

TEAM MASSACHUSETTS

SOLAR DECATHLON 2011

FOR MORE INFORMATION ABOUT
SPONSORSHIP OPPORTUNITIES
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**AFFORDABLE SUSTAINABLE DESIGN
FOR THE NEW ENGLAND FAMILY**

BE A PART OF  **HOME**



Two Massachusetts schools have teamed up for the **Solar Decathlon 2011**, a biennial **U.S. Department of Energy** global competition to design and build a home that addresses the changing needs of family life and of the planet.



The Solar Decathlon has grown into one of the most highly anticipated design competitions. Thousands of people visit the National Mall to see the homes built by 20 collegiate teams that combine affordability, energy-efficient construction and appliances, and renewable energy systems available today. The 20 houses from all over the globe will be assembled in Washington DC on the National Mall in the fall of 2011.



MassArt and UMass Lowell are TEAM MASSACHUSETTS

In the Spring of 2010, architecture students from Massachusetts College of Art and Design and engineering students from University of Massachusetts Lowell worked together to submit a proposal for admission into the competition. In April, their proposal was accepted, and they are currently contenders in the 2011 competition.

The team has coordinated and prepared submissions for the competition. They have had design reviews with faculty and professionals, and meetings at each others' campuses. This project is an intrastate effort.



PHOTO BY STEFANO PALTERA
U.S. DEPARTMENT OF ENERGY SOLAR DECATHLON 2009

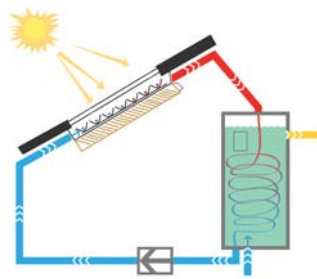


THE FAMILY

AN ENERGY-CONSCIOUS FAMILY OF THREE

TECHNOLOGY

HARNESSING THE POWER OF THE SUN





TEAM MASSACHUSETTS

**MassArt AND UMass Lowell
IN MEETINGS, DESIGN REVIEWS,
AND FIELD TRIPS**



PHOTOS BY JULIE CHEN

WHAT IS THE 4D HOME?

Team Massachusetts is calling its project the 4D Home, a 1,000-square-foot house for a family of three that is completely powered by the sun. The 4D Home celebrates the New England vernacular and is designed to accommodate the many changes that all four seasons bring to Massachusetts. Not only will the house adapt to the seasonal changes of the region, the 4D Home will also anticipate the constant shifts in our climate, economy, and family needs. It is a New England home with New England comfort, from bedroom to porch.

ABOUT THE SCHOOLS

Founded in 1873, MassArt was the first art school in the United States to grant a degree, and it remains the nation's only public college of art and design.

UMass Lowell is a comprehensive university with a national reputation in science, engineering, and technology. It is also publicly funded and offers the only solar energy engineering program in the Northeast United States.

WHY DESIGN THE 4D HOME?

The phrase "going green" is familiar to everyone, but what does it really mean? For the 20 teams selected for the U.S. Department of Energy Solar Decathlon 2011, it means closing the gap between affordable housing and sustainable living. For Team Massachusetts, it means much more, including educating the homeowner about energy efficient technology and consumption, while making it a home that is comfortably livable.

WHAT HAPPENS TO THE HOME AFTER THE COMPETITION?

After assembling the home on the National Mall for the competition, Team Massachusetts will bring it back to New England, to settle into its final location. The team is currently seeking a site, preferably to be used as it was intended: a home for a family.



WELCOME TO THE 4D HOME

What makes the 4D Home "4D"? The 4D Home is three-dimensional, over a fourth dimension, time.

PRELIMINARY RENDERING BY STUDENTS



TEAM MASSACHUSETTS

MassArt and UMass Lowell
WORKING TOGETHER IN DESIGN AND ENGINEERING



A TIGHT SCHEDULE

Time is ticking and design is already underway by students. Your contribution helps us stay on-track.

4D HOME TIMELINE

2010	April	Team Massachusetts receives award from the US Department of Energy to enter competition
2010	April through November	Concept design and development
2010 2011	November through March	Construction document preparation
2011	March through July	Construction - Assembly and engineering completed and tested
2011	August	Exhibition in Boston/Send-Off Party Deconstruction - Break-down and Ship to Washington DC
2011	September	SOLAR DECATHLON, National Mall, Washington DC Construction - Reassemble Competition - 10 contests Public exhibition
2011	October	Deconstruction - Break-down and Ship to New England
2011	November	Reconstruction - Final 4D home location

“The Solar Decathlon has allowed me to contribute to something which is meaningful and innovative.”

SPENCER CULHANE,
TEAM MASSACHUSETTS PROJECT MANAGER
SENIOR STUDENT IN ARCHITECTURE
MASSACHUSETTS COLLEGE OF ART AND DESIGN



“The Solar Decathlon is challenging, but we’re confident, with the right support, we’ll successfully represent the ingenuity, history, and social responsibility of the people and businesses of Massachusetts.”

WALTER D. THOMAS,
TEAM MASSACHUSETTS PROJECT ENGINEER
DOCTORAL CANDIDATE IN SOLAR ENGINEERING
UNIVERSITY OF MASSACHUSETTS LOWELL

4D HOME BUDGET

Design Process			\$32,000
Public Education	Website, exhibitions, promotion, Fundraising, Animations		\$20,000
Construction Deconstruction Reconstruction	Labor Materials	\$104,000 \$200,000	\$304,000
Transport	Ship house to and from Washington DC Team Transport	\$60,000 \$50,000	\$110,000
Professional Services	Engineering and preliminary testing, code compliance, health and safety		\$34,000

TOTAL: \$500,000

YOUR HELP IS NEEDED

The **U.S. Department of Energy** has given Team Massachusetts this opportunity to exhibit advances in affordable and sustainable housing. This project cannot succeed without your support. Collectively, the schools must raise \$500,000 to make this

once-in-a-lifetime possibility a reality. Your contribution will not only advance public higher education and alternative energy solutions, it will educate the public that change in energy consumption is possible.

Your contribution supports **sustainable** and **affordable** design in **New England** and creates extensive media and promotional opportunities.



In addition to supporting a valuable renewable energy project, the Solar Decathlon offers vast promotional opportunities. Solar Decathlon 2009 afforded more than:

- 900 million media impressions with Solar Decathlon messages (this estimate includes print, online and broadcast coverage).
- 175 million print and online readers, including the New York Times, Washington Post, Los Angeles Times, USA Today, Newsweek.com and Economist.com, as well as over 265 newspaper articles and 730 television stories, nationwide.
- 75 million radio listeners.
- 200 thousand visitors on the National Mall during the competition.

YOU CAN SUPPORT THE ENGINEERING AND ARCHITECTURAL INITIATIVE BY MAKING A CONTRIBUTION TO EITHER COLLEGE:

Make checks payable to **“MassArt Foundation”** with **“Solar Decathlon”** noted and mail to:
 Hunter O’Hanian
 MassArt Foundation
 621 Huntington Ave.
 Boston, MA 02115

Make checks payable to **“UMass Lowell”** with **“Solar Decathlon”** noted and mail to:
 Caitlin O’Brien
 University Advancement
 University of Massachusetts Lowell
 1 University Ave, Southwick 250
 Lowell, MA 01854

Both foundations are independent 501(c)(3) charitable organizations.

SPONSORSHIP LEVELS

Contribution	LEADER \$50,000+	TEAM MEMBER \$25,000+	CONTRIBUTOR \$10,000+	SUSTAINER \$5,000+	FRIEND \$1,000+	SUPPORTER Under \$1,000
Primary recognition on all materials						
Recognition on all materials						
Name on wearables						
Signage on both campuses						
Video/electronic signage						
Display boards at events						
Permanent plaque in home						
Verbal recognition in DC						
Recognition in summer 2011						
Website recognition						
Newsletter recognition						
Attend selected team meetings						
Invites to send-off party						
Invites to media events						
Invites to VIP dinner in DC						