

FOR IMMEDIATE RELEASE

JACOB BURNS FILM CENTER'S MEDIA ARTS LAB RECEIVES LEED GOLD CERTIFICATION

The Only USGBC Registered LEED Gold N.C. (new construction) Building in Westchester County

Pleasantville, NY – May 14, 2010 – The Jacob Burns Film Center (JBFC), a cultural arts institution with a dual mission of film and education, announced today that its Media Arts Lab has been certified by the United States Green Building Council (USGBC) at the Gold level under the Leadership in Energy and Environmental Design (LEED) classification. The Lab, located in the center of Pleasantville, was constructed using a wide range of environmentally conscious practices. It is the only registered LEED Gold N.C. (new construction) building in Westchester County.



© 2009 David Lamb Photography

Opened in 2009, the Media Arts Lab is Jacob Burns Film Center's state-of-the-art education center, teaching 21st century literacy using the visual practices of storytelling and filmmaking. The Lab offers on-going semester long classes, one-time workshops, and weekend programs for children and adults of all ages. Professional faculty lead courses in animation, editing, acting, scoring, cinematography, and more.

The Mount Kisco-based firm of KG&D Architects & Engineers, PC designed the project and Yorke Construction Corporation of New York City was the general contractor.

The building and its features are another facet of the educational programs – to de-mystify the techniques and technologies of sustainable construction for the general public. “The Media Arts Lab is not just a place for film lovers to come to tell their stories, but it is also a place that challenges a way of thinking, both in the way we use storytelling as a literacy tool and in the way the building has been constructed,” said Steve Apkon, Executive Director of the Jacob Burns Film Center.

“The most rewarding projects are collaborations,” said Erik Kaeyer, Vice President of KG&D Architects & Engineers, PC. “During early planning discussions the concept that the building itself could become a teaching tool energized the entire planning and design team. We enjoyed working with the creative community at the Jacob Burns Film Center to meet the challenges of designing such an efficient and unique community teaching facility.”

The Media Arts Lab has received several prestigious awards within the design community, including the High Honor Award from the American Institute of Architects Westchester Mid-Hudson (AIAWMH), the Gold Award for Excellence from the American Council of Engineering Companies, New York State Chapter (ACEC), the 2010 Outstanding Engineering Achievement Award from the New York State Society of Professional Engineers, and the 2009 Project of the Year Award from Westchester/Putnam Chapter of the New York State Society of Professional Engineers.

The groundbreaking took place in 2006, on the site of the former Higham Press. The building site was recycled as part of ‘green’ practices, and is only one of many ‘green’ features that the building highlights in its design. In addition to the solar panels and geothermal heating and cooling, the Lab emphasizes the natural beauty of raw materials used in construction including many recycled elements. From exposed ceilings and concrete walls, to cork floors and recycled glass counter tops, the Media Arts Lab shows a creative array of ways to construct something efficiently and friendly to the environment.

Some of the highlights of the building's construction and environmental considerations are:

- The revitalization of an existing site – 87% of demolition material was diverted from landfill
- Ground-source heat pump – geothermal system for heating and air conditioning with high-efficiency condensing gas boiler backup
- Vegetative 'Green' roof system to reduce stormwater runoff and solar heat gain
- Solar panels for on-site electricity generation, in addition to energy efficient fixtures & smart controls, such as daylight dimming and occupancy sensors
- Utilization of latest technology in water management
- Radiant heating system
- Roof overhangs and UV window filters maximize daylight while minimizing solar heat gain
- Location – pedestrian access to & from downtown area and public transportation
- Natural demand-controlled fresh-air ventilation detects and reduces air flow in unoccupied space
- Native, drought-tolerant landscaping

Free tours of the Media Arts Lab are offered on the third Thursday of every month. The tour starts at 5:30 pm in the Media Arts Lab lobby at 405 Manville Road in Pleasantville. There is no pre-registration required for the tour.

The Jacob Burns Film Center (JBFC) is a nonprofit cultural arts organization dedicated to: presenting the best of independent, documentary, and world cinema; promoting 21st century literacy, and making film a vibrant part of the community. Located on a 47,500 sq. foot, three-building campus in the center of Pleasantville, the JBFC is just 30 miles outside of New York City. Since the opening in 2001, over 1,000,000 people have seen over 3,500 films from more than 40 countries. The campus includes the 27,000 sq. feet Media Arts Lab, the JBFC's state-of-the-art education center, a creative and educational community for storytellers in the digital age, offering one-time workshops, intensive courses, and weekend programs for children and adults of all ages. To learn more about the Jacob Burns Film Center and Media Arts Lab, visit www.burnsfilmcenter.org.

###

Contact: Rob Sampogna (rsampogna@burnsfilmcenter.org)
Abby Popper (apopper@burnsfilmcenter.org)
914.773.7663, ext. 434/424