ModernGreen
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The power and potential of strategic alliances

Modern Green Development

Nov. 4. 2011

Agenda

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- Modern Green
- Projects
- Partnership
- Power of partnership

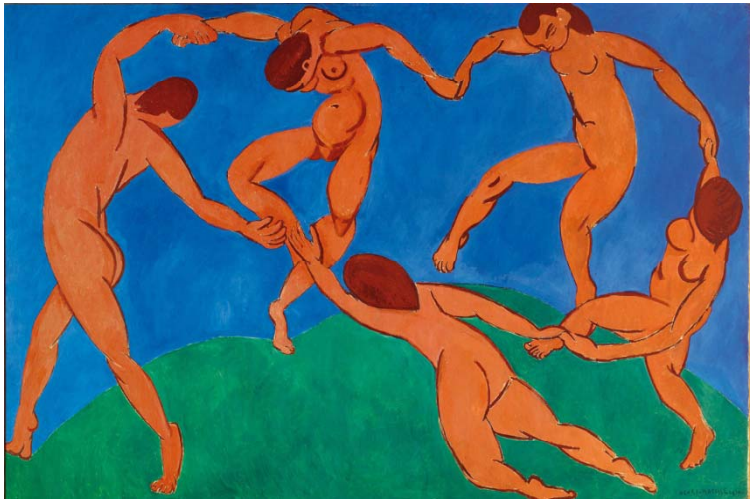
Modern Green

- Founded in 1995 and headed by Chairman Lei Zhang, with an international team
- Headquarters: Beijing, Brisbane and now Vancouver
- Leading global developer of advanced green building research and technology along with commercial and luxury residential development
- Has designed and developed over 60 million square feet of award-winning green buildings in numerous communities internationally

Modern Green

- Modern Green communities:
  - –The philosophy of sustainable luxury via progressive urban planning
  - –Create abundant health and wellness opportunities
  - – High-performance living spaces and site-specific green building technologies/standards
- Modern Green Technology
  - –Passive Green
  - –Active Green

Projects



Grand MOMA (Linked Hybrid)

- Designed by Steven Holl
- Center of Beijing
- 2.2 million square feet
- A loop air corridor connecting 8 buildings

Projects

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Grand MOMA

- Largest geothermal system worldwide
- Largest grey water system in Asia
- Awards
  - "*seven miracles in architectural engineering in the world in 2006*" by Popular Science
  - "*Top 10 architectural marvels in the world in 2007*" by Time magazine
  - "*2008 Architectural Award for Sustainable Development*" by American Institute of Architects

Projects

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MOMA Forest Forever

- Designed by Baumschlager + Eberle
- 218 single family homes
- Geothermal for each home
- First European styled luxurious single family housing in Asia

Projects

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MOMA Forest Forever

Awards

- "*Pilot Project of Green Architectures*"

  by International Housing Association (IHA) in 2007

Projects

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POP MOMA

- Designed by Baumschlager + Eberle
- 130,000 square feet
- First high comfort and low energy consumption development in downtown Beijing

Projects

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Shang Di MOMA

- Location: University town
- 1.9 million square feet
- Awards
  - Outstanding Pilot Energy-saving Architectural Project in Beijing
  - The Housing with the Most Valuable Brand in China's Real Estate Industry in 2005 to 2006

Partnership

- Modern Green has been partnering with the leaders of the industry worldwide
  - Karl Steiner AG: quality assurance
  - DHV Group: waster water treatment
  - Hyatt International: green hotel management
  - M3 Capital: investment platform

UBC & MG

- Exchange program for students internships
- Center for Interactive Research on Sustainability (CIRS)
- Modern Green Sustainability Research and Education Center at Wesbrook Village, UBC
- YU-First MG Sustainable Residential Development in North America

Exchange Program

- 3 selected PhD and master students went to MG Beijing office for 50 days

"By supporting CIRS, we wish to help researchers and students at UBC develop green building technologies and accelerate their availability around the world." - Zhang Lei

CIRS

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- The most sustainable building in North America
  - Video from Prof. John Robinson
  - Funding contribution
  - Joint Research & Development of Green building techs

Sustainability
Research & Education Center

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Research

- 5,000-square-foot Research and Development Center
- YU at Wesbrook Village, Modern Green's first project in North America

YU

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YU at Wesbrook Village

- Cross ventilation and natural daylighting
- 3-tiers of green courtyard
- Low temperature hydraulic energy system to connect to a future district energy station
- Healthy lifestyle

Power of Partnership

- Partnership For Modern Green

  “Partnership builds community”-Zhang Lei

  – Innovation of new green building technologies

  – Discovery of new sustainability ideas

  – Better application within industries

  – Joint efforts to move green building forward

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Innovation of new Green building technologies

- New research topics and themes
  - Human Behavior and green buildings
- New building materials
  - Different shading systems and window systems
- New M&E systems
  - Cooling and heating
  - Water treatment

Discovery of new sustainability ideas

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- Monitoring of energy consumption of the buildings
- Improvement of the health and well-being of the building occupants
- Passive green
  - Accommodation to the local climate
  - Natural ventilation and daylighting

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Better application within industries

- Commercialization of the new technologies
  - Larger scale of the application
- Commercialization of the new building materials
  - Local building materials can be applied in other markets

Joint efforts to move green building forward

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- Stronger R&D team
  - Exchange program
  - Team from multi-cultures
- Influence on policy makings
  - Update policy makers of new discoveries
  - CIRS standard for both commercial and residential developments

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Thank you!