



NEW ORANGE COUNTY burbia

PROJECT BOOK



**The Big Idea -
Welcome to NEWburbia 1.0**

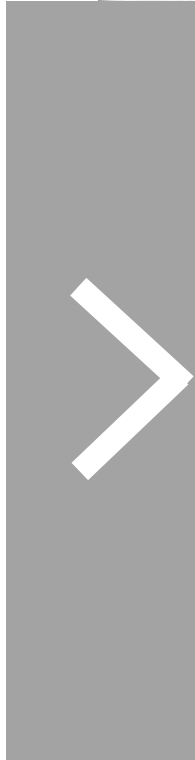
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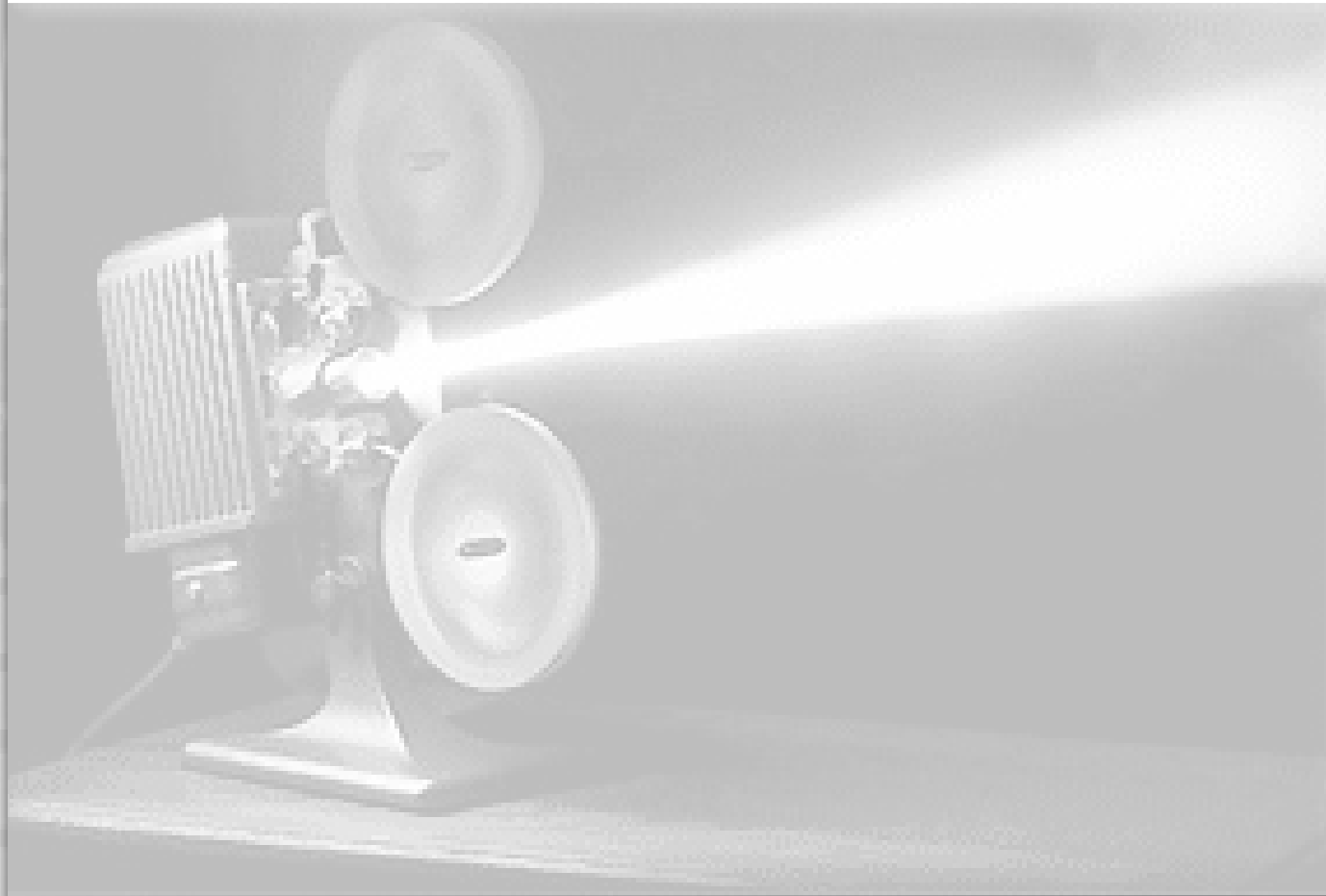
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THE BIG IDEA



1.0

welcome to NEWburbia

A

H O M E
M A K E O V E R
S H O W T H A T C A N
S A V E U S A L L !



Rethinking Resources:

-  Building Materials & Products
-  Energy
-  Water
-  Food
-  Human



Rethinking Suburbia...

The Product 1.1

NEWburbia is a product/TV show made for Sundance Channel. It is a reality show built with scalability in mind (meaning the same basic show structure can be used to produce localized shows in various suburbs around the country or world) similar to the popular Bravo series, Real Housewives of “_____”. NEWburbia Orange County (NBOC) is the prototype and will be featured within this presentation.

Ad sales through viewership will not be the only revenue source brought by NEWburbia. NEWburbia has been created to supply the Sundance brand with an additional revenue stream via product sales. Sundance Channel’s existing relationship with Sundance Catalog will provide an easy platform from which to sell closed-loop, NEWburbian featured products.



Watch & Shop



NBOC Plot

South of Los Angeles lies Southern California's infamous "OC" - a highly populated suburban sprawl off the Pacific coast. Known for its sunny weather, Orange County is nestled between the ocean and a glorious mountain range. Unfortunately, the majority of the time all you see is smog...

The Molnar-Bartons, who were recently gifted a quarter acre of land in the Orange Hills, love Southern California. They are realizing, however, like many other Americans, that because very little thought was given to sustainability at the time when this area was being developed the long term forecast of living here holds a justified anxiety. Gridlock traffic, nationally high air pollution, lack of sufficient water, immense consumerism, ignorance and excessive waste makes for a severe list of problems for current and future Orange County residents.

On the bright side, there is also an endless supply of sunlight (a renewable non-polluting resource). So much sunlight in fact, that if harnessed by OC homeowners it could power both Orange County and LA County combined! Most people living

in the suburbs also have small front or back yards. Suburban lawns could be far more useful as family gardens (most helpful in the coming years as oil prices spike, driving up the cost of food).

Similarly, as no one enjoys spending their time stuck in traffic, in today's wireless world - no one should have to. Home offices linked to corporate networks could drastically cut back commuter congestion. For those of us on the road our non-polluting solar powered electric vehicles will be saving us money and contributing to better air quality at the same time. Suburbia, if restaged, actually has the capacity to be quite sustainable.

With this in mind the Molnar-Bartons are setting out to build a public demonstration regenerative house - a house that creates more energy than it uses and is built for a modern coexistence with nature. Utilizing cutting edge technology and creative design they feel confident that they can build a model home and showroom that will work to inspire others to consider eco-retrofits and sustainable building projects of their own.



Each episode of NBOC will focus on a different building problem that the NEWburbian team (filled with friends, family and colleagues) will have to find sustainable solutions for. They'll be your learning curve as they trailblaze and struggle through brand new technologies, building legalities, waste equals food theory and long-standing dwelling practices. One part educational, one part DIY home building and always fun, NBOC will be an entertaining exploration, discussion and demonstration throughout.

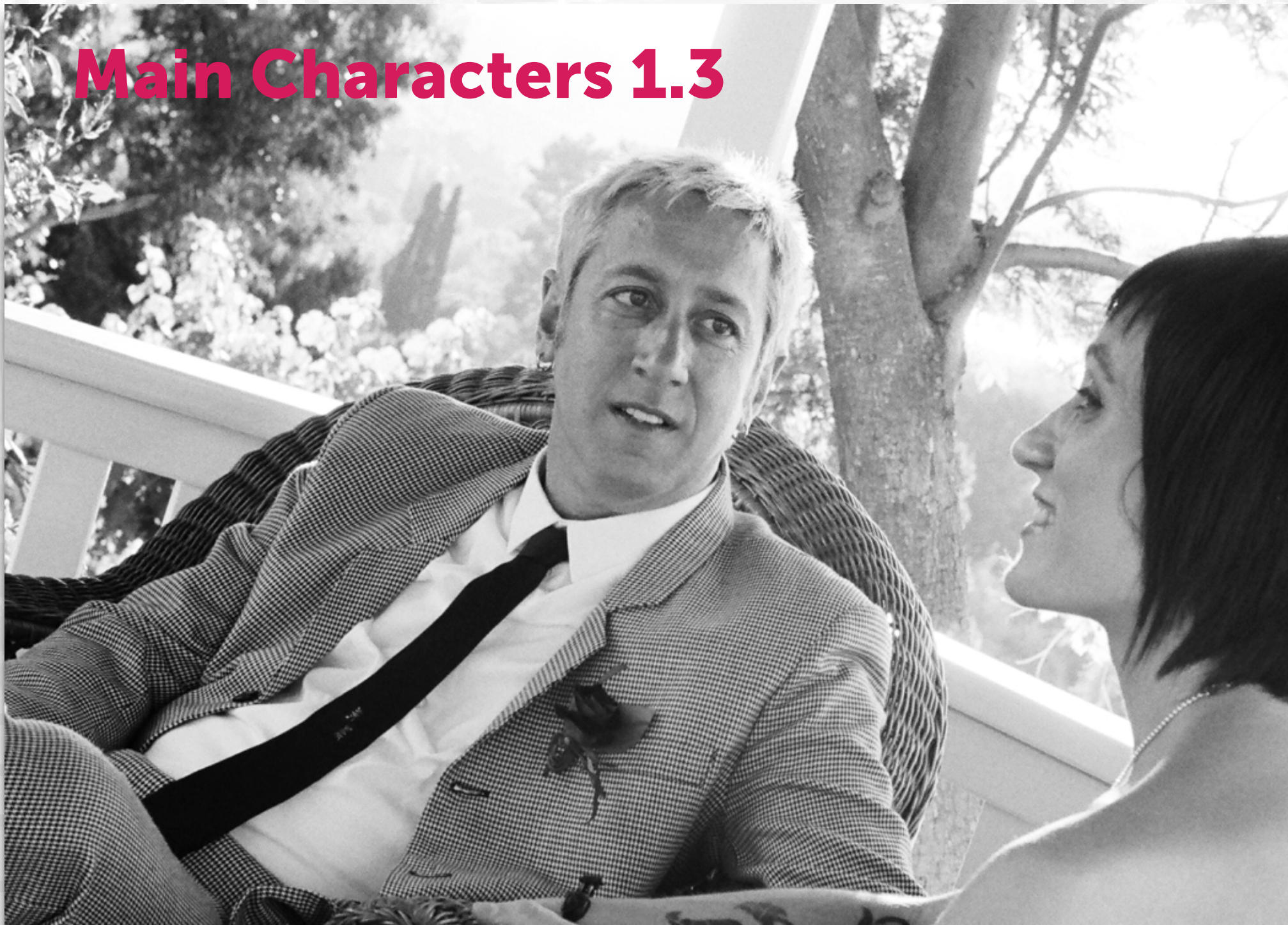
Can we reshape our world in a more aesthetically pleasing, economically sound and environmentally sustainable way?

Can smart, beautiful design aid us through the growing pains of the 21st century?

Watch and find out...



Main Characters 1.3



Peter Molnar-Barton
THE CYNIC



Miré Molnar-Barton
THE IDEALIST



Rusty Wright
Design
SOUTHERN BELLE



Mark Gerardi
Architect
CANADIAN SURFER



Ron Wallace
Sustainable Tech
THE INSTIGATOR



Olga Hungar
Architect
THE BERLINER



Frank Molnar
DIY Guru
THE RENAISSANCE
MAN



Hope Morello
Horticulture
GREEN GODDESS

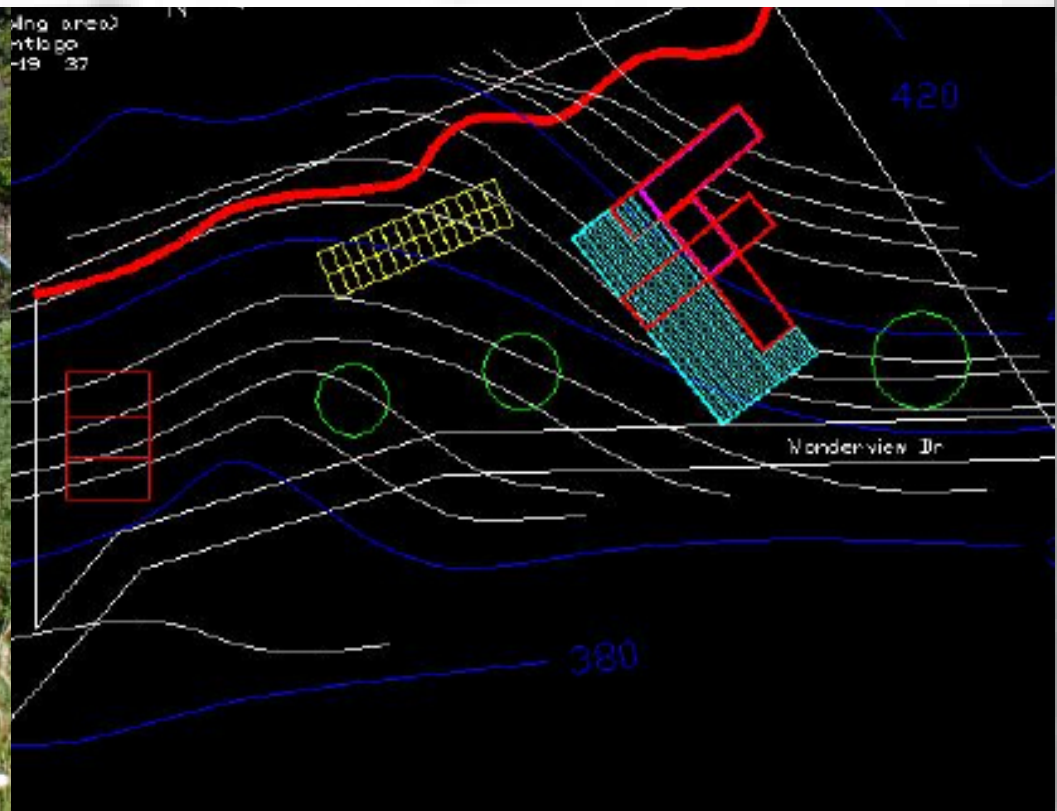
Building Vision 1.4

Building techniques:

- insulated concrete formed walls
- straw bale construction
- upcycled shipping containers
- passive solar architectural design
- recycled tire retaining wall/garden

Renewable energy technology for sustainable living:

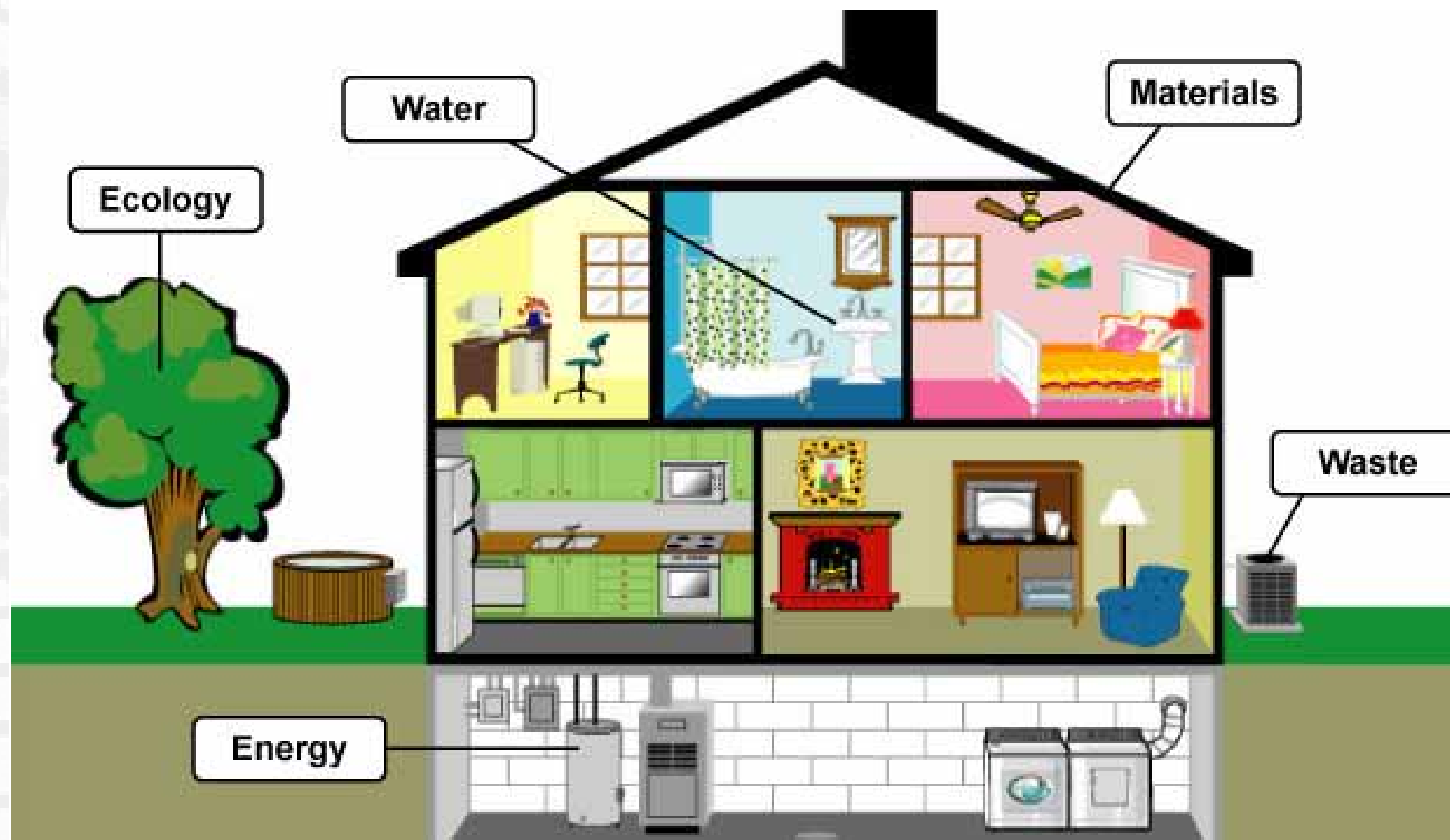
- photovoltaic power system – solar panels – 28 modules = 7.0 kW system
- geothermal heating
- greywater system



THE LAND

THE SKETCH





Inside & out Sustainability

Interior:

- Cradle-to-Cradle or closed-loop products
- locally sourced
- hand made
- recyclable
- used or vintage
- sustainable & non-polluting

Landscape:

- vegetable & herb gardens
- drought resistant landscaping
- green roof

Animal Husbandry:

- bee keeping for honey
- chicken farming for eggs, meat, help with composting and natural "insecticide"

Water:

- rain water harvesting
- greywater for garden
- reduce usage

Appliances & Devices:

- energy star appliances
- water faucet aerators
- motion sensor lights
- smart strips

Waste:

- compost all food scraps
- composting toilet
- recycling
- reduce non-upcyclable consumption
- bring e-waste to companies for recycling

Lifestyle:

- food canning
- food drying
- biodegradable soaps & detergents
- reduce, reuse, recycle
- eat locally and seasonally
- request companies to upcycle their products
- drive solar powered electric plug-in vehicle
- work from home

Network Profile 1.5

Sundance Channel



Sundance Channel®

Sundance Channel is a cable network that airs indie films, world cinema and original programming to an upwardly mobile 30 something demographic. Affiliated with Sundance Institute, Festival and Catalog, Sundance Channel has a wide reach and community. The programming block called “The Green” focuses on eco-innovation and design and is a perfect place for NEWburbia to call home.

Nonprofit Profile 1.6



GOODMAKERS

FILMS

GoodMakers was founded by Cris Blyth & Tilo Ponder – a dynamic Director/Producer team who have combined their expertise in digital film production with their love of adventure, travel and a family commitment to making a difference in the world. Having spent a combined 30 years in the advertising industry, Cris and Tilo saw an opportunity to bring their film-making experience to charities who lacked short documentary style videos telling stories of their good works. Inspired by the African saying, ‘If you pray, move your feet,’ they now donate their services to extraordinary organizations who inspire change and assist people in need.

One of the GoodMakers initiatives is Green For Good. This initiative was created to help build awareness of and accessibility to an eco-friendly lifestyle. Green for Good is committed to innovative design, urban planning and reimagined product development and offers insight and action on eco-living. NEWburbia, as both a reality show and a green public project, will fit perfectly within the GoodMakers mission statement. Having GoodMakers onboard as the film production company will allow NEWburbia to allocate grants to cover production overhead.

Possible Sponsors 1.7



BOSCH

dwell

The Zero Waste Home Store



RESEARCH

2.0

defining the need



In a modern world where capital is being consolidated rapidly and oil prices are skyrocketing, the middle class is going to soon have to make adjustments to the lifestyle they have grown so used to over the past several decades. Luckily not all these modifications have to be viewed as setbacks. Perhaps living closer to how many of our ancestors have for thousands of years will prove to be more physically and mentally healthy. Smart and beautiful design may in fact, aid us through any growing pains and reshape our world in a more aesthetically pleasing way.

Abstract 2.1

NEWburbia Orange County is the first incarnation of an intelligent home-improvement-show series that will discuss the possibilities and boundaries of regenerative, closed loop (a process that sustains itself) building practices. This show will be one part practical and one part visionary while staying entertaining throughout. Both scalable and modifiable the NEWburbia model will have the ability to become a franchise. The brand will allow for various private property owners to collaborate with production companies to produce their own community's version of the suburban, eco-renewal show.

A Case for Sustainability 2.2

The residents of Orange County do not seem to understand the perilous conditions within which they live. The assumption that we will continue to find new sources of water is wrong. Those days are over. Every source of water coming into southern California from afar is increasingly unreliable. Furthermore, the Orange County Grand Jury has learned from multiple, expert sources that Orange County's water supply is very vulnerable to extended outages from catastrophic disruptions and other long-term system failures. These are issues above and beyond concerns of drought. Critical parts of the water sup-

ply infrastructure upon which much of California and Orange County relies is in a deplorable state of disrepair and neglect. Water pricing to pay for the various, necessary, costly supply sources, under even the best-case scenarios, will rise to levels never before seen. In this water-scarce region, consumers are facing dire circumstances regardless of population growth and housing construction. Public awareness of water supply issues is far below acceptable levels and must be improved" (Orange County Grand Jury 2008-2009).

In addition to being oblivious to water supply issues, Orange County residents are not widely aware that Southern California is known as one of the smoggiest regions in the nation. California, as a whole, produces roughly 1.4 percent of the world's, and 6.2 percent of the total U.S., greenhouse gases (California Government Climate Change Portal 2010). In Southern California, on-road mobile source emissions are responsible for about 76% of carbon monoxide, as well as 45% of volatile organic compounds, and 63% of nitrogen oxides, the precursors to ozone and other components of photochemical smog (South Coast Air Quality Management District, 2003).

One Southern Californian commuter's yearly carbon contribution alone takes over

1000 trees to absorb...

multiply that by millions of drivers and the problem becomes epic.

During the last 50 years, winter and spring temperatures have been warmer, spring snow levels in lower and mid-elevations have dropped, the snowpack has been melting one to four weeks earlier, and sea levels are projected to rise. Not only will there be a change in average temperatures but there is a projected increase in extreme conditions such as a rising incidence of “heat storms.” While these trends will impact all of us, they will have an especially large consequence for California’s agricultural industry.

The impact on the energy infrastructure in the state is likely to be significant as well. Lower levels of snowpack and associated decreases and changes in the spring runoff will affect hydroelectric generation. A large number of critical power plants are located at sea level along the California coast to take advantage of nearby cooling water and even small rises in sea level will impact those facilities.

Increased use of air-conditioning in homes (especially those built further inland and away from coastal areas) creates rising demand for electricity, as well as additional load on transmission and distribution lines to transport power to these areas. The increase in inland home construction also creates a feedback effect in terms of increasing emissions from automobiles traveling greater distances to transport people to work in urban coastal areas (California Government Energy Commission 2009).



Solutions in Suburbia 2.3

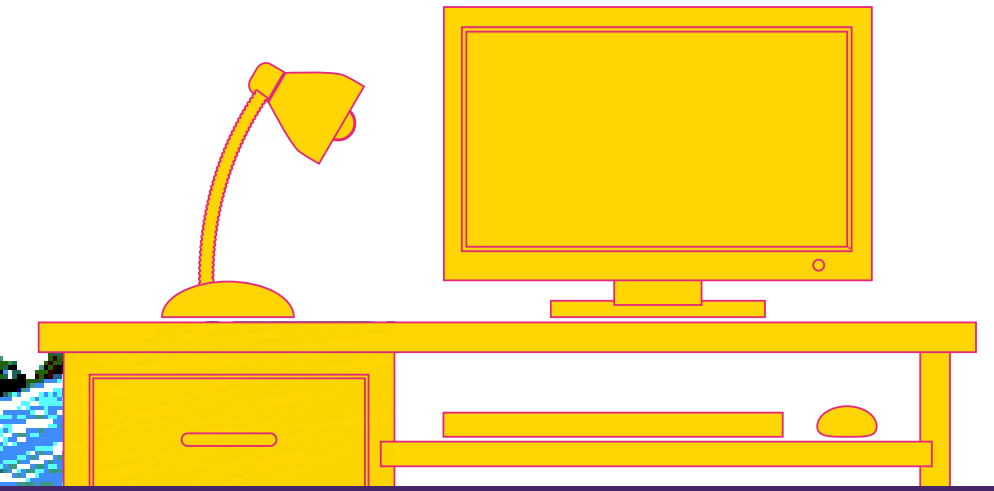
Anne R. Beer, Environmental Planner and Professor of Emeritus of University of Sheffield, explains in her discussion paper prepared for the European Network on Urban Density and Green Structure (1998) that:

A city's suburban area (here defined as low to middle density housing with gardens) contains a considerable proportion of land which is not built over or sealed in any way. This land area can, through the straightforward design and application regenerative design solutions at the level of individual property, be used to:

1. Enhance biodiversity
2. Process, through composting, biodegradable waste
3. Hold and collect water from roofs and sealed surfaces to be used for gardens and car washes
4. Reduce heat loss by increased use of climbing plants
5. Locate tree-belts to reduce the speed of the wind as it hits the house and, therefore, reduce energy consumption
6. Manage local surface water flows to reduce the local effects of "flash flooding" from the sealed surfaces and roofs
7. Create biodiversity "corridors" through housing areas linking a city's more naturalistic open spaces



As opposed to city dwellers, (who are less likely to own their own buildings and who share smaller plots of land with other tenets) suburban homeowners have a unique opportunity to rethink their private property. Solutions to finding clean energy sources, eating locally sourced food, pollution, being resource efficient and handling waste may actually be found in one's own back and/or front yard. Even the mass amounts of traffic and exhaust pollution caused from millions of people driving to work every day could be cut down within a restaged suburbia.



In her essay, "Global Suburbia Meditations on the World of the 'Burb," Eva Struble adds that:

"As computer/telecom technologies make working from home increasingly feasible, transportation costs soar, and environmental concerns such as air pollution and global warming gain currency,

more people than ever will not only live in the suburbs, but will opt to work (and play) locally as well."

A Case for Demonstration Projects

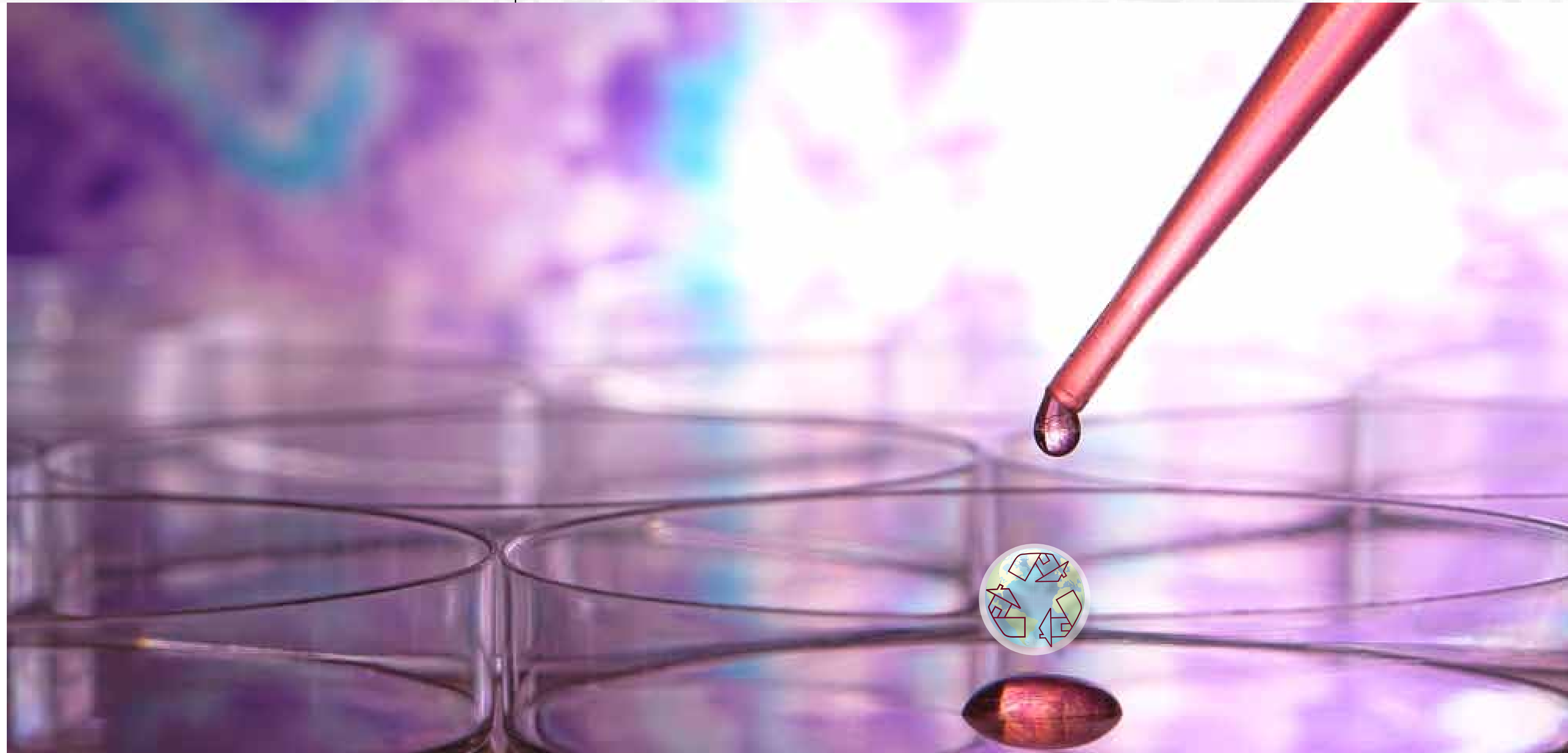
2.4



Demonstrations on how to make these sustainable modifications in an affordable, plausible and inspiring way are unfortunately not widely available. Beyond basic eco-retrofitting, where are the new models of suburban dwelling? Such as homes that are built with the following in mind: pollution, water shortage, waste equals food, solar energy, large middle class populations, radical homemaking*, globalization, affordability and live/work/play. Again we lack the tactile demonstrations. There are no newly conceived prototypes in our neighborhoods that we can experience; that we can touch, feel and breathe in how a new model of suburban life might be like. Suburban homeowners have a unique opportunity to rethink their private property. Solutions to finding clean energy sources, eating locally sourced food, pollution, being resource efficient and handling waste may actually be found at one's own home.

*men and women who have chosen to make family, community, social justice and the health of the planet the governing principles of their lives

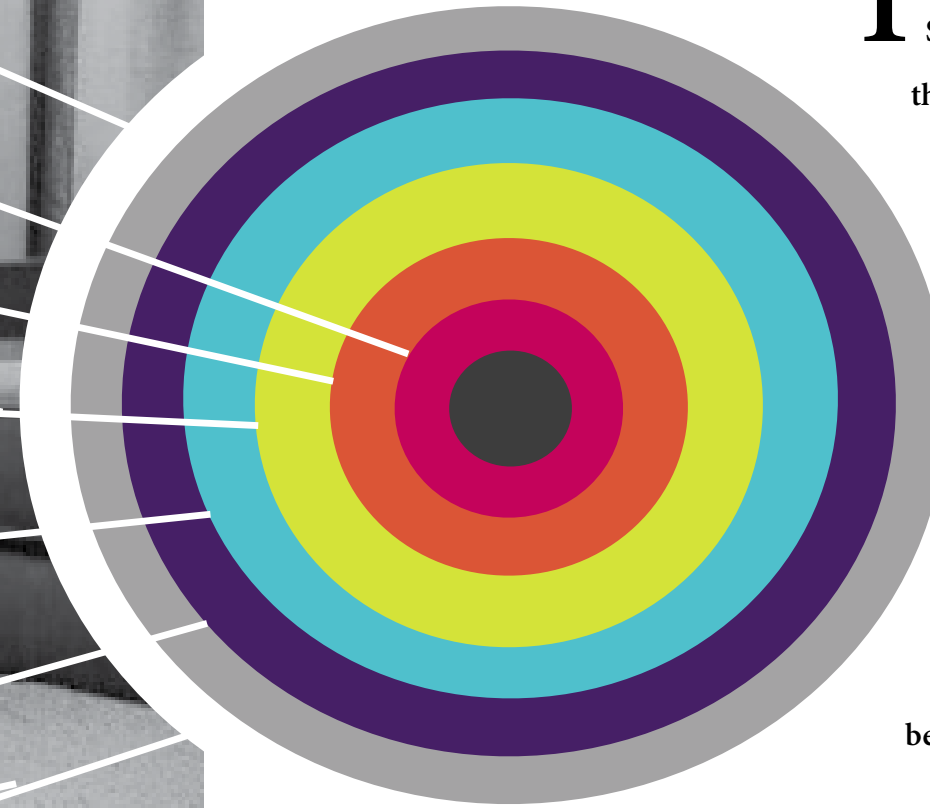
Haya El Nasser claims in USA Today (2008) that, “For good or bad, the USA’s suburbs have become a living laboratory for the world. Developing countries contending with explosive population growth and economic expansion are looking here for hints about how to manage growing cities.” Perhaps suburban neighborhoods could use that global influence and export American designs that take into account the constraints and realities of the 21st Century world. Much-needed local demonstrations could be models for communities around the globe, having an impact on global warming at both the local and global scale.



Market Research 2.5



- landscape
- educated
- interior designers
- biologists
- home owners
- dreamers
- horticulturalists
- travelers
- designers
- environmentalists
- architects
- engineers
- artists



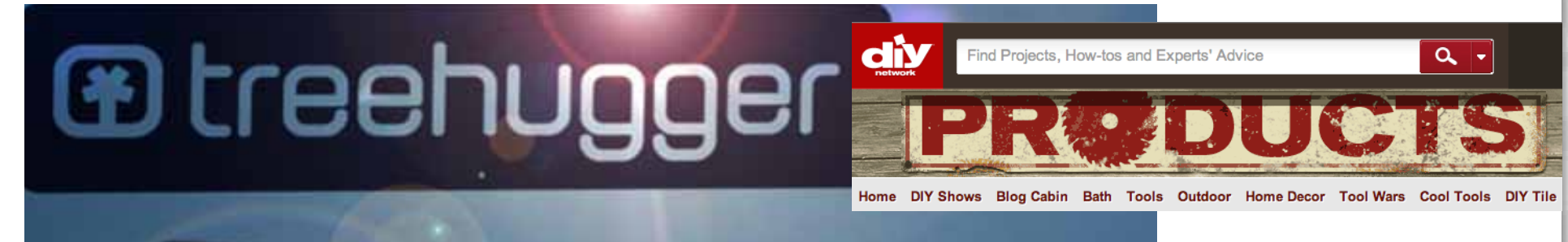
Target Audience

The target audience of NBOC will be among the 30 million Sundance subscribers and the 41 million subscribers from their sister network IFC. They are most likely living in metropolitan or metro-suburban areas, are “30 somethings”, are male and female, gay and straight, they enjoy good design, make roughly \$60,000 per household, hold college degrees and have an interest in environmentalism and home ownership. The need is to build Sundance’s The Green programming block while offering the Gen X demographic, who are entering middle age, a home-makeover style show that speaks intelligently about contemporary dwelling issues while being off-the-wall, funny and most of all, entertaining.

Competing Networks



Competing Shows & Programs



Value Proposition

NEWburbia is a reality show about building regenerative dwellings and restaging the concept of suburbia. Shot with the Canon 7D the show will have a beautiful, high production value without the extreme costs associated with larger digital or film cameras. The NEWburbia show template can be duplicated making the brand a franchise. This offers Sundance Channel the possibility of an ongoing original series that will be competitive with Planet Green and HGTV's programming.

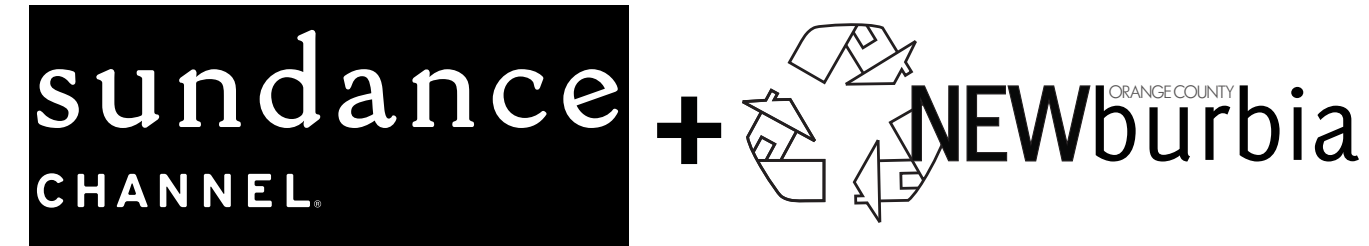
NEWburbia will open a new revenue stream to the Sundance brand.

The NEWburbia building project costs will be offset by corporate sponsorships and through non-profit fundraising. Featuring sponsored products on NEWburbia will open a new revenue stream to the Sundance brand. With an already established Sundance catalog, eco and Cradle-to-Cradle home improvement products could be sold through this existing online platform. This will help make Sundance.com more competitive with other cable networks that have very interactive websites

and shopping portals such as DIY.com and HGTV.com. Sundancechannel.com/thegreen/ is in need of some serious TLC. Their green social media platform is outdated, clunky and begs to be re-envisioned. Now that Facebook.com is the most notable social media platform of the times, it would serve Sundance Channel well to remove the ghost-pages of ECOMMUNITY and incorporate their Facebook fanbase into the sundancechannel.com experience.

A strong Facebook presence could aid in NEWburbia viewership, act as a community posting board and engine an ongoing regenerative design discussion. Most notably it could allow Sundance Channel a second point of purchase to NEWburbian products available through the Sundance Catalog. An FBML shopping portal from the NEWburbia tab of the Sundance Channel Facebook page would allow their fans to shop and interact without having to leave the Facebook platform.

SWOT Analysis



	STRENGTHS	WEAKNESSES
INTERNAL	<ul style="list-style-type: none"> ●Broaden their programming ●Compete in the DIY home building market ●Compete with Planet Green programming ●At the forefront of the closed loop/regenerative design ●Partnerships with Dwell, Inhabitat.com, Flor, Herman Miller, ●Scalable ●Emerging green market ●Building costs could be sponsored by featured products 	<ul style="list-style-type: none"> ●Not flashy or dramatic enough for reality TV ●No funding locked in yet ●Abundance of green programming ●Greenwashing in marketplace lowering production value
EXTERNAL	<ul style="list-style-type: none"> ●Emerging green market ●Green home product line for catalogue ●Interactive "how to" website/facebook component ●Develop an educational/product showcase center around building project ●Could develop an interactive website that correlates with the project and products 	<ul style="list-style-type: none"> ●Economic crisis turns people off from green building ●Another network does it first ●Flood of green programming ●Viewership not high enough
	OPPORTUNITIES	THREATS

PROCESS

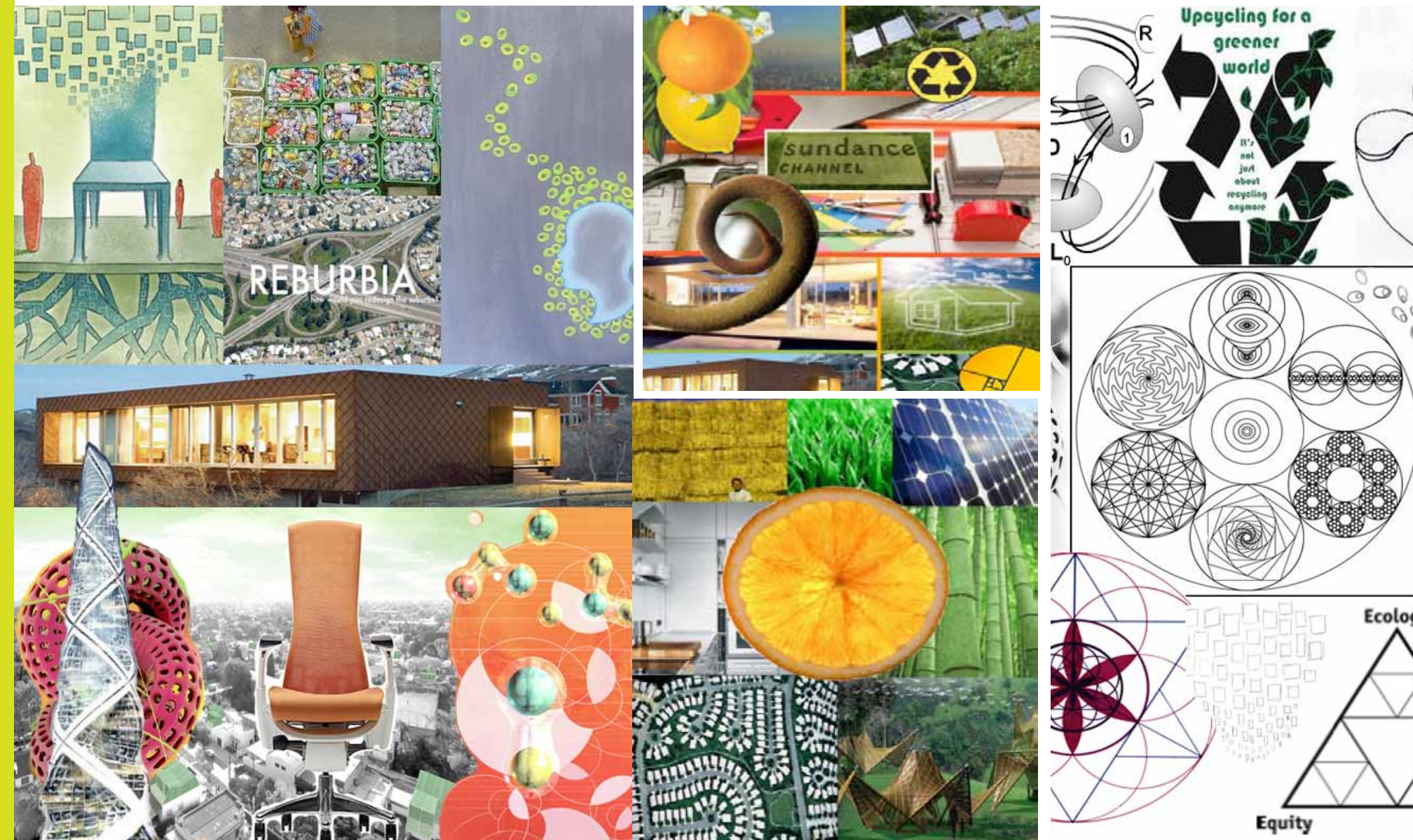


3.0

the road to NEWburbia

Moodboards 3.1

Early Idea Boards



Identity Board 1: International Typographic Style



Identity Board 2: Suburban Nostalgia



Logo Board 1: International Typographic Style

Sundance Channel_NEWBURBIA_“Euro_Mod”

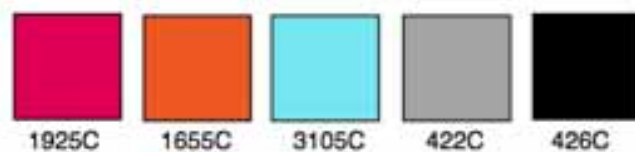
Sundance_Channel_&_The_Green_show_logos



Synopsis

Newburbia is more than a reality show. It's more than a makeover or home improvement show. Newburbia is public demonstration project that showcases the important role suburbia can play in the planetary fight against global warming. By exploring both cutting edge technology and ancient practices this part DIY-home improvement, part educational and ALL hands-on explorational TV show will guide the viewership through the how to's and why for's of building a home with both human and eco systems in mind. Entertaining, real-life characters will trail-blaze through this new frontier as Newburbia re-stages bedroom communities for the 21st century.

Color_pallette_PANTONE



Visual_inspiration



NEWBURBIA_logo_sketches



NEWBURBIA_logo_concepts



Logo Board 2: Suburban Nostalgia

Sundance Channel Newburbia “1950's Suburbia”

Sundance Channel logos



Sketches



Colors



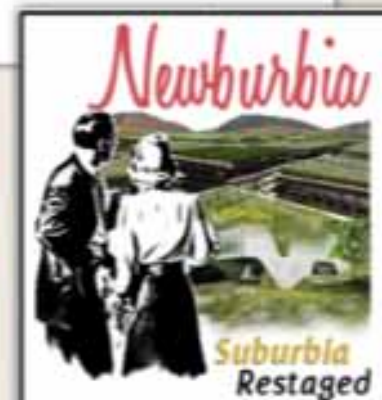
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Visual inspiration



Logo ideas



Logo Board 3: Eco Mod

Sundance logos

Sundance Channel NEWBURBIA Eco-Mod

Colors

1915C	1645C	3945C	425C	3415C	647C

Synopsis

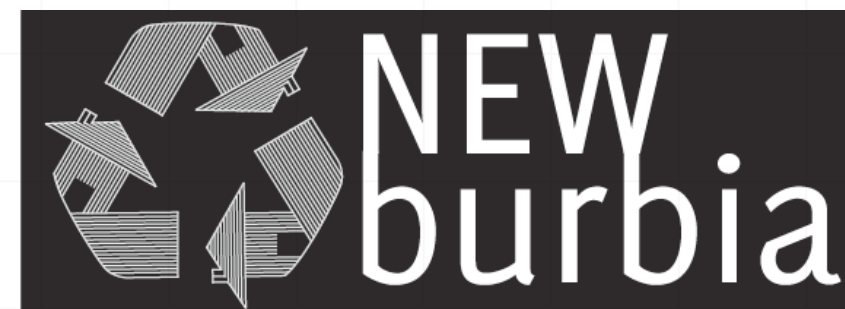
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Visual inspiration

Logo sketches

Logo ideas

Logo & Tagline Evolution 3.3





gets a makeover.



NEWburbia
Redefining Suburbia. Redfining Green.

sundance
CHANNEL

NEWburbia
ORANGE COUNTY

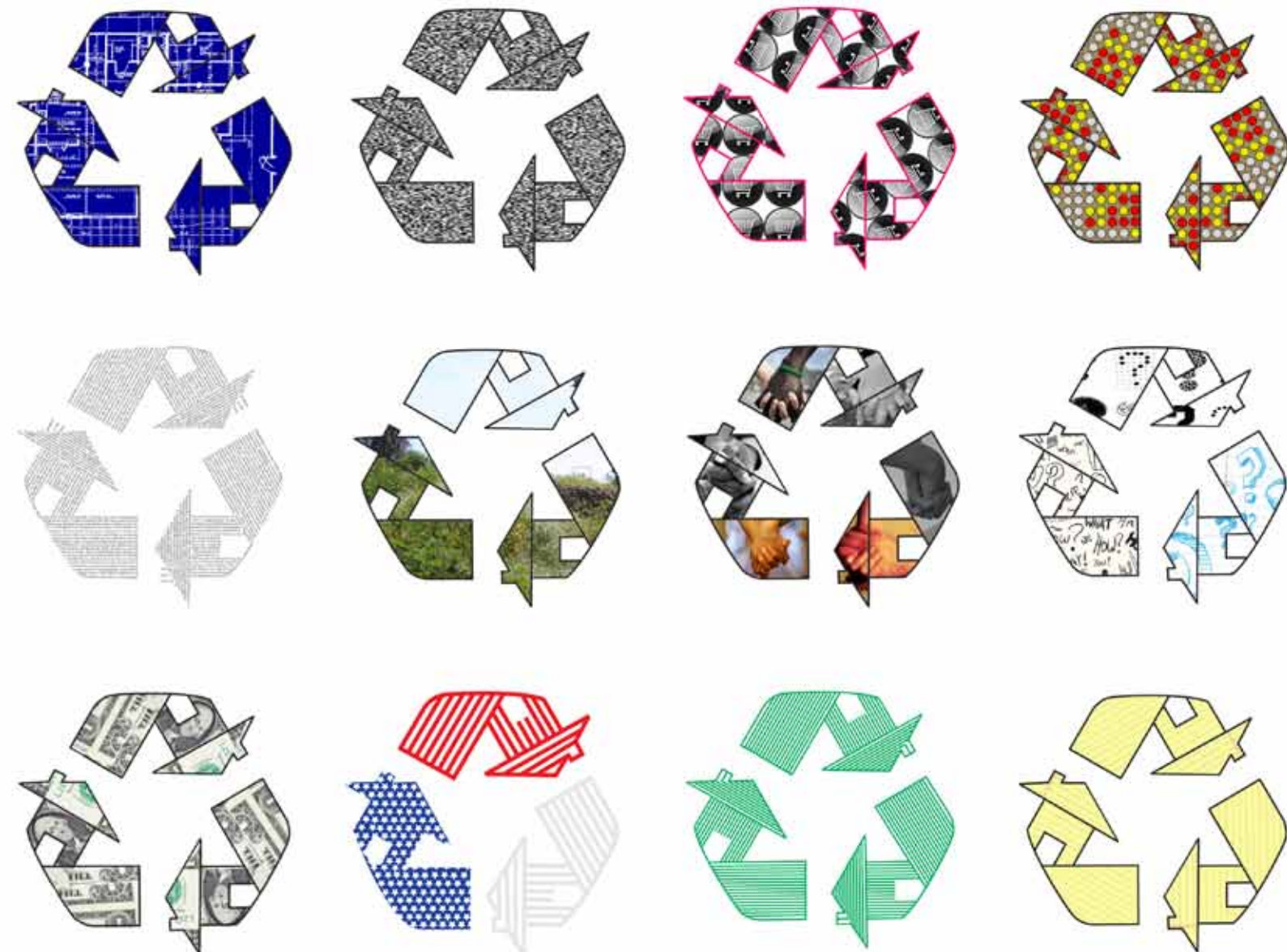


Website Development 3.4

Early Concepts



NEWburbia





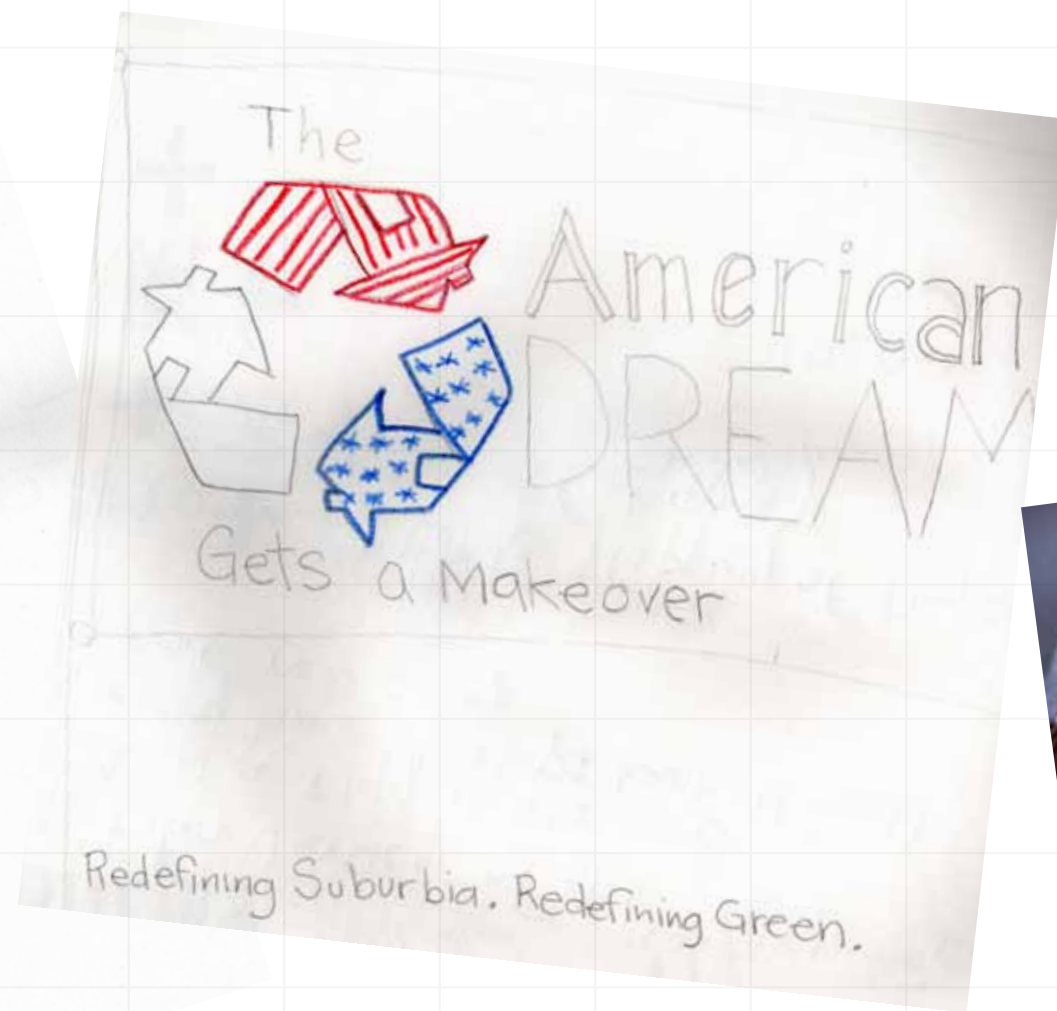
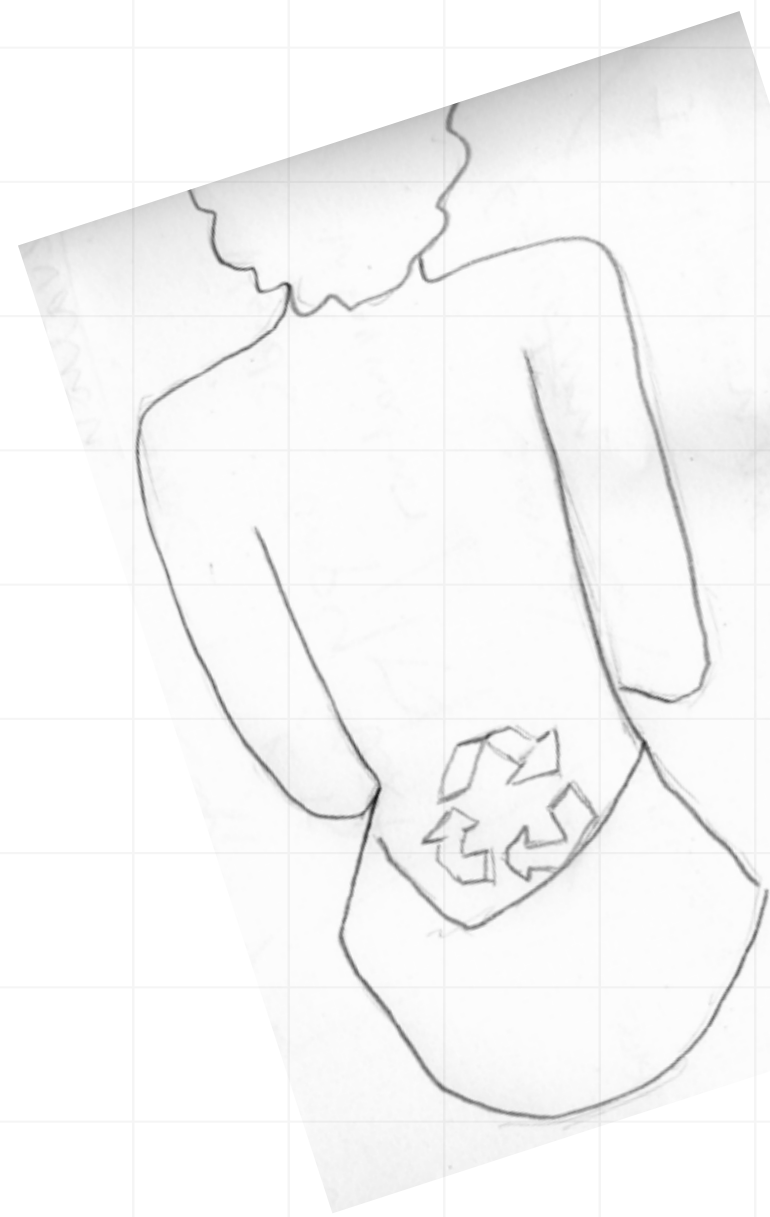
Website First Draft



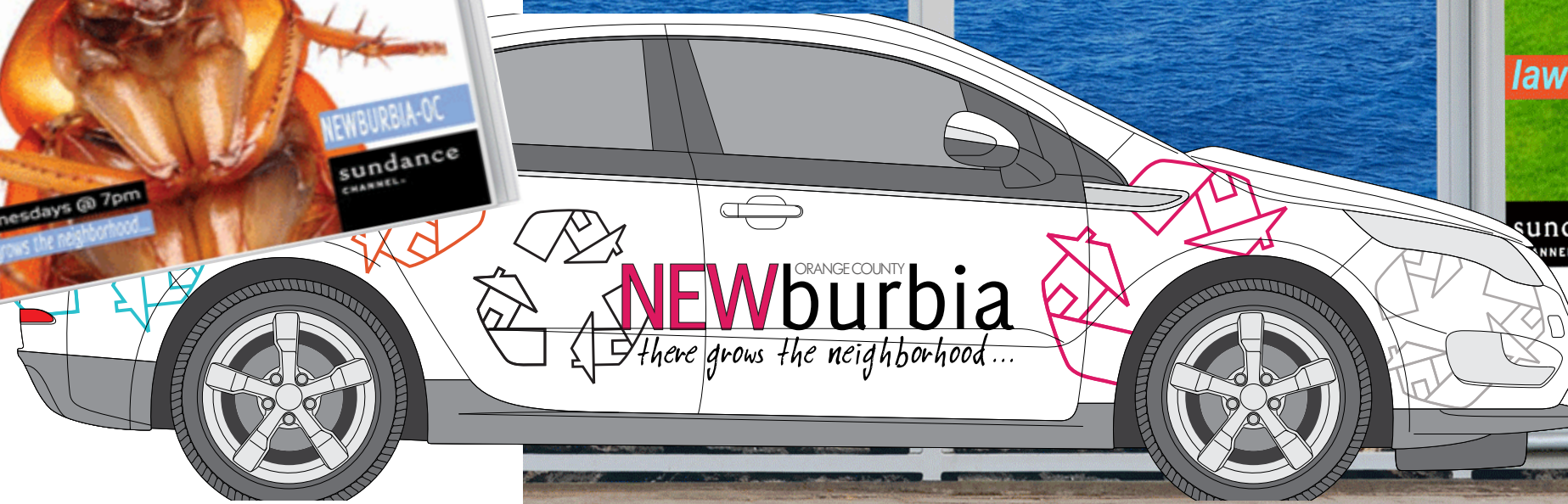
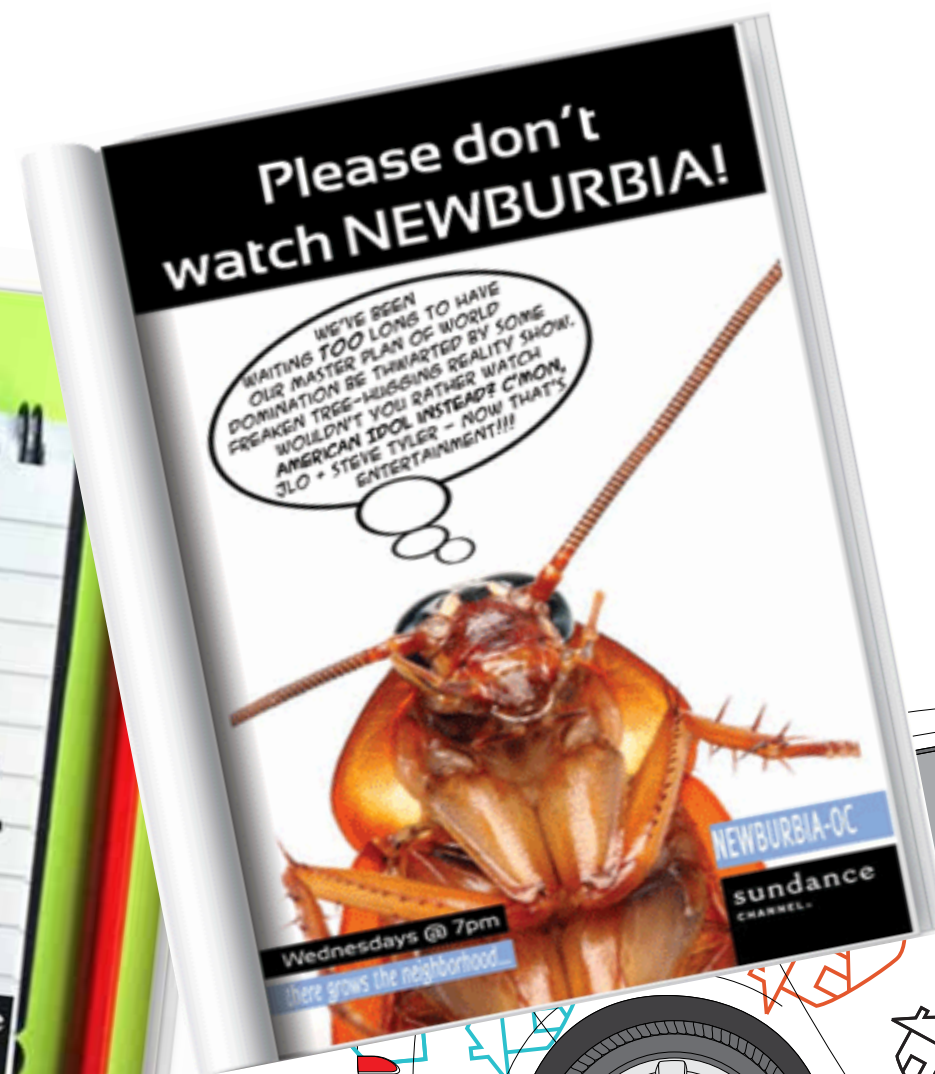
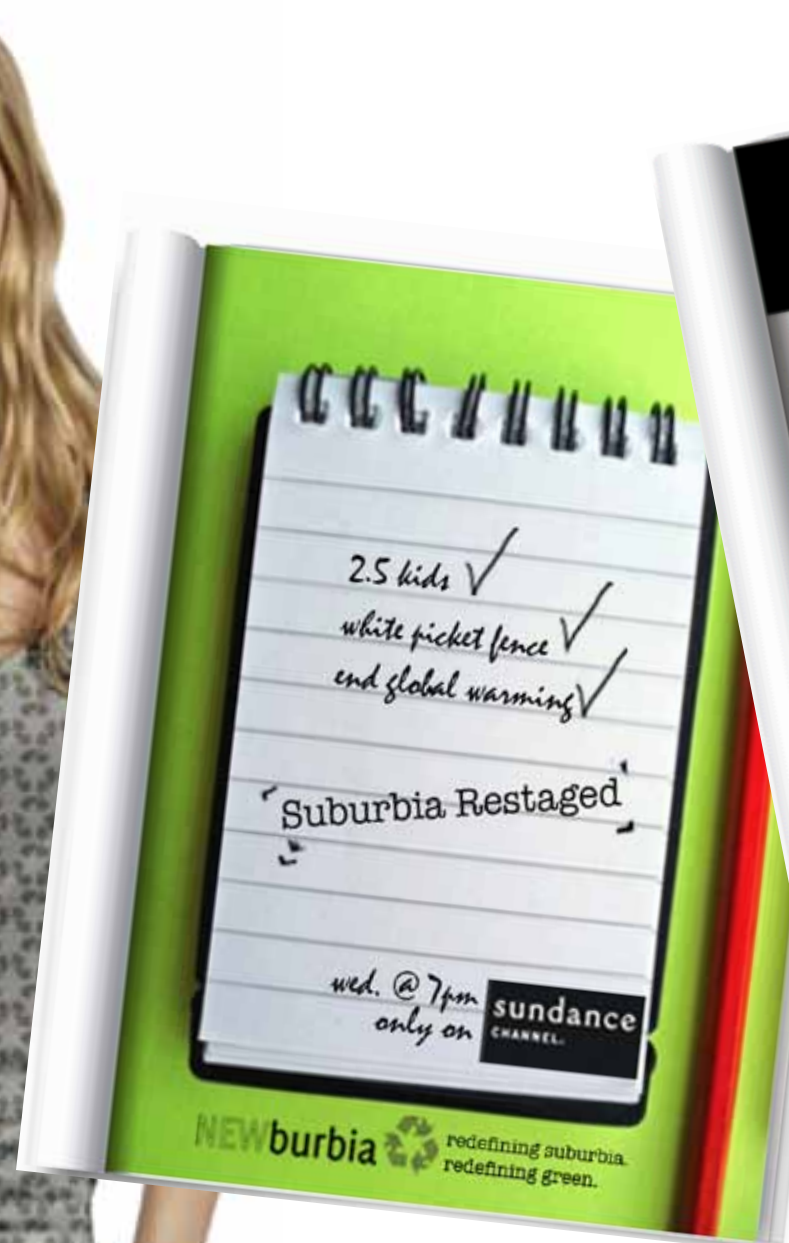
Website Second Draft



Ad sketchwork 3.5



Promotional Ideas 3.6



STANDARDS

4.0

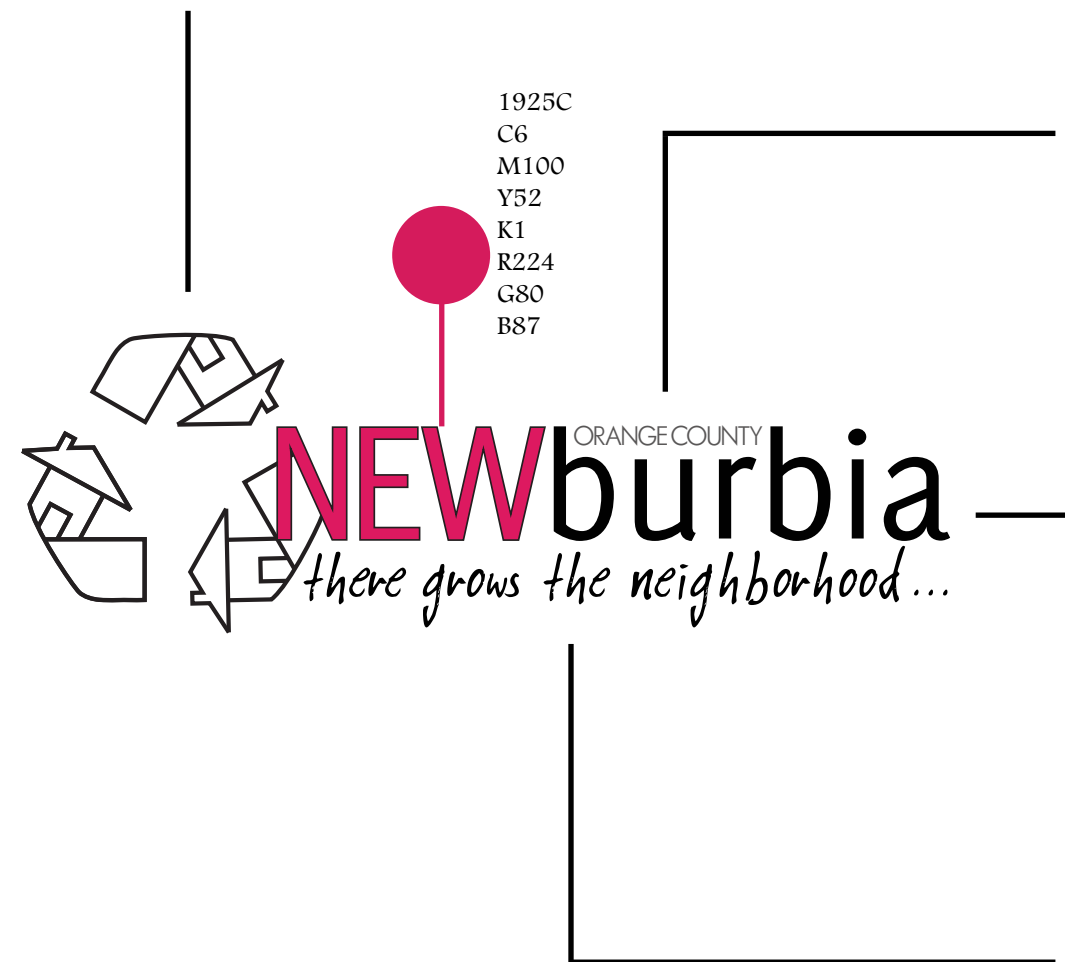
rules to live by



Logo Identity 4.1



Logo Architecture



The recycle arrow/houses symbol is the NEWburbian logosymbol. This symbol is to remain intact and at these exact proportions.

FuturaSHOP-Light is the font used to communicate what franchise or brand this logo belongs to and lives in between the stems of the two b's in "burbia". FuturaSHOP-Light was chosen because it's the same font used by Louis Vuitton a brand synonymous with suburban status.

Delicious is the font used for the NEWburbia logotype created by Jos Buivenga. The caps used in "NEW" are strong, sleek and bold while the lowercase letters in "burbia" are constructed with a bit of playfulness. This font was chosen for it's stylistic flare within the constraints of modern design - a fitting font for the project.

The all-lowercase Lovable Scruff font (tilted to the right) has been used for the tagline. There is a nice handwritten look to this typeface which makes it perfect for this relatable tagline.

Logo Alternatives



- TRUMATCH
- 29b
- C68
- M0
- Y21
- K0
- R44
- G191
- B205
- 165C
- C6
- M81
- Y94
- K0
- R227
- G85
- B46

County, city or suburb name here.

County, city or suburb name here.

The NEWburbian logo represents not only the TV show but the homeware line and the public demonstration/community project. The color within "NEW" changes to fit the specific brand as does the copy above the b, u and r. The "NEW" in the homeware logo is always in NEWburbian Orange, in the community logo it is always in NEWburbian Teal and in the TV show it is always NEWburbian Pink (unless in black or white). The TV show logo has been created to perform franchise capabilities. The county, city or suburb name can be interchanged above the b, u, and r depending on where the show is taking place.

Logo Do's



The NEWburbian TV show logo can be rendered in:

- all-black
- all-white
- black and or white with NEWburbian Pink inside of the "NEW"
- with or without a border
- with or without tagline
- can be placed on metal or solid backgrounds



A filled-in or see-through box may be used when necessary. The clear space is the size of the lower case "r" in "grows" starting at the widest or tallest points on the logo.

Logo Don'ts



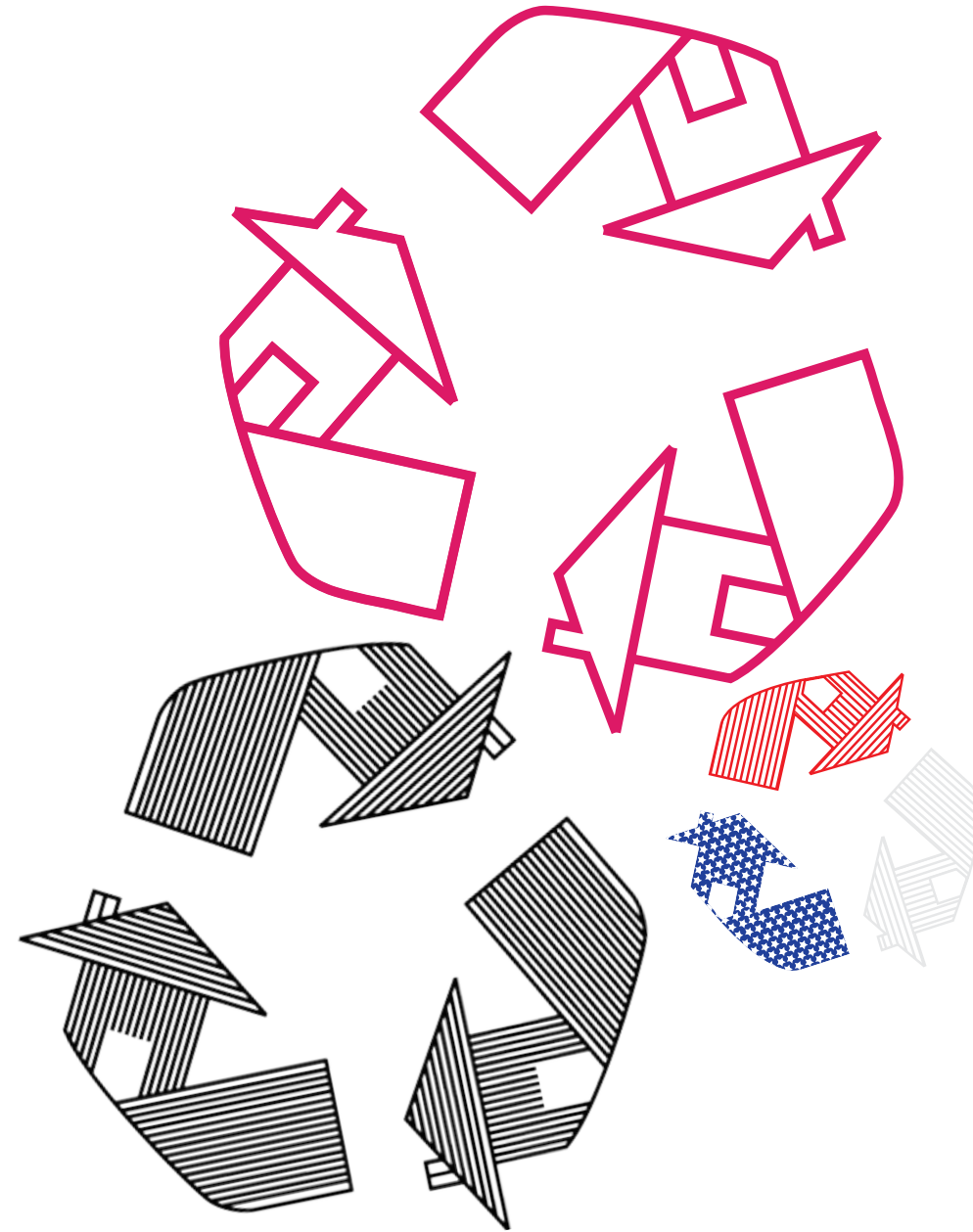
The NEWburbian TV show

logo can NOT be:

- too small to read
- placed on a textured background
- placed on a pink background while using the NEWburbian Pink version
- placed on a light background in white

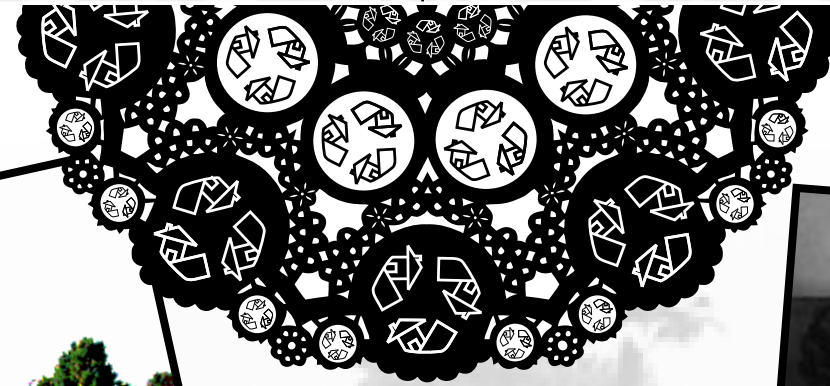


Logo Symbol



The logosymbol is a strong aspect of the visual branding system and can be used alone and to identify the NEWburbian brand. The NEWburbian logo symbol can be modified to illustrate tone, attitude or to broaden the symbolism. The logosymbol can also be used tilted or twirled as needed. Modifications on the logosymbol are only allowed however, when the logosymbol is being used alone. Modifications are never allowed within the context of the entire logo.

Image Guide 4.2



Eco Homestead

NEWburbian Lace

TV Land



Vintage Suburbia



Suburban Sprawl



Modern Eco-Home



Campaign Image



1950's Kitsch



Funky & Bright

Color Guide 4.3



Primary Colors



1925C
C6
M100
Y100
K1
R224
G0
B87



165C
C6
M81
Y94
K0
R227
G85
B46



TRUMATCH 29b
C68
M0
Y21
K0
R44
G191
B205



422C
C38
M31
Y31
K0
R164
G164
B164



11C
C64
M58
Y56
K35
R81
G79
B80



426C
C75
M68
Y67
K90
R0
G0
B0

Secondary Colors



269C
C86
M100
Y26
K17
R71
G38
B104

387C
C20
M0
Y100
K0
R215
G223
B35

Secondary Colors can be used at the designers discretion - most importantly they must be bright and modern colors.

365C
C85
M10
Y100
K10
R0
G148
B68

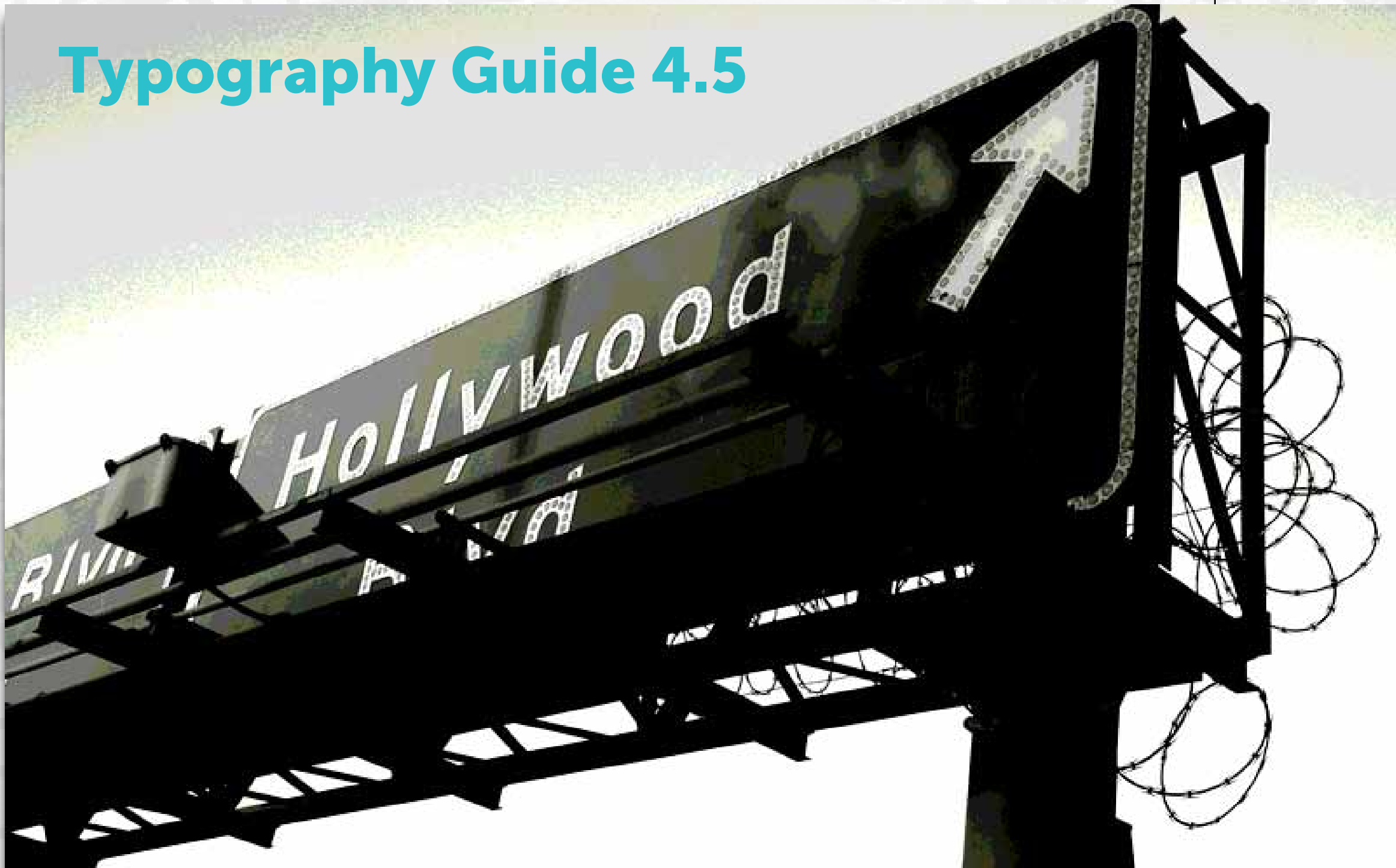
298C
C70
M15
Y0
K0
R39
G100
B225

Production Guide 4.4

To stay true to the NEWburbian brand, franchised NEWburbian shows must follow these aesthetic and production guidelines:

- shoot with Canon 7D or equivalent camera.
- writing style must be fun, educational and a bit off-the-wall
- soundtrack must be artistically chosen hip-hop, classic punk or upbeat alternative music.
- narrative must remain focused on demonstrating regenerative design

Typography Guide 4.5



Museo Sans 900 - for premier campaign headlines:

The American Dream gets a Rude Awakening

Futura SHOP-Light Regular - for teaser campaign headlines and ancillary deliverables:

Status Symbol

Didot Regular - for teaser headlines:

Suburbia Rewritten

Minion Pro Semibold - Body Copy:

Always type the name NEWburbia like this

SOLUTIONS

5.0

spreading the NEWburbian meme



Designing a Better World 5.1

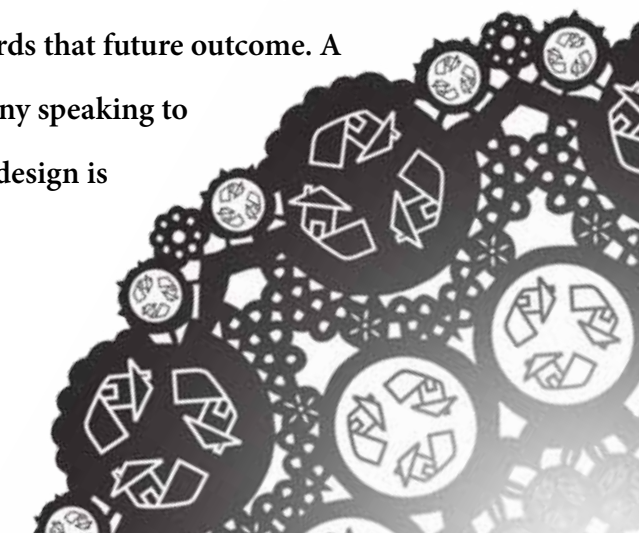
Over the past decade we saw many companies make the shout-out to their more environmentally friendly products or practices as public demand for alternative products rose within the mainstream. In doing so, uniform green design motifs were established. The green leaf, the happy planet, the recycle symbol, earth tones, natural fiber textures - all of these images have become synonymous with the green movement. So much so that even companies with no real commitment to environmentalism use these signifiers to attract a demographic looking to feel better about the products on their shopping list.

To define the green movement icons like this were necessary. In today's world I think a different approach will best serve environmentalism going forward. At this stage, the sustainable option is no longer an alternative, it has become the necessity. The alternative to living sustainably is a polluted future where nothing grows and natural disasters are normal occurrences - clearly not a good environment within which humans can flourish.

Given these changes green design must also shift in order to communicate this present zeitgeist.

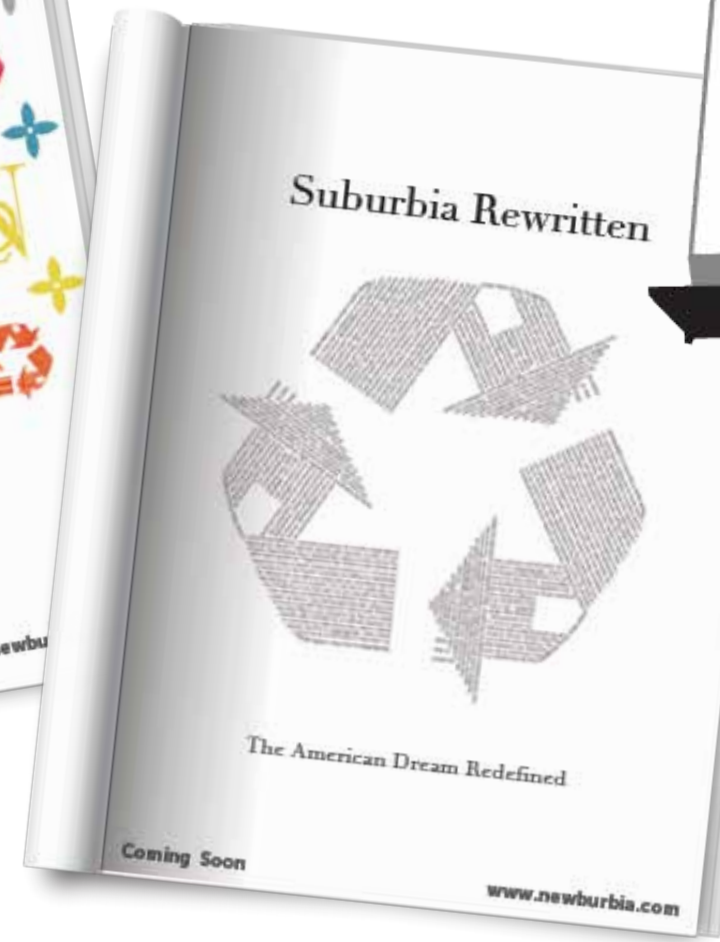
My approach to the NEWburbian brand was to focus not on green design specifically but to rather focus on clean, modern, sexy design that happens to be supporting a sustainable product. My rationale is that if you make it attractive, people will be attracted to it. Though I used some traditional green signifier designs, such as the modified recycle symbol, I tried to stay away from typical color palettes and textures.

Sustainable solutions will soon be ubiquitous and green design will be a thing of the past. The NEWburbia campaign is one step towards that future outcome. A small voice among many speaking to a tomorrow where all design is green design.

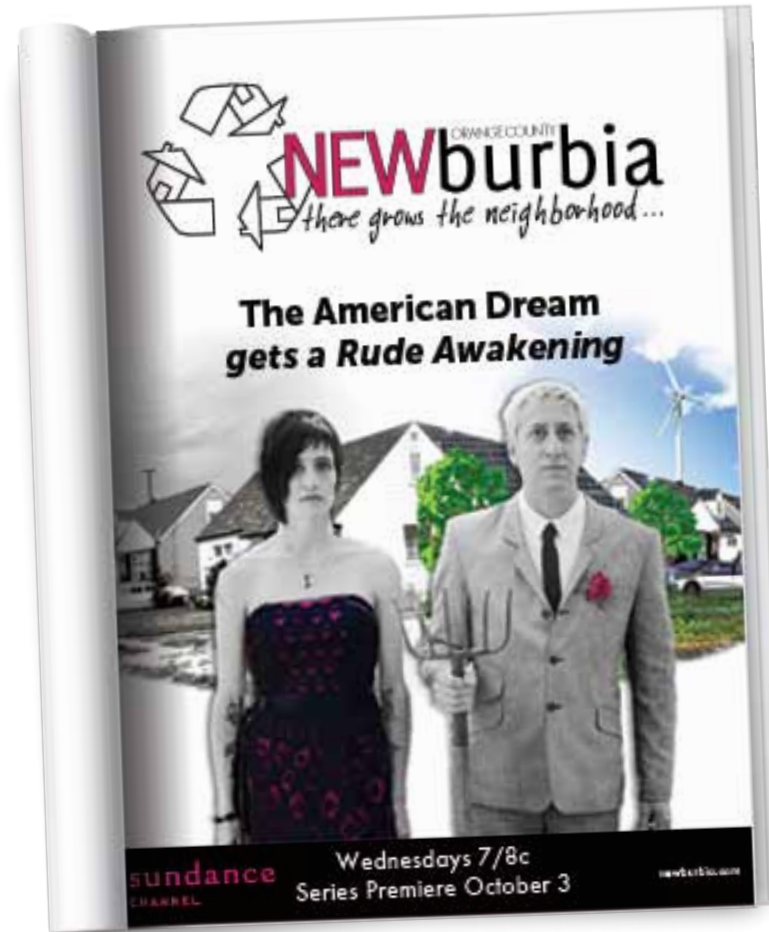


Print 5.2

Teaser Campaign



Premier Campaign



Website 5.3

Home



Shop



Explore



Website for iPad

Show



Packaging 5.4

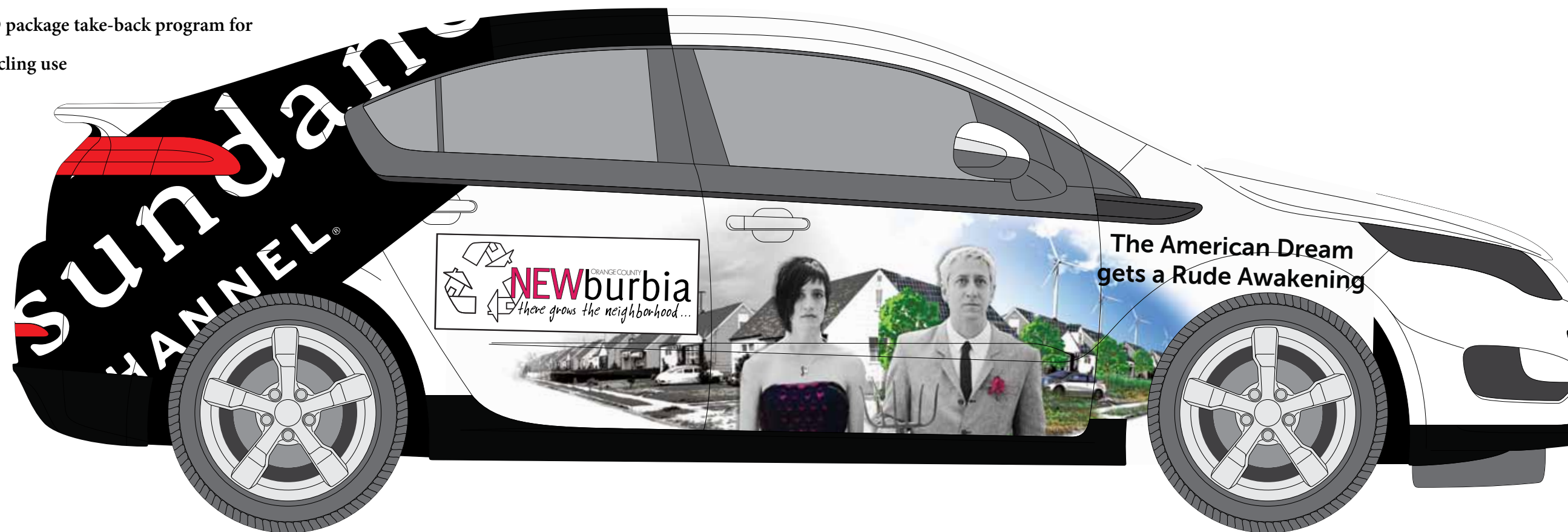
DVD Packaging



- DVD case 100% Post Consumer Waste
- Print in soy ink
- DVD package take-back program for upcycling use

Promotional 5.5

Chevy Volt Wrap



Electric Bus Wrap



Opening Credits 5.6



View opening credits video at:

<http://gallery.me.com/miremolnar#100146>



Conclusion

The highest benefit of NEWburbia is that rethinking suburbia may solve global warming. Other benefits include being cutting edge, creating community, finding sustainable solutions to everyday design problems and gaining inspiration and motivation to take action within your own home improvement projects. There are many home improvement shows and there are a few eco focused home improvement shows but there isn't yet a home improvement/building show that explores regenerative design in detail for the personal user. NEWburbia is as if HGTV's "Beyond the Box," Sundance Channel's "e2:design," and MTV's "The Osbournes" had a baby. Because NEWburbia features a real family building a real regenerative home, viewers get to come along for the entire process. They'll learn the how-to and the why-to as well as what problems may arise along the way. Since every suburb has a different set of environmental issues to take into consideration, there will always be new material and information for the franchise series' to explore.

NEWburbia however, is more than a house and it is more than a show. NEWburbia is an ongoing conversation between people who are dedicated to taking responsibility for and finding the solutions to global warming. It is also an invitation for those who have never thought much about it – to try it on for size. NEWburbia is a science lab; it is a Petri dish. NEWburbia will explore the possibilities of suburban overhaul, design and lifestyle for all America to see. Visually stimulating, educational content wrapped into a fun and entertaining package – NEWburbia will be unlike any show of the day. NEWburbia is an action among many that will focus our national conversations toward powerful solutions during the most important crossroad of the human story.

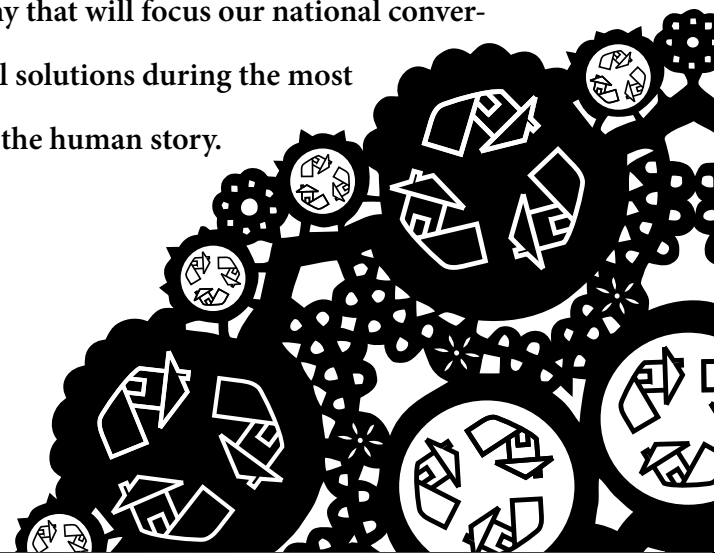


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***There
Grows
The
Neighborhood***

