

## VISION House® Los Angeles Breaks Ground with New Sponsors and Partners

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Seattle, WA (PRWEB) September 21, 2011

Green Builder Media and LA based builder, Structure Home, broke ground on the VISION House® Los Angeles earlier this summer. The house will be a demonstration project that provides builders, re-modelers, designers, and consumers with essential green building information relating to both new construction and retrofit/remodeling. The house, located in Pacific Palisades, California, will be an example of a high performance infill project in an established urban setting.

The VISION House Los Angeles plans to focus on the CalGreen code, emphasizing optimized performance, durability, energy efficiency, water conservation, indoor air quality, efficient systems, and sustainable materials. Sponsors include: Kitchen Craft® Cabinetry, certified by the Environmental Stewardship Program; Trex Company, a producer of wood-alternative decking and railing products that turns recycled plastic bags and scrap wood/sawdust into eco-friendly outdoor living products; and energy-efficient systems such as Uponor's D'MAND® Hot Water Delivery and Radiant Floor Heating Systems.

"We're excited about the groundbreaking of the VISION House LA," said Sara Gutterman, CEO of Green Builder Media. "This high-profile home promises to be an excellent example of sustainability, blending contemporary design and leading edge technologies with realistic, cost-effective green features and benefits."

"It is an honor to partner with Green Builder Media to produce a tangible demonstration of sustainable residential construction and lifestyle for the Los Angeles community," said Robert Kleiman, Co-Founder of Structure Home. "We view the project as an opportunity to learn, grow and hopefully transform our local business in positive ways that respond to the current demands of the world we all share."

Photos of the house construction progress and more information on sponsors & partners can be found here: <http://www.greenbuildermag.com/VISION-HOUSE/VISION-House-Los-Angeles>.

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### Green Builder Media

Green Builder® Media, LLC is the leading media company in the North American residential building industry focused exclusively on green building and responsible growth. With a comprehensive suite of print media, online options, demonstration homes, case studies, training and education vehicles, and live events, Green Builder Media assists building professionals prepare themselves for the new green economy. For more information, visit <http://www.greenbuildermag.com>.

### Structure Home

Organized in 1996, Structure Home is a builder of fine custom homes throughout the Los Angeles basin. Over the last fifteen years, the company has built a strong reputation for quality and integrity in West Los Angeles communities, specifically Santa Monica, Brentwood, Pacific Palisades, Westwood, Beverly Hills, Bel Air, and Cheviot Hills. Over its history, Structure Home has assembled a talented team of designers, project managers, construction staff, support personnel and trade resources who all share a common goal: to build more than just homes – to build lifelong relationships with clients. For more information, visit <http://www.structurehome.com>.