Fascaretta Productions Presents

THE LIVING BUILDING CHALLENGE
Title: Living Building Challenge

Producers: Nicole Pascaretta & Giovanni Roberto

Duration: 5-7 minute video

Medium: HD

Media Format/Digital File: .Mov

Genre: Promotional Video

Equipment: HD Camera, Light Kit, Microphone, Tripod, Software, ECT.

Location: Tyson Research Center (Eureka, Missouri); Western Michigan University; Phipps Conservatory (Pittsburgh, PA); Minneapolis, MN; Grand Rapids, MI; Seattle, WA; Omega Center for Sustainable Living (Rhinebeck, NY)

Cast: Kevin Smith (et al); Jim Nicolow; Eric Doyle; etc.

Synopsis: The promotional video will be directed at the Campus Planning Committee for Western Michigan University. The video will seek to inspire reformative action and set precedence for "green" university campaigns across the country. To do this we will showcase the "Living Building Challenge" and seek to gain approval for the first "Living Building" on any campus in the entire world. We will do this through the promotional video and will include presentations to our selected faculty board and the campus planning committee.

Objective: The objective of this goal is layered into various phases:
- Short-term goal: Raise awareness of the "Living Building Challenge" to students, faculty, the community and the leaders of the university. Also, to have the leaders of tomorrow continue on the foundation of work we have built and continue to make our dream a reality.
- Long-term goal: Construction of the first "Living Building" on a campus in the United States.

Target Audience:
- Campus Planning Committee
- Faculty members
- Students
- Community Members
- University Leaders
- "Green" activists of tomorrow
- People interested in the "Living Building Challenge"
Potential Exhibition: At this point in time, the only opportunity we have to present the video is in our final presentation due to not being certified by the International Living Building Institute. We plan to market the final presentation and have set a goal for ourselves of 100 students in attendance.

Theme/Style: We are looking to appeal to the target audience that will appeal to their emotional side. We will do this by showing the harm and destruction that has been caused by us over the last century and that the "Living Building Challenge" is a major step in reformatory action. This will not only serve as a guideline but also as a learning to that will be instilled in generations for the rest of time.
Title: Life Cycle Costs, Healthier, Happier Building Occupants

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- Community Members
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- “Green” activists of tomorrow
- People interested in the “Living Building Challenge”

Nov. 6 @ 7 - Biophelia
W: 4:30 - 5:00
Oct. 31

Winston Churchill
Building Quotes

Andy Goodman
"Quotes"

David Orr
Goodman Center
2. Story Board draft

1. Plan your truth

To do:

2. Specialisms for campuses

- RFP

- 1. Minicamp (Room, Volunteers)

- 3. Photos

Existing and new ideas

Josephine

Next week - Oct. 31.

Next week - Oct. 31.

Please pass:

Re: Our new level.

Goal: Outreaches of 100 students in attendance.

Potential exhibitions: At this point in time, the only opportunity we have to present...
Nicole Pascaretta’s Proposal

WMU Honors Thesis Research Scholarship

I am an undergraduate student at Western Michigan University, majoring in Film, Video, and Media studies, with a minor in Marketing, Graphic and Printing Sciences. I am a member of the WMU Lee Honors College. I am excited about the opportunities and experiences that the Lee Honors College has to offer and to participate in the Honors Thesis Research project. A fellow student in the Lee Honors College, Giovanni Roberto, approached me and asks if I would be interested in collaborating his Honors Thesis project. Giovanni’s project is to improve the campus of Western Michigan Universities by “Going Green.” His proposal is to implement a unique “Living Building” at Western Michigan University. The “Living Building Challenge” is comprised of seven, “petals,” or standards that the eco-friendly building must follow: Site, Water, Energy, Health, Equity, and Beauty. If the building does not satisfy all of the seven petals “Living Building Challenge” standard the building will not qualify. There are only three buildings in the world today that satisfies all of these requirements. No college universities have attempted to be a part of the “Living Building Challenge.” If the “Living Building Challenge” is successful, Western Michigan University will be the first and only university to receive such an honor and will be the envy of other universities. Giovanni wants to ‘showcase” the Western Michigan University “Living Building Challenge” by video marketing the idea to the community. My role in the project is to work with Giovanni and create a video that with highlight and showcase the WMU “Living Building Challenge.” I believe with my film, video, and media experiences that I have
also directed Giovanna and I to create a storyboard, which will define each shot and timeline, and many other aspects of the video production process. Dr. MacHojordt objectives, larger audience, title, duration of video, title, cast, equipment, location.

create a Production Summary Plan which will include: research, project summary, already consulted with Dr. MacHojordt regarding this project she advised me to which I have learned a lot in my course and hands-on in class projects. I have project. She has a vast amount of expertise and knowledge in media production, Digital Production Course and is the perfect mentor and resource for me during this
Undergraduate Studies, Dr. MacHojordt is currently my professor for my intro to Environmental Media Studies. My mentor is Dr. Harald Claes, Ph.D., Executive Director for Campus Sustainability and a Professor in Cognitive, Experience, and High Achieving Individuals. Giovanna’s mentor is Dr. Giovanna and I also have the privilege of working alongside two very enhancing our learning and benefit our project.
Research Scholarships will assist with the creation of the professional film media.

consideration for the Honors Thesis Research Scholarship. The Honors Thesis expenses along the way, which is the reason we are submitting this proposal for
project budget. To create a high-quality and professional piece, there will be an issue with the execution of the project and creating a high-quality video if the project and look forward to the challenge. The only component that could present the project. The project is a high endeavor, Giovanna and I are passionate about the acquired at Western Michigan University that I am qualified to execute the goals of
how we want to execute our video. She stresses the importance of the preproduction planning as a key element of any successful video. Our first goal is to finalize the preproduction phase by scheduling meetings and conducting interviews. Timing is also a very important aspect to our project. Giovanni and I will strive to reach our project deadlines with the guidance of our mentors.

The final project will be a video displaying our research and the future plans; we hope to bring to Western Michigan University. This is only the beginning phase of the process of implementing the, “Living Building Challenge” to our campus. Our goal is to create a professional, informational, and inspiring video to showcase and highlight the objectives and benefits of the project to our target audience, Western Michigan University Campus Planning Committee. We want to produce a high quality, professional informational video that will communicate and demonstrate the facts and research to our target the audience, to help make a positive impact to Western Michigan University community. It is our responsibility as students to help facilitate positive change and implement our goal to have a “go green” campus. Giovanni and I will work on our individual roles for the common goal of the project to complete the final Honors Thesis project with the guidance of our mentors. The project is comprised of passionate, intelligent, and dedicated people ready to work hard. The only element left is time and finding the means to make all of our aspirations for the project happen.

For the budget, the project has two large components for expenses: equipment and travel. In order to produce a quality product, it would be best if we have the right equipment and software to film, edit, and create the project. I will
the estimated budget in regards to my Honours thesis. This includes the equipment and
be utilized effectively and help us exceed with our Honours thesis. Below is the
WNU are the driving force for us to create our Honours thesis. This scholarship will
expenses. The learning experience, hard work, and potential to make a difference at
expenses that come with the project, the final outcome will be well worth the
will have to find our transportation, lodging, and food. Although there are a lot of
and location, and the different aspects of the challenge. In order to execute this we
facilities, we plan to receive footage of the interviews, B-roll (footage of the buildings
requirements, like the Phillips Conservatory in Pittsburgh. When visiting these
plan to visit the other locations that have passed the „Living Building“ challenge
„Living Buildings. Last summer, the Tyson Research Center in St. Louis, MO. We
other aspect is travel. I have already started to travel and visited one of the
discounts, and special; to purchase these items that I will take advantage of. The
of the required equipment to execute the project. There are many student
work with my own equipment. I will research and look for the best deals and value
working on the video. Reaching the deadline and help the learning experience to
equipment purchased is necessary for the project. It will be very beneficial when
microphone, and other equipment of this nature. I will make sure that the
liveType program, external hard drive, SDHC card, lighting, Kl, Leveler
RAM, computer mouse, keyboard, Final Cut Pro software. After effects program,
will include: video camera, tripod, two monitors, Mac mini processor, disk drive,
software required to successfully create the video. For the project, the equipment
work with my mentor, Dr. Macintosh to identify the appropriate equipment and

traveling expenses that will take place during the project in order to produce a high quality video start to finish.

Equipment:

• Video Camera: ($300) Canon - VIXIA HF Camcorder
• Tripod: ($40)
• 2 Computer Monitors ($300 Each)
• Mac Mini Processor ($600)
• Disk Drive: ($30)
• RAM 8 GB: ($40)
• Mac Magic Mouse: ($40)
• Mac Keyboard ($45)
• Final Cut Pro 7 ($1,000)
• External Hard Drive ($190)
• SDHC card ($15)
• Multi-disc color reflector: ($15)
• Light Kit ($60)
• Lavaliere Microphone: ($20)
• Main stage 2 Apple App: ($30)

Benefits: With this equipment I will be able to work hands on to film, edit and complete the video in a timely manner. I will be able to take the video camera on field to retrieve the footage, and I will be able to edit this footage at home. This will
Research in regards to our preproduction planning. The research is very important on our topic. My mentor, Dr. Maciołek, has assigned me to write a paper about the information he has already retrieved and how to continue to get more information researching for the topic. We have a scheduled meeting planned to discuss the

In regards to the research, my partner Giovanni has already begun

$3,360

Overall total cost of equipment and travel for the project would be approximately

Total cost: Approximately $6335

In completing the challenge:

the Living Building Challenge! It will be great to receive information from this stage because within the next year, the Philips Conservatory will be certified in completing Building Challenge. Another great benefit to visiting the Philips Conservatory is and take footage of the interviews with the professionals that are apart of the living because it is a chance to shoot "B-Roll" the background footage of the building. ETC.

Benefits: Traveling to the Philips Conservatory will be beneficial to the thesis.

Gas: $200.00

Food: Per Diem: Breakfast $8.00 Lunch $12.00 Dinner $25.00

Hotel: $300

Philips Conservatory (Pittsburgh, PA)

Travel:

For equipment alone the budget would be approximately ($2,725)

For my thesis,

give me more time to work on the project hands on and produce a higher quality video
element to our video. We have to make sure we find all of the correct facts and the important information to display to our audience to reach our objective of the video. Our goal is to demonstrate and convince the Western Michigan University Campus Planning Committee, to consider and to begin the implementation of the “Living Building” project on our campus. We will look up our research using the World Wide Web. Another source that we will obtain research is from people who are experts in the field. Giovanni and I plan to interview and communicate with these experts to receive the information from an accomplished individual in this project. This will be reliable and convincing data to receive information from someone that has experienced the project and has first-hand knowledge on the subject. It will greatly enhance our video, and we will keep in communication with these individuals.

Overall, the Honors Thesis research project will be a lot of hard work, dedication, budgeting and time. The support of the Lee Honors College, our mentors, and others involved with our project, will all benefit Giovanni and I to reach our goals to produce a quality video that we can be proud of. I hope to have your support with my Honors Thesis research project.
### Project Budget Summary

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>$500</td>
<td>Misc. Project Expenses</td>
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<thead>
<tr>
<th>Key</th>
<th>Amount</th>
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<tbody>
<tr>
<td>$3,290</td>
<td>A11 In Kind - Donated Equipment</td>
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<tr>
<td></td>
<td></td>
<td>WVU Environmental Studies department set-up</td>
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<tr>
<td></td>
<td></td>
<td>Fee for lease license contract</td>
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<tr>
<td></td>
<td></td>
<td>Fee for lease license contract</td>
</tr>
<tr>
<td>$200</td>
<td>A3 In Kind - Bottom software from WVU</td>
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<tr>
<td></td>
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<td>Fee for lease license contract</td>
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<tr>
<td>$840</td>
<td>B1 In Kind - Bottom Mac Pro Computer from WVU</td>
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<tr>
<td>$1,200</td>
<td>C1 WVU Family Monitors</td>
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**Total Requested from Lee Honors College:**

<table>
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<tr>
<th>Project</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Travel (Trip #2)</td>
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<tr>
<td>Travel (Trip #1)</td>
<td>$4,200</td>
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<td>Total</td>
<td>$6,200</td>
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**Equipment**

<table>
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<th>Amount</th>
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<tbody>
<tr>
<td>$500</td>
<td>Canon VIXIA HF M500 Camcorder</td>
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<tr>
<td>$250</td>
<td>Tripod</td>
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<tr>
<td>$100</td>
<td>2 Computer Monitors ($5,250 total)</td>
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<tr>
<td>$500</td>
<td>2 Magic Mouse (940), and Key board (49)</td>
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<tr>
<td>$200</td>
<td>WVU Familly Monitors</td>
</tr>
<tr>
<td>$3,290</td>
<td>A11 In Kind - Donated Equipment</td>
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<td>$840</td>
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<td>E1 In Kind - Bottom WVU Communication</td>
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</table>

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<tr>
<td>$500</td>
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**Additional Notes:**

- Waiver of liability required to be signed.
- Key equipment to be signed.
- WVU Environmental Studies department set-up.
- Fee for lease license contract.
- WVU Familly Monitors.
- WVU Environmental Studies department set-up.
- Fee for lease license contract.
<table>
<thead>
<tr>
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<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>10/8/13</td>
<td>1:00-2:00 PM</td>
<td>Meeting with Dr. Andreadis</td>
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<tr>
<td>10/24/12</td>
<td>2:00-3:00 PM</td>
<td>Meeting with Giovanni</td>
</tr>
<tr>
<td>10/27/12</td>
<td>10:00-12:00 PM</td>
<td>Create Storyboard</td>
</tr>
<tr>
<td>10/29/13</td>
<td>8:30-12:00 PM</td>
<td>Meeting with Giovanni</td>
</tr>
<tr>
<td>10/31/12</td>
<td>10:00-12:00 PM</td>
<td>Meeting with Dr. Glasser</td>
</tr>
<tr>
<td>11/8/12</td>
<td>9:00-10:00 PM</td>
<td>Create Shot List with Giovanni</td>
</tr>
<tr>
<td>11/14/12</td>
<td>10:00-11:00</td>
<td>Meeting with Gio</td>
</tr>
<tr>
<td>11/25/12</td>
<td>8:00-1:00 PM</td>
<td>Film in Detroit</td>
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<tr>
<td>11/30/12</td>
<td>10:30 AM-2:00 PM</td>
<td>Film in New York City</td>
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<tr>
<td>12/1/12</td>
<td>12:00-4:00 PM</td>
<td>Film in New York City</td>
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<tr>
<td>12/4/12</td>
<td>6:30-7:30 PM</td>
<td>Meeting with Giovanni regarding Travel &amp; Budget</td>
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<td>12/6/12</td>
<td>4:30-5:30 PM</td>
<td>Rent Equipment</td>
</tr>
<tr>
<td>12/7/12</td>
<td>8:00 AM-6:00 PM</td>
<td>Travel to Phipps Conservatory, Conduct 5 Interviews, Tour of Building</td>
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<tr>
<td>12/10/12</td>
<td>2:30-4:00 PM</td>
<td>Meeting with Gio, Dr. Machiorlatti, and Dr. Glasser</td>
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<tr>
<td>12/11/12</td>
<td>3:00-4:00 PM</td>
<td>Meeting with Dr. Andreadis regarding Budget</td>
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<td>2/21/13</td>
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2/22/13 9:00 PM-3:00 AM
2/23/13 12:00-3:00 PM
2/24/13 11:30 AM- 2 PM
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2/26/13 3:00-9:00 PM 12:00 AM-2 AM
2/27/13 4:00-6:00 PM 11:00-4:00 AM
2/28/13 8:00-11:00 AM
3/1/13 9:00-10:00 AM
3/6/13 1:00-2:00 PM
3/7/13 12:00 PM-1:00 PM
3/12/13 4:00-9:00 PM
3/14/13 8:00-11:00 AM
3/15/13 2:00-4:30 PM
3/19/13 3:00-6:00 PM
3/20/13 9:45-11:00 AM
3/21/13 8:00-11:00 AM
3/25/13 1:00-4:30 PM
3/26/13 5:30-9:00 PM
3/27/13 1:00 PM-4:30 PM
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4/5/13 12:00-4:00 PM
4/6/13 12:00-8:00 PM
4/7/13 10:00 PM-12:00 PM
4/8/13 9:00 PM-2:00 AM
4/9/13 2:30-3:30 PM, 5:30-9:00 PM
4/11/13 8:00-1:00 PM

Edit Interviews
Edit Interviews
Edit
Film Campus
Edit
Edit
Lab Hours, Edit
Lab Hours, Edit
Film in California
Film in California
Film in California
Edit
Lab Hours, Edit
Meeting with Dr. Machiorlatti
Edit
Edit
Lab Hours, Edit
Edit
Edit
Lab Hours, Edit
Lab Hours, Meet with Dr. Machiorlatti
Paper Work, Location Scout
Meeting with Dr. Machiorlatti
Interview Gio, Name Titles with Ben Woody
Insert titles, Edit
Lab Hours, Edit
Lab Hours, Edit
Interview Three WMU Students
Edit
Edit
Meeting with Giovanni, Edit
Lab Hours, Edit
Honors Thesis Defense Presentation
Create Presentation
Finish Video
Sound Ef.
Look Picture, Color Correct
Edit Credits
Create Credits
Edit
Color Correct
Reshoot Footage, Edit
Meeting with Lyn, Bryan, Heany, Edit
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Edit
Add more Animation
Giovanni's Thesis Presentation
Add Animation
Meeting with Dr. Michelotti, Edit
Go through for Student Interviews Footage
Edit
Edit
Add Name Titles, Edit
Meeting with Dr. Michelotti, Giovanni, Edit
Meeting with Dr. Michelotti, Giovanni, Edit
Meeting with Dr. Michelotti, Giovanni, Edit
Meeting with Dr. Michelotti, Giovanni, Edit
Meeting with Dr. Michelotti, Giovanni, Edit
Meeting with Dr. Michelotti, Giovanni, Edit
communication

0:00 PM

8:00 PM
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<th>Audio</th>
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<td>FI blank screen</td>
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</tr>
<tr>
<td>CU feet as walk into frame and see trash dropped</td>
<td></td>
</tr>
<tr>
<td>Cut to:</td>
<td></td>
</tr>
<tr>
<td>CU Passenger window cars in traffic out of focus in focus (slower)</td>
<td></td>
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<tr>
<td>Cut to:</td>
<td></td>
</tr>
<tr>
<td>MS Smoke stacks putting smoke into the air (slower)</td>
<td>Music:</td>
</tr>
<tr>
<td>Cut to:</td>
<td>Crappy</td>
</tr>
<tr>
<td>LS Boat on water putting exhaust in air (slower)</td>
<td>Buildings: ceiling, handrail</td>
</tr>
<tr>
<td>Cut to:</td>
<td>Sound:</td>
</tr>
<tr>
<td>MS of garbage truck dumping trash at landfill to stop motion (slower)</td>
<td>Pollution: small office</td>
</tr>
<tr>
<td>Cut to's</td>
<td></td>
</tr>
<tr>
<td>Reverse MS Garbage (faster)</td>
<td></td>
</tr>
<tr>
<td>More</td>
<td></td>
</tr>
</tbody>
</table>
Cut to:

- Living Building chapter
- Lead 100
- Logo
- Interview

Cut to:

- Block
- Reversing of cars
- Reversing of smoke stacks
- Reversing off boat
Video

Cut to:

Black background
Livetypetext:
"89% of individuals spend their life in a building..." w/grass at bottom border

Cut to:

MS interview
(Pics of buildings) clips

Cut to:

Black background
Livetypetext:
FACT "MBB Living Building: challenge increase productivity 76.3% up to

Cut to:

MS interview

Cut to:

"Another fact?" Quote

Cut to:

MS interview

Cut to:

Dialogue: "Idea of why on campus to students..."

Dialogue: "LBC, Reshape how we learn, comm, cooperate & collaborate"

Dialogue: "About LEED vs. LBC..." VO: "Quality of life, productivity, placemaking, work/home & general satisfaction & well-being."

Linking to work/home association
Audio

Dialogue: "Forward to sustainable future..."

Sound effect: Feet walk

MS Interview

Cut to:

CU of feet stop
Pick up trash slowly
Pick up trash on paper as camera
Recom into frame

w/slides

F0 black

End
Shot List

- beat up houses in Detroit
- traffic cars in mirror
- smoke statues
- garbage dump
- boat pollution
- inside old residence halls
- handle falling off door
- moldy area
- bring students in crappy building
- cracks in building
- exhaust on corner
- city bus
- green water-day, bay area
- train
- old buildings on campus
- students coughing, in old building
- Driving through Detroit under bridges passing bun glawn buildings
- Door handle rolling on floor
- NYC footage
- Lightning
- Boats on water
- Gas station
- Signage
- Feet walking
- Intersections

Looking out of car window to buildings
Stopped 30 seconds then...
Permission is hereby granted to WMY ("Producer") and its employees, agents, independent contractors and suppliers to enter in the property located at Phipps Conservatory & Bot. Gardens (the "property") for the purpose of photographing and recording certain scenes for a commercial. For the amount of $__________ dollars, the sufficiency of which you acknowledge, you agree to the statements and conditions stated in this contract concerning your Property.

Use of Property Producer may use the inside and outside of the Property located at 26 Schenley Park Drive, Pgh., PA 15213 from the day of 12/7/12 to the day of 12/7/12 during the hours of 11 AM to 10 PM.

Producer will use the Property as a location for photographing, videotaping and/or making sound recordings. In the event of a delay in schedule due to photographically unfavorable conditions, or reasons beyond our control, Producer hold the right to reschedule at the agreed fees and terms provided in this agreement.

Recording of Footage Producer may photograph, film, videotape and record sound on the Property and use the resulting materials in any way Producer chooses.

Rights to Footage You give us permanent, worldwide, exclusive right to own all rights to all Producer records and photographs. You agree to have no right to inspect or approve recordings.

Crew and Equipment Producer may bring into the Property our crews, actors and equipment. Producer may construct temporary sets and, after completing photography and recording, will restore the Property to its original condition as of the initial date of occupancy by 12/7/12 unless otherwise agreed to by both parties in writing, reasonable wear and tear excepted.

Assignment You give us the right to assign all terms stated in this contract. You agree to waive any further compensation or demand of any kind forever.

Hold Harmless Producer agrees to hold you harmless from any liability and loss which may be caused by our employees or equipment.

Authority You understand the terms described in this contract. You are over 18 years of age. You have the authority to sign this contract and grant us the rights given under this contract.

Insurance Producer represents that they are covered by Public Liability and Property Damage Insurance.

Date 12/7/12

By Jose Perskwich

Signature Jose Perskwich Print Name Jose Perskwich Address Oak Schenley Park Dr., Pgh., PA 15213 Phone 412.441.4442 S.S. #
Permission is hereby granted to ____________________ ("Producer") and its employees, agents, independent contractors and suppliers to enter in the property located at ____________________ (the "property") for the purpose of photographing and recording certain scenes for a commercial. For the amount of $ __________ dollars, the sufficiency of which you acknowledge, you agree to the statements and conditions stated in this contract concerning your Property.

Use of Property Producer may use the inside and outside of the Property located at

__________________________

from the day of ___________ to the day of __________

during the hours of __________ Am to __________ Am.

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Authority You understand the terms described in this contract. You are over 18 years of age. You have the authority to sign this contract and grant us the rights given under this contract.

Insurance Producer represents that they are covered by Public Liability and Property Damage Insurance.

Date ___________.

By ____________________

Signature ____________________

Print Name ____________________

Address ____________________

Phone ___________

S.S. # _______
The Living Building Challenge
Lee Honors College Thesis by Giovanni Roberto and Nicole Pascaretta
Western Michigan University
Video/Audio Participation/Talent Release

Agreement Date: 12/7/12

Print Name of Interviewee/On Camera Subject: Lee Chri

I, the Interviewee/Subject, for good and valuable consideration, receipt of which is hereby acknowledged, consent to participate in, and be videotaped/filmed/recorded/photographed, for the inclusion in a project provisionally titled The Living Building Challenge being principally produced by ___________________________ Producers name on previous line (referred to as assignee in this document).

I agree and give my permission to be video taped/recorded/photographed on the understanding that:

My name, likeness, voice and opinions form some of the subject matter of the project.

- The producer/assignee may edit the contribution entirely at their discretion, the interview(s) will be edited and the sequence of questions and answers may be juxtaposed with other parts of the program mentioned above, or any other ancillary project such as a web or promotional video linked to this project.

- All copyright and any other rights from my contribution are assigned to the producer and WMU, or shall be at the discretion of the assignee and negotiated assignees. I waive my right to exclusive copyright.

- The producers and/or the assignees may reproduce my contribution, in whole or in part, in its various versions and for broadcast, film/video, sound, multimedia and/or exhibition purposes in any manner or media, in perpetuity, throughout the world.

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This Agreement represents the entire understanding of the parties and may not be amended unless mutually agreed to by both parties in writing. Thank you for your cooperation with this educational community project.

Interviewee (18 years old or over): ........................................... (Signature)

Address/telephone/email Interviewee

535 Smithfield Street Pittsburgh PA 15206

CMUNNER@aol.com

☐ Check this box if you want a copy of this release form sent to you for your records.

Nicole Pascaretta
(248) 891-9169
Nicole.p.pascaretta@wmich.edu

Giovanni Roberto
(989) 493-3465
Giovanni.a.roberto@wmich.edu
The Living Building Challenge
Lee Honors College Thesis by Giovanni Roberto and Nicole Pascaretta
Western Michigan University
Video/Audio Participation/Talent Release

Agreement Date: 12/3/12

Print Name of Interviewee/On Camera Subject: Jose Perkovich

I, the Interviewee/Subject, for good and valuable consideration, receipt of which is hereby acknowledged, consent to participate in, and be videotaped/filmed/recorded/photographed, for the inclusion in a project provisionally titled The Living Building Challenge being principally produced by Producers name on previous line (referred to as assignee in this document).

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Interviewee (18 years old or over): 

Address/telephone/email Interviewee
One Schlegel Park Drive
Pgh. PA 15213
jperkovich@philipps.conservatory.org

☐ Check this box if you want a copy of this release form sent to you for your records.

Nicole Pascaretta
(248) 891-9169
Nicole.pascaretta@wmich.edu

Giovanni Roberto
(989) 493-3465
Giovanni.a.roberto@wmich.edu
The Living Building Challenge
Lee Honors College Thesis by Giovanni Roberto and Nicole Pascarella
Western Michigan University
Video/Audio Participation/Talent Release

Agreement Date: 12/17

Print Name of Interviewee/On Camera Subject: Chris Wulff

I, the Interviewee/Subject, for good and valuable consideration, receipt of which is hereby acknowledged, consent to participate in, and be videotaped/filmed/recorded/photographed, for the inclusion in a project provisionally titled The Living Building Challenge being principally produced by _____________________ Producers name on previous line (referred to as assignee in this document).

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Interviewee (18 years old or over): 

(Signature)

Address/telephone/email
Interviewee

333 Baldwin Rd, P. Holland, PA 15205
912-729-2324 C. Wulff (cwncc.com)

☐ Check this box if you want a copy of this release form sent to you for your records.

Nicole Pascarella
(248) 891-9169
Nicole.r.pascarella@wmich.edu

Giovanni Roberto
(989) 493-3465
Giovanna.a.roberto@wmich.edu
The Living Building Challenge  
Lee Honors College Thesis by Giovanni Roberto and Nicole Pascaretta  
Western Michigan University  
Video/Audio Participation/Talent Release

Agreement Date: 12/17/12

Print Name of Interviewee/On Camera Subject: Jason Wirick

I, the Interviewee/Subject, for good and valuable consideration, receipt of which is hereby acknowledged, consent to participate in, and be videotaped/filmed/recorded/photographed, for the inclusion in a project provisionally titled The Living Building Challenge being principally produced by _______________ Producers name on previous line (referred to as assignee in this document).

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Interviewee (18 years old or over): ____________________________ (Signature)

Address/telephone/email
Interviewee

412-433-4245

jwirick@philipsconservatory.org

☑ Check this box if you want a copy of this release form sent to you for your records.

Nicole Pascaretta  
(248) 891-9169  
Nicole.r.pascaretta@wmich.edu  
Giovanni Roberto  
(989) 493-3465  
Giovanni.a.robertto@wmich.edu
The Living Building Challenge
Lee Honors College Thesis by Giovanni Roberto and Nicole Pascaretta
Western Michigan University
Video/Audio Participation/Talent Release

Agreement Date: _____________________

Print Name of Interviewee/On Camera Subject: ____________________________________________

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Interviewee (18 years old or over): ________________________________________________________ (Signature)

Address/telephone/email
Interviewee
1017 Shady Avenue
Nicole.pascaretta@wmich.edu

Check this box if you want a copy of this release form sent to you for your records.

Nicole Pascaretta  
(248) 891-9169  
Nicole.pascaretta@wmich.edu

Giovanni Roberto  
(989) 493-3465  
Giovanni.a.roberto@wmich.edu
The Living Building Challenge
Lee Honors College Thesis by Giovanni Roberto and Nicole Pascaretta
Western Michigan University
Video/Audio Participation/Talent Release

Agreement Date: \(\frac{4}{5} \, 13\)

Print Name of Interviewee/On Camera Subject:

Howard Barons

I, the Interviewee/Subject, for good and valuable consideration, receipt of which is hereby acknowledged, consent to participate in, and be videotaped/filmed/recorded/photographed, for the inclusion in a project provisionally titled The Living Building Challenge being principally produced by Nicole Pascaretta.

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Interviewee (18 years old or over): \[\text{Signature}\]

Address/telephone/email
Interviewee

915 W South St
Kalamazoo, MI 49007
(517) 775-6178 howard.j.barons@wmich.edu

Nicole Pascaretta
(248) 891-9169
Nicole.r.pascaretta@wmich.edu

Giovanni Roberto
(989) 493-3465
Giovanni.a.roberto@wmich.edu
The Living Building Challenge

Lee Honors College Thesis by Giovanni Roberto and Nicole Pascaretta
Western Michigan University
Video/Audio Participation/Talent Release

Agreement Date: 4-21-13

Print Name of Interviewee/On Camera Subject: ..............................................

Nicole Davenport

I, the Interviewee/Subject, for good and valuable consideration, receipt of which is hereby acknowledged, consent to participate in, and be videotaped/filmed/recorded/photographed, for the inclusion in a project provisionally titled The Living Building Challenge being principally produced by Nicole Pascaretta.

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Interviewee (18 years old or over): .................................................................

Nicole Davenport (Signature)

Address/telephone/email
Interviewee

4314ThornappleGr.Kalamazoo,MI49008
nicole.m.davenport@wmich.edu/(574)307-5092

☐ Check this box if you want a copy of this release form sent to you for your records.

Nicole Pascaretta
(248)891-9169
Nicole.r.pascaretta@wmich.edu

Giovanni Roberto
(989)493-3465
Giovanni.a.roberto@wmich.edu
The Living Building Challenge
Lee Honors College Thesis by Giovanni Roberto and Nicole Pascareta
Western Michigan University
Video/Audio Participation/Talent Release

Agreement Date: 4/15/13

Print Name of Interviewee/On Camera Subject: Michael Lucas

I, the Interviewee/Subject, for good and valuable consideration, receipt of which is hereby acknowledged, consent to participate in, and be videotaped/filmed/recorded/photographed, for the inclusion in a project provisionally titled The Living Building Challenge being principally produced by Nicole Pascareta.

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Interviewee (18 years old or over) ...........................................................................................................

(Signature)

Address/telephone/email Interviewee

Michael L. Lucas@wmich.edu
233 Minor Ave, Kalamazoo MI 49008

Nicole Pascareta
(248) 891-9169
Nicole.r.pascareta@wmich.edu

Giovanni Roberto
(989) 493-3465
Giovanni.a.roberto@wmich.edu
The Living Building Challenge
Lee Honors College Thesis by Giovanni Roberto and Nicole Pascarett
Western Michigan University
Video/Audio Participation/Talent Release

Agreement Date: 6/12/13

Print Name of Interviewee/On Camera Subject: KEVIN THOMAS

I, the Interviewee/Subject, for good and valuable consideration, receipt of which is hereby acknowledged, consent to participate in, and be videotaped/filmed/recorded/photographed, for the inclusion in a project provisionally titled The Living Building Challenge being principally produced by Nicole Pascarett.

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Interviewee (18 years old or over): [Signature]

Address/telephone/email
Interviewee

5818 N. Jefferson Commons Cir. Apt 204
KALAMAZOO MI 49009

☐ Check this box if you want a copy of this release form sent to you for your records.

Nicole Pascarett
(248) 891-9169
Nicole.pascarett@wmich.edu

Giovanni Roberto
(999) 493-3465
Giovanni.a.roberto@wmich.edu
The Living Building Challenge
Lee Honors College Thesis by Giovanni Roberto and Nicole Pascaretta
Western Michigan University
Video/Audio Participation/Talent Release

Agreement Date: 6/13/2013

Print Name of Interviewee/On Camera Subject: Michael Frawley

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Interviewee (18 years old or over): [Signature]

Address/telephone/email
Interviewee
88910 Oakview drive
Shelby Twp. MI 48315

☐ Check this box if you want a copy of this release form sent to you for your records.

Nicole Pascaretta
(248) 891-9169
Nicole.r.pascaretta@wmich.edu

Giovanni Roberto
(989) 493-3465
Giovanni.a.roberto@wmich.edu
The Living Building Challenge
Lee Honors College Thesis by Giovanni Roberto and Nicole Pascaretta
Western Michigan University
Video/Audio Participation/Talent Release

Agreement Date: 6/13/13

Print Name of Interviewee/On Camera Subject: Peter Boush

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Interviewee (18 years old or over): [Signature]

Address/telephone/email
Interviewee
4252 escape drive apt 302
Kalamazoo, MI, (269) 569-2981

☐ Check this box if you want a copy of this release form sent to you for your records.

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What and how questions are open ended questions and best to ask. If you ask a closed ended question such as “Do you think...” the interviewee could just simply answer, “no” — then you would have to ask them to elaborate. Do not rush — remember the art of the interview is really listening to what they say — avoid looking at your notes to ‘see’ what the next question is — just keep eye contact, nod to acknowledge you’re hearing them. Avoid audibles such as “I see” or “oh, really” — this is hard to edit out. Ask the to explain something if you feel it’s needed before moving on. Once you feel you got your answer — then look at your notes — it’s ok to take your time — remember it’s a conversation.

HG Suggested Revisions (121205)

Once you are rolling camera and audio tested

Ask them to state their name and spell it — this allows for additional audio check (Nicole — remember closed ear headphones) and also you have that in case you cannot read on release form

Remember release forms for ALL participants and locations

Potential Questions:

- While LEED has been a great start, why is it important to move beyond LEED?
- What is the Living Building Challenge — and why is it unique?
- How is the Living Building Challenge reshaping architects, how they collaborate,
- How is the Living Building Challenge reshaping the future of architecture, and, possibly, the way we live?
- How do Living Challenge Buildings help set the stage for a positive way forward—for a sustainable future?
- Can you define sustainability to someone who might not be familiar with that term.
- What impact will these buildings have on society as a whole?
- Do they have the potential to help re-shape how we learn, communicate, cooperate, and collaborate? If so how can you explain.
- How do you see Will Living Buildings re-shaping what we characterize as good architecture?
- What is the future of the Living Building Challenge?
- How do you sell the LBC with [Input] clients? Can you do this—or is it something that they have to come to you with an interest?

Personal Questions

- What defining moment in your life made you want to become a green architect?
- And why do you think you have succeeded?
- There are obviously many obstacles to overcome in order to achieve a Living Building status, what were the most difficult obstacles you had to overcome and how did you overcome them?
• What was the connection between this project and the local community?
• Personally, what was the most rewarding part of the entire process?
• In retrospect, what would you have changed through the process? (Not just in the building, but in the way you handled certain things and planned.)

Think about your target audiences – do you want to ask something about how different generations understand this need, this work? Maybe, maybe not – up to you.

Make sure they have a bottle of water and YOU TOO – you’ll get thirsty. It’s ok to break in middle to take a sip of water.

Nicole when shooting – at some point – stop camera, then start again so you do not have really LONG clips on the card. In case something is wrong with that clip, frequent start/stop avoids losing the entire shot – additionally it takes forever to import long clips. So – ok for camera to interrupt and let them know she’s got to stop camera – check focus, and restart. In fact explain this ahead of time so people involved understand that this will be happening.
Interview Questions for Students

1. In your own words, give me a brief explanation for each petal requirement in the LBC?

2. Why is the LBC metaphor a flower?

3. Although defining the LBC can be tough, what does the LBC mean to you?

4. What is the problem with architecture today?

5. What’s the problem with the buildings we live and work in everyday?

6. Why is the LBC meaningful?

7. How many living buildings are in Michigan?

8. Do any other universities have Living Buildings?

9. How many certified Living Buildings are there?

10. What’s your role with the Living Building Challenge?

11. How many attempts and work in progress toward achieving a Living Building are there? (Image)

12. Is it possible to just receive petal recognition? Do we aspire to achieve that?
Student Questions

1. What is the problem with the buildings we live and work in?
2. Describe the Living Building Challenge in your words?
3. How will an extremely green building, like a Living Building, change the way we live and think about everyday activities?
4. Why is becoming a greener community important?
5. Why do you think WMU should try to get a Living Building on campus?
6. Why should a university take on this challenge more so than others?
7. What is your connection to the Living Building Challenge?
8. What “green” projects have you been working on at WMU?

Say: “My name is ___________, and I want a Living Building”
G,

Just watched that video. I agree the tone is an ery vibe and I didn't like that. What's good tho is that they have very similar footage that we do. I think we would definitely want different music and present the information differently.

I agree, I like how they did their transitions, if you watch closely you will notice them, they used a dark part of the shot and cut to another scene, kind of cool and something to think about.

A few things I would like for the video.

A question or a short quote to start off I like how they used, "What if every single act of design made the world a better place?"

Something like that to start off the video and get the audience thinking. I think the longer quote would be better towards the end because it will make more sense to people once they learn the information and leave them with that strong quote.

Here are a few ideas:

- What if you had the power to change tomorrow, today?
- By making small changes today, you can make huge impacts tomorrow
- If not now, then when?
- What impact are you wanting to leave on the world?

I'm not IN LOVE with any of them, but let me know what you think? I really like their "What if every single act of design make the world a better place?" and they didn't come up with that, I believe that is in part of the LBC's mission statement. So we could potentially use that.

Also, I tried finding that Statistic we found long ago but I could not find it. Its the fact about the percentages of time we spend outside, in a car, indoors ECT. If you could find that, it would be grand.

I am going to look into these stats once again this week, as well as others. I believe I have them in my Whirlpool prezi, but I will let you know once I look.

I also need some photos to display while they're talking about the different aspects of the petals, the challenge the requirements ECT. Did Joel send us any pictures or important facts? It would be AWESOME to get photos of all seven petals that are displayed in their building we have footage of four I believe.

Photos like in that video that display the building floor plan or how a specific aspect works.
Also, we should start thinking of how we are connecting this to our target audience, the students, faculty, and community. I am asking around for footage of campus and students and faculty to add in the aspect of bringing this challenge to campus.

I just looked into that and it says the file has expired, I e-mail Joel asking if he could resend me the file, hopefully I’ll have that in a few days for us.

Is there a way you want to incorporate your Marketing Plan to the video??

No, I want this video to be an aspect of my plan, I don’t want my plan to be incorporated into the video at all, I think that would look DUMMMMMBBBB!

What aspects of the challenge to you think our target audience will view as issues? The cost, the time it takes, and will these issues be worth it for the challenge?? I think incorporating these possible doubts and issues and explaining through the interviews why it will work out will be a great approach for the video.

As I created my Pixar presentation I saw the way they handled things and I think we should take after them with it. What they did was play devil’s advocate to their own idea in order to address what it lacked, their doubts for the project, etc. I think we need to do this sometime this week! You let me know when... Also, we can talk through the target audience issues. Do we have a meeting with the mentors soon??

We both should start search royalty free music too because it helps so much even when starting to edit!

I will start looking into this as well, I think this should be done after we think about the audience though, I don’t want to just throw something in there and it not really fit our message, this is VERY important to me.

Sorry this is a lot at once, but let me know your thoughts and send me anything you have right now. And if you can start searching the facts, pictures, and such that would be spectacular!

I'M GETTING EXCITED WE RULE DON'T FORGET WE ARE CHANGING THE WORLD!!!!!!! :)

- N
Learn hard

- improving quality of life for all
- project to improve
- incubate comm business, students
- what would building need to have?
  - model what it could have
  - how does it change?
  - help ppl do the best they can

- 35 architecns - high all over world

- program study in spring

- getting ppl engaged & going to events
  - Living building challenge sets up to
  - be sustainable
  - 2nd order change

LEAD - stages - cant tell - not top quality

ENGAGEMENT - possibility

Sustainable vs. unsustainable for future

Leap change - "LBC" to be engaged on campus
- Involve other organizations & diff. colleges
- Celebrate students work, visually appealing
- Contact!
- What buildings CAN be
- Be apart or in

- Day area
- 60 min video
- We co-evolve w/ nature in nature. Create a space to function better, direct us to common good
- Open
- Tell a story
- Andy Goodman - story telling, government, protagonist
- Hook - emotional, vision for future
- Conflict - time in building credibility
- Attention
- Details
- Meaning (clear, moral)
1) WHAT IS THE LBC? WHY IS IT UNIQUE?

2) HOW HAS THE LBC RESHAPED NOT JUST THE FUTURE OF ARCHITECTURE, BUT THE WAY WE LIVE?

3) WHAT IMPACT WILL THESE BUILDINGS HAVE ON SOCIETY AS A WHOLE?

4) DO THEY HAVE THE POTENTIAL TO RESHAPE HOW WE LEARN, COMMUNICATE, COOPERATE, & COLLABORATE?

5) SELL LBC TO WMU - GET KEVIN'S FROM GIO'S COMP

- CHRISS M.
- KEVIN S.
- PATRICK LADENDECHE
- RICHARD P.
- CHRIS W.
- SUSAN E.

✓ JASON
✓ JOEL

MULTIANGLES AT ONCE!!
Slow down easy clips of building till @ 3:25:07

To fade to color back into next interview

Instead of cuts → fade out & in keep soft edges

Then students → i.e. a student "BLA - - - "

1. Chris interview @ 28:11 move to end

Gio → what &C is →

Gio talk about 7 petals*

→ chair

→ member

Int.

Int.

Location + sound effects later?

+ business hall, conference room + reflection

Brown → open area + Bukowski career center

Bukowski → 3rd floor*

Dolson → unh too open

Outside

Miller place

Anderson
The Living Building Challenge

2011, successfully completed the Lee Honors College Theiss on June 14, 2013.

Having been admitted to the Carl and Virginia Lee Honors College in the spring of

Certificate of Oral Defense of Honors Thesis

The Carl A. Wimberly Lee Honors College