

StandPoint

A brochure intended to evoke feelings of responsible living, the StandPoint is billed as a one-of-a-kind, among the most earth-friendly mixed residential and retail buildings in the entire world.

- Intro [image: rendering of building]
- It's the Right Thing To Do [image: boy scout lifting recycled papers-perfect amount of cheese factor]
- Community Dwelling [image: school of fish?]
- More...

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STANDPOINT

Stand (Live Green)	Point (Live Healthy)
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Page 2 (Intro)

At the science fair, the erupting volcano was neat. There was even flashing lights for special effects. But the project didn't win anything. It had been done before.

The Standpoint is a new, innovative project, with a conscience mission in mind: responsible living. However, it's no experiment. Every year, new conservation technologies drive higher levels of efficiency and effectiveness. Better, success.
Drawing plans are tweaked, measured, tested...and they work.

Of this you are aware.

So Standpoint is not the first to attempt an environmentally responsible building on our little globe. They're everywhere. Some employ new skylights. Some properties more than others channel the sun's powers into energy. Several maintain self-sustaining water systems, or use recycled material whenever possible. Few combine them all. And more.

We're at the big table now, advancing architecture and smarts. Embracing community and world. The Standpoint will be one of the most earth-friendly structures anywhere in the world. The Standpoint and Portland will earn the Earth's blue ribbon, year after year after...

Page 3 (It's the right thing to do)

A younger classmate who lived across the street started a compost pile in his backyard...for worms. His grandfather taught him how. He was eight. He was weird.

The street on which we lived was busy with traffic. Naturally, people tossed out what they had just consumed. Lugging a trash bag containing aluminum cans and Coke bottles paid for another comic book. I was weird.

Wherever you came from, you're here now.

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