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GERMAN WORLD



THE PINK PROJECT:

BRAD PITT COLLABORATES WITH GERMAN EXPERTS IN NEW ORLEANS

ZUSAMMENARBEIT VON BRAD PITT UND DEUTSCHEN EXPERTEN
IN NEW ORLEANS

HOPE FOR A GREENER WORLD AFTER ALL

Since first publishing "The Green Corner" in our March/April issue in 2007, people around the world and from all walks of life have shown in countless ways their willingness to make our world a greener place. Many creative minds have initiated their interesting, hopeful ideas and projects, and here we would like to acknowledge a few of them:

REBUILDING NEW ORLEANS THE ECO-WAY BRAD PITT'S MAKE IT RIGHT AND THE PINK PROJECT

Actor/activist Brad Pitt, 14 international architect firms, among them the award-winning German architect firm GRAFT, have taken on the daunting task of rebuilding New Orleans after its devastation by Hurricane Katrina in August 2005. In a first step, local communities, national and international architect firms together with numerous companies and volunteers began the construction of 150 eco-friendly homes in the Lower Ninth Ward, an area spanning 14 blocks that was hit the hardest by the storm. The project is a ray of hope for the many families who lost everything, including their homes, during the worst natural disaster in American history.

Shocked by the devastation and the lack of aid, Pitt vowed to help and soon became a part-time resident of New Orleans. He started the "Make It Right" project and worked with "Global Green" to sponsor an architecture competition aimed at generating ideas about how to rebuild sustainably. The four main guiding principles for designs are safety, affordability, sustainability, and high-quality design.

In addition to replacing housing destroyed by Katrina, the sustainable design incorporated into the homes will help ease the financial burden of high-energy costs and reduce their environmental impact. The new community should serve as a replicable model for further rebuilding, but also as an inspiration to other communities around the world.

With its rich cultural community, the Lower Ninth Ward symbolizes the heart and soul of New Orleans. In a series of meetings, Lower Ninth Ward residents told Pitt about the challenges their community faced, both before and after the storm. The rising cost of energy placed a strain on the low-income households of the neighborhood, and residents expressed concern about worsening environmental conditions, mainly caused by climate change. The mission is to build a neighborhood comprised of safe and healthy homes with an emphasis on the high-quality of design while preserving the spirit of the community's culture. The goal is to accomplish this quickly, so that the first residents can begin returning to their homes by the end of summer 2008.

Among the **Make it Right** core team of experts Pitt has assembled are Prof. Dr. Michael Braungart of William McDonough + Partners and the German architect firm GRAFT.

William McDonough and Prof. Dr. Michael Braungart are a world-leading team in environmental architecture. The company is engaged in expanding the concept of quality in architecture and community design. The team's vision is to create a delightfully diverse, safe, healthy and just world, with clean air, water, soil and power – to be economically, equitably, ecologically and elegantly enjoyed by all. The firm's philosophy is rooted in "Cradle to CradleSM" thinking, which believes that everything we create can contribute positively to society, the economy, and the environment. In the natural world, the sun continually generates new growth and feeds living systems. One organism's waste nourishes another - waste equals food. Ideally, all products could be reused as nutrients in either biological or technical systems, infinitely recycled back into comparable products.

Braungart is the founder and scientific director of EPA International Umweltforschung GmbH in Hamburg, Germany, and the co-founder of McDonough Braungart Design Chemistry (MBDC) in Charlottesville, Virginia. He also co-founded the Hamburger Umweltinstitut e.V. (HUI)



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Braungart ist der Gründer und Direktor der EPEA International Umweltforschung GmbH in Hamburg, Deutschland, und Mitbegründer von McDonough Braungart Design Chemistry (MBDC) in Charlottesville, Virginia. Zudem hat er bereits 1989 das Hamburger Umweltinstitut e.V. (HUI) mitbegründet. Was diese Organisationen gemeinsam vermitteln sind intelligente, ästhetische, und umweltgerechte Konzepte stets im Rahmen der „Cradle to Cradle“ Denkweise.

GRAFT, eine innovative deutsche Architekturfirma, arbeitet bereits bei früheren Projekten weltweit mit Pitt zusammen. Die Gründer Lars Krückeberg, Wolfram Putz und Thomas Willemeit kennen sich bereits aus ihrer Studienzeit in Braunschweig, wo sie zuerst einen Jazzchor gründeten und schließlich eine berufliche Zusammenarbeit ins Rollen brachten. GRAFT, 1998 gegründet und inzwischen mit Niederlassungen in Berlin, Los Angeles und Peking vertreten, ist eine universelle, vielfach ausgezeichnete Architekturfirma die unter anderem für Institutionen aus Kunst, Bildung und Wirtschaft Gebäude plant.

DAS „PINK PROJECT“ - EINE VIRTUELLE STADT DER HOFFUNG

Auf einem Filmset in New Orleans entdeckte Brad Pitt ein pinkes Stoffhaus und bekam die Idee, die Farbe pink als Hoffnungsträger für den Wiederaufbau zu nutzen. Zusammen mit GRAFT wurde ein Konzept entwickelt, Film und Architektur zu einer Installation zu verschmelzen, die globale Aufmerksamkeit auf ein brennendes lokales Problem lenken würde. Nur mit Hilfe von Spenden können diese pinkfarbenen „Platzhalter-Zelte“, deren Ansicht stets an den notwendigen Wiederaufbau mahnen, schließlich durch 150 neue, echte Wohnhäuser ersetzt werden.

Auf der Website makeitrightnola.org können Besucher ein virtuelles Modellhaus „durchwandern“ und Teile anwählen, die sie mit ihrer Spende adoptieren möchten.

Für die „Pink Project“ Installation ist Stefan Beese verantwortlich. Der Deutsche aus Flensburg ist Gründer der Firma „beesign-production design“ und Träger mehrerer Auszeichnungen in den USA und Europa.

Neben dem Designen von Shows, Ausstellungen, Bühnen- und Filmsets in Deutschland und den USA, ist er bekannt für seine kühnen Entwürfe, mit denen er Welten von Fantasy und Science Fiction kreiert.

Der Hurrikan „Katrina“ war leider keine Science Fiction, aber wir können versuchen, die Fantasie, welche New Orleans zu einer der einzigartigsten Städte dieser Welt gemacht hatte, wieder aufleben zu lassen und die Stadt wieder zu einem lebenswerten Ort zu machen.

In 1989. These organizations share a common set of values that embrace intelligent, aesthetic, and eco-effective design and seek to optimize products within the cradle- to-cradle framework.

GRAFT is an innovative German architect firm that Pitt has collaborated with on projects around the world. Founders Lars Krückeberg, Wolfram Putz, and Thomas Willemeit first met as students at the University of Braunschweig in Germany where they formed a jazz choir, which started their successful collaboration. In 1998 they established GRAFT. Meanwhile the company has offices in Berlin, Los Angeles and Beijing, and is a full-service architectural firm with a collective professional experience that encompasses a wide array of building types.

THE PINK PROJECT - VIRTUAL CITY OF HOPE

While on a movie set in New Orleans, Brad Pitt identified the visual potency of assembling pink houses as a metaphor. Together with GRAFT, the idea was born to merge film and architecture into an installation that would focus immediate global attention onto a pervasive local issue. Only through monetary donations can these pink place-holders be reassembled, registering the effects of a collective consciousness, and ultimately enabling the construction of 150 real

homes. At www.makeitrightnola.org viewers can take a virtual tour through a model house and select the part they wish to adopt with their contributions.

Stefan Beese from Flensburg, Germany, and founder of beesign-production design joined forces with GRAFT and became executive producer of “Pink Project.” He is the recipient of many awards in both the United States and Europe, as well as a certified member of the German Chamber of Handicrafts. In addition to designing shows, fairs, exhibitions and sets for stage and screen in Germany and the US, his bold, contemporary style has inspired many to commission him to create many worlds of science fiction and fantasy.



The Pink Prototype by Stefan Beese

Unfortunately, Hurricane Katrina was not fiction, but we can try to revive the fantasy that made New Orleans one of the most unique cities in the world. Let's roll up our sleeves and “Let the Good Times Roll” once again.