpired in the first two episodes. Architects pitch their ideas to the Board which includes Mr. Pitt. Introduce a landscape architect who will work side -by- side to create a real community. Talk to civic leaders about the change and further plan to rejuvinate the neighborhood. Return back to board room to see reactions, comments and what revisions need to happen. Architects reactions end show.

EPISODE 4: Quick review of last week's show. Back at architect's offices. Internal turmoil. More community storylines with the 3 recipients. Deadlines need to be met. A second round in the board room (with Brad Pitt). Changes have been made to make the houses more realistic to built. Some tension happens between the two parties. Cliffhanger- Will the architect firm quit or will they be approved? Stay tuned.

EPISODE 5: Quick review of last week's show showing conflict. 3-D animation shows us exactly what the houses will look like, outside and in. The plans are approved by the board and the project is greenlighed. People celebrate and get ready start the process. This begins the process of showing exactly how to build green. The ideas, the materials and the concepts unfold. It starts with a smart foundation, literally. End with the bulldozers entering.

EPISODE 6: Quick review of last week's show. The odyssey begins. Three houses, three GC'c, three construction crews and three egos. Let's talk foundation in this episode. Explain the why and the how. Materials, design etc. Understanding structural engineering. The families begin hands on labor. Guest star appears to lend a helping hand. Show ends with building tip- How to set concrete.

HOW THE SHOW PLAYS OUT

EPISODE 7: Recap. Foundation is finished. Walls, and flooring are executed. Similar format to Episode 6. Landscape designer starts transforming the terrain. ABQ mayor shows up. Show ends with tips on framing green.

EPISODE 8: Recap. Plumbing is executed. Format similar format to Episode 6. Guest star appears. More human interest of the families. Architect shows up- we have a problem with the foundation. Drama. Resolve. Show ends with tips on plumbing.

EPISODE 9: Recap. Electric/solar is executed. Format similar format to Episode 6. Guest star appears. More human interest of the families. Understanding solar power and how to make your own energy. Show ends with tips on how to reduce your energy consumption and install solar panels. (now available at Lowes)

EPISODE 10: Recap. Interior finishes are highlighted. Flooring, paint, materials for kitchen and bath. Interior designer adds ideas. Family conflict. Resolve. Guest star. Show ends with tips on how installing energy efficient appliances.

EPISODE 11: Recap. Interior is finished. Another visit from an architect unveils a problem. Home eco-furnishings are brought in. Landscaping is also a main topic. . Guest star who's into gardening shows up. Show ends with tips on how save water in your yard and installing water catchers.

EPISODE 12: Recap. The finishing touches are in motion but not without conflict. Huge ceremony is planned with the Governor, local government officials, and celebrities. All is resolved. The architects are praised and plans for the next project for Habitat for Humanity are hinted. Final scene, families are handed the keys to their new houses.