



# Magenta House





**MAGENTA HOUSE – a project of the Pando Accelerator at Maryknoll and including:**

Pasadena City College,  
LA Trade Tech, and  
University of LaVerne.

For LA Department of Water and Power in collaboration with Los Angeles City Councilmember Paul Kortez.





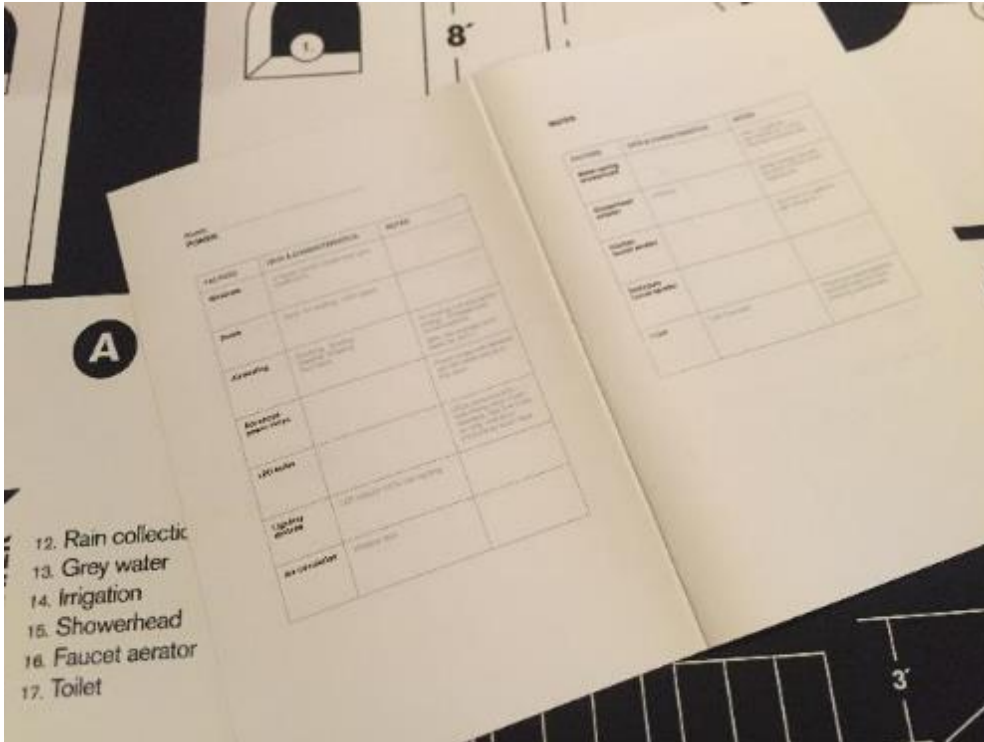
**MAGENTA HOUSE Festivals** center around a specially-designed pop up mobile structure featuring interactive stations on water and power use and sustainability. Designed with a Dr. Seuss-like quality, the house is fun for the entire family and helps people of all ages quickly grasp the DIY work that they, their families, and neighbors can do for a more energy efficient and water conscious future. The house pops up and down within a single day.





**MAGENTA HOUSE Makeover events** are on-site DIY workshops located in a CD5-related home or apartment designed to help owners and renters alike assess, install, and use water- and power-saving devices and tips, showcasing the broad range offered by LADWP.





**MAGENTA HOUSE Makeover Kits** offer a room-by-room assessment guide for any home or apartment, fold-out tool to augment the guide, listing of tips and resources, and free giveaways from LADWP.







**The MAGENTA HOUSE Promotional Campaign** includes home and yard signage, posters, flyers, t-shirts and more that are getting people talking about water and power across the District.



## THIS IS NOT A SHIRT

It's a conversation  
starter.  
It's a planet saver.  
It's a story teller.  
And.  
Oh.  
The story you  
want to tell is on  
the back side.

Please learn it  
before you discard  
this card.

PS-  
Don't discard  
this card.

USEMORE.  
WORLD

