



For Immediate Release
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THE HETTEMA GROUP HELPS LA GO GREEN!

Fighting Global Warming and Brand Building for TreePeople

The piece of land is prime. The intersection of Mullholland Drive at Coldwater Canyon where the views stretch for miles across the San Fernando Valley. These four acres form the core of a boutique-sized project with global-sized ambitions. TreePeople is fighting Global Warming--one tree at a time.

When the time came for Andy Lipkis, TreePeople founder and president, to create their new visitor center and educational base, TreePeople Center for Community Forestry, he turned to The Hettema Group—the Pasadena-based experiential design company.

“The assignment seemed straightforward: master plan and design the guest experience for this 35 year old organization”, says Phil Hettema, creative executive of The Hettema Group.. “But when we started digging into TreePeople we discovered that what they really needed first was a clear definition of who they were and what their mission was.”

The Hettema Group engaged in a deep and penetrating study of the organization, interviewed key stake holders, synthesized the information and crafted a Brand message and mission. This Brand then informed the creation of the interpretive master plan itself.

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THG's interpretive master plan came to life as multiple architects and a landscape architect collaborated on the recently opened \$10 million, TreePeople Center for Community Forestry. Architectural design of the center was provided by Marmol Radziner and Associate, and Carlos Madrid III of DMJM Design/AECOM. Mia Lehrer & Associates was the landscape architect.

The TreePeople Center is a destination for 70,000 annual visitors including 10,000 students, and 6,000 volunteers in search of inspiration and education on the campus which includes:

- The LEED platinum-certified Conference Center to promote sustainability in Los Angeles and around the world;
- S. Mark Taper Foundation Environmental Learning Center- a training classroom;
- La Kretz Urban Watershed Demonstration Garden with hands-on exhibits ;
- 216,000-gallon cistern that stores rainwater collected from the buildings and from the parking grove for use in landscaping;
- W.M. Keck Foundation Nursery for native plants that restore damaged local watershed.

About The Hetteema Group

The Hetteema Group specializes in uniquely creative design in the world of experiential entertainment for museums, visitor centers, theme parks, and resort developments. THG's strong conceptual thinking –breakthrough, out-of-the box solutions –combines with top quality design for

- Destination Resorts & Parks
- Retail, Dining & Entertainment Lifestyle Destinations
- Museum and Exhibit Design
- Shows, Entertainment, & Attractions.

Highly experienced in world-class experiential projects (from concept through production), THG provides innovative and original solutions that bring a fresh approach to all of its design work. Under the guidance of Phil Hetteema, who has been a leader in this industry for over 30 years, THG's team consists of experienced designers, illustrators, master planners, architects, engineers, project managers, and producers. The Hetteema Group provides full design services including program development, project analysis and feasibility, concept development, detailed design, and on-site design supervision.

Current and recent THG clients include the America I AM (African American Imprint) exhibit currently on tour, the Royal Hashemite Court of Jordan, Harrah's Casinos, the National World War II Museum (New Orleans, Louisiana), Universal Studios (Hollywood and Orlando), Paramount Pictures, the Russian Jewish Museum (Moscow, Russia), Gallagher and Associates, (Bethesda, Maryland), the Museum of Science and Industry (Chicago, Illinois), ResortsWorld

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(Sentosa, Singapore), Samsung Corporation (Korea) MGM Location Based Entertainment, Busch Entertainment Corporation, and Dreamworks Animation SKG.

About TreePeople

TreePeople is a nonprofit organization dedicated to helping nature heal our cities. Since their founding in 1973 by Andy Lipkis, TreePeople has been improving the quality of life in Los Angeles by inspiring residents and government to plant and care for millions of trees in the city and surrounding mountains. TreePeople has demonstrated dramatic and cost-effective solutions to some of the most pressing urban environmental problems by utilizing approaches based on nature itself. TreePeople works to offer sustainable solutions to urban ecosystem problems, focusing on three areas:

- Training and supporting communities to plant and care for trees
- Educating school children and adults about the environment
- Working with government agencies on critical water issues.

Read more about The Hetteema Group and TreePeople on the Web

<http://www.thehettemagroup.com/>

<http://www.treepeople.org/>

<http://greenlagirl.com/2008/10/02/treepeople-center-for-community-forestry-grand-opening/>

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