Meet the Icelandic couple designing flameproof eco-friendly buildings in Santa Monica

CLARA HARTER
SMDP Staff Writer

So far 2020 has been California’s worst fire season in history, with thousands of homes perishing in flames. Icelandic architects Erla Dögg Ingjaldsdóttir and Tryggvi Ingjaldsdóttir want to change that. Instead of rebuilding houses with new flammable structures, they have designed the mnmMOD Panel System — an alternative to wood framing that uses EPS foam and steel to build eco-friendly fire-resistant homes.

HOMES: A Santa Monica company is working to make homes less prone to fire damage.

CLARA HARTER
SMDP Staff Writer

Santa Monica homeowners and renters can now view the proposed revisions to the city’s medium-term leasing ordinance, which is expected to be amended when City Councilmembers meet Tuesday.

In an effort to keep developers from exploiting loopholes in current laws, Council introduced new leasing requirements in August that required all residential rental properties in the city to be rented unfurnished to natural persons who intend to occupy the unit as their primary residence for longer than a year.

Council to discuss leasing revisions Tuesday

BRENNON DIXSON
SMDP Staff Writer

Local Job Resources in Challenging Times

Many were shocked by the news following the beginning of quarantine; come home from work, wear a mask and stay inside unless you’re gathering the essentials. After nearly seven months of closures, we are slowly but surely seeing many businesses reopen once again, looking to replenish their fallen workforce. As unemployment rates reach an all-time high in the state of California, the City of Santa Monica has created a one-stop resource for residents to assist in their next career change, including unemployment resources, hosting virtual employment webinars, and providing links to local job resources.

SEE JOBS PAGE 6

Santa Monica History Museum to host virtual gala fundraiser

HISTORY: The museum is going online for its annual fundraiser.

CLARA HARTER
SMDP Staff Writer

On Sunday Oct. 11, the Santa Monica History Museum plans to fulfill its mission of “Keeping Our History Alive” by bringing its annual gala dinner directly to your home. In its biggest fundraising event of the year, the museum will host a virtual exhibit tour and silent and live auction while attendees dine on Courtesy image

Santa Monica Daily Press

SEE VIRTUAL GALA PAGE 11

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SEE LEASING PAGE 2
LEASING
FROM PAGE 1

“Due to the far-reaching applicability of the ordinance, public correspondence was received in the wake of the ordinance’s passage requesting consideration for a variety of scenarios,” a staff report for Tuesday’s meeting reads. “The written comments have been largely from homeowners who are concerned about losing their ability to temporarily rent their home when they are on vacation, sabbatical, home swap or other reasons. They have communicated that they rent their homes, often furnished and for at least 31 days, and these occasional rentals are a source of income that allows them to continue to live in Santa Monica.”

Students looking to rent only for the length of the school year, patients needing temporary medical care and Santa Monica residents displaced due to emergency repairs were also cited as reasons why the city should continue allowing medium-term rentals.

Staff reviewed the correspondence regarding various exemption scenarios but is not proposing exemptions for different potential users of ‘medium-term’ housing as it is challenging to carve out exceptions for different users without creating inadvertent loopholes thereby undermining Council’s objective to curtail temporary leasing activity, the report states. Therefore, in response to public input — but still keeping within the spirit of Council’s direction to continue to ensure strong protections against permanent multi-unit housing stock being used for temporary rentals, staff proposed a few exemptions to the new ordinance.

OWNER-OCUPIED RESIDENTIAL UNITS
This amendment would enable an owner-occupied unit to be rented for less than one year if the primary resident who rents the unit intends to return at the end of the lease to again occupy the residence, staff said. “The unit would be allowed to be rented furnished and there would be no requirement that the tenant use and occupy the unit as their primary residence… This would allow for reasonable use of single-unit dwellings and condominiums,” and also provide a potential housing option for Santa Monica residents who may temporarily need to vacate their homes due to emergency repairs, remodels, and similar situations.

ACCESSORY DWELLING UNITS
If Council were to approve staff’s recommendations, Accessory Dwelling Units and Junior Accessory Dwelling Units would also receive an exemption from the recently-enacted law, meaning there would be no limitation on the number of times in a year an ADU or JADU could be rented as long as owners of the property live on-site for the duration of the lease.

“Owners would be permitted to rent out an ADU or JADU for a term of less than 30 days but less than one year,” the report states, adding: “The proposed exemption would not modify the existing prohibition against renting out an ADU for a term of less than 30 days.”

TELEPHONE RELOCATION
The proposed tenant relocation exemption seeks to address an inadvertent conflict of the new leasing requirements by allowing medium-term rentals to be leased to tenants who are subject to relocation provisions in the Municipal Code.

“Leases in this specific circumstance would not need to comply with any of the four main aspects of the leasing requirements,” the report states, “and would further a landlord’s ability to relocate tenants to comparable temporary rental housing within the City.”

To view the full agenda for the upcoming meeting, which is set to begin at 5:30 p.m. Tuesday, Oct. 13, visit http://bit.ly/SMleasing.
DAILY FIRE LOG

SMDP STAFF CHOSE THE FOLLOWING FROM 30 CALLS ON OCT. 07

- EMS 1000blk Ocean Park Blvd 8:27 p.m.
- EMS 1200blk Ocean Ave 8:17 p.m.
- EMS 1300blk Ocean Ave 8:12 p.m.
- EMS 1400blk Ocean Ave 7:54 p.m.
- EMS 1500blk Ocean Ave 7:48 p.m.
- EMS 1600blk Ocean Ave 7:43 p.m.
- EMS 1700blk Ocean Ave 7:38 p.m.
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- EMS 2400blk Ocean Ave 7:03 p.m.
- EMS 2500blk Ocean Ave 6:58 p.m.
- EMS 2600blk Ocean Ave 6:53 p.m.
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CRIME WATCH

CRIME WATCH is compiled by the Daily Press staff from reports received by the Malibu Police Department. These are arrests only. All parties are innocent until proven guilty in a court of law.

ON SATURDAY, SEPTEMBER 26

SMPD Officers responded to a radio call regarding Fraud that had taken place at the Wyndham Hotel. The Officers spoke with a hotel representative who stated that Deontaine Wade had booked three rooms with a fraudulent credit card. The hotel’s Human Resources Manager had contacted the bank and was told that the card owner lived in a different state and that the card had been fraudulently used beginning September 21. The hotel representative advised that Wade was on the premises and directed officers to his location. Deontaine Charles Wade was booked on a 530.5(a) PC-Identity Theft and was released with a citation, per COVID-19 guidelines.

COMMUNITY BRIEFS

Malibu

Richard Mollica Named Acting Planning Director as Planning Director Bonnie Blue Prepares to Move on from Malibu

On October 7, 2020, Assistant Planning Director Richard Mollica has been named the Acting Planning Director for the City of Malibu effective October 21, 2020. After five years as the City’s Planning Director and a total of 14 years working for the City, Bonnie Blue announced plans to relocate to her home state of Florida to be closer to her family. Bonnie will be stepping down from her current role on October 20, 2020 following the October 19, 2020 Planning Commission Meeting. During her time with the City, Bonnie shepherded many planning initiatives including the Dark Skies Ordinance, the Formula Retail Ordinance and Fire-Resistant Landscape Ordinance to protect Malibu’s rural resident character and unique natural environment.

“Having served as a Planning Commissioner for over six years, I know first-hand what a competent, professional job Bonnie has done leading the City’s Planning Department and I am very pleased that Richard Mollica will be serving in this acting capacity,” said Mayor Mikke Pierson.

After graduating from Malibu High School, Richard Mollica earned a bachelor’s degree from the University of California Los Angeles and a master’s degree in Urban and Regional Planning from the University of California Irvine. Richard is certified by the American Institute of Certified Planners and has worked for the City for over 15 years in various roles within the Planning Department. In recent years, Richard has helped manage the planning process for the City’s fire rebuid effort making it easier for residents to rebuild. Richard was promoted to Assistant Planning Director in July 2019.

The Planning Department is responsible for assisting the community in planning for the future and helping guide growth consistent with the community vision. Planning Department staff provide professional advice and services in a wide range of areas to members of the public, applicants, outside agencies, Planning Commission, and City Council. Planning Department functions include current planning, long-range planning, code enforcement, and staff support for commissions and committees including the Planning Commission.

Naming Richard Mollica as Acting Planning Director will ensure continuity of planning services while the City continues its search for a permanent Planning Director.

Residents, applicants and others with planning questions may contact Acting Planning Director Richard Mollica at 310-456-2489, ext. 346 or via email at rmollica@malibucity.org.

LET US KNOW YOUR OPINION

Santa Monica Daily Press

editor@smdp.com

SUBMITTED BY MATT MYERHOFF
I read the Yes on Prop 19 "letter to the editor" on your site. I decided to google the name because I assumed it was a realtor, and what do you know, it was! Proposition 19, and the ads for it, are extremely deceitful, and don’t explain the true effect if it passes. It’s a massive property tax increase for children who inherit the family home from their parents. This will lead many children who can’t afford the increased property taxes to sell it, which is why it’s sponsored by...the realtor lobby! I think it should have been disclosed that Ryan Hass is a real estate agent.

Another benefit to realtors is that it allows those over 55 to keep their tax basis on new houses up to three times! More sales for realtors!

This proposition hurts millennials and younger folks who are already having trouble buying their first home, pay enormous property taxes if they are able to do so, and now, if they are lucky enough to inherit their parents’ home, will receive sticker shock when the property taxes get reassessed. Moreover, many first time buyers will have to compete in a market where those with a low property tax basis (i.e. people who purchased their home decades ago), can transfer that property tax basis (3 times, anywhere in the state!) to other homes, and outbid those who would have high property taxes.

There’s no “lobby” for No on 19, but I think it’s the duty of newspapers across the state to explain what will actually happen. I’m an estate planning attorney, and if my clients really understood how they would be affected, they would vote no.

Thanks for your time!

Justin Gordon, Santa Monica
Super Spreader and Stupid Spreader

The day Donald Trump essentially checked himself out of Walter Reed Hospital, he put on a show returning to the White House via Marine One that landed on the South Lawn. Wearing a mask Trump walked slowly up the stairs but not bad for an obese 74-year-old man with Covid-19. (That said, he was high on stairs but not bad for an obese 74-year-old man except his mouth looked like a goldfish as he was gasping for air. Posing for photos he directed the photographer to get so close to him she'll likely be quarantined. Then he went into the White House and exposed any poor soul. With Trump having turned the place into the new Wuhan and his being clearly off his rocker, the White House is like a combination ghost town, bio hazard and psyche ward.

With only 25 days until the election, curiously I’ve been thinking of when Gerald Ford assumed the presidency after Nixon resigned in disgrace. Ford gave a speech to reassure the nation, “My fellow Americans, I pray Ford’s second sentence can still hold true. “Our constitution works.”

With Trump and Bill Barr shredding our democracy, I’ve come to realize how deeply I care about its survival. But Trump is more like a kite on steroids. With Trump having turned the place into the new Wuhan and his being clearly off his rocker, the White House is like a combination ghost town, bio hazard and psyche ward.

Then Trump staged a bizarre visit of the relatively few supporters lining the street. Despite being inflicted “with a deadly and easily transmitted virus” (his exact words to Bob Woodward on February 7) Trump took the “Corona caravan” and waved to the Kool-Aiders from the backseat. But in doing so he exposed the helpless Secret Service to the virus. (Yes, they’re trained to take a bullet for the president but not when it’s the president doing the firing.)

One particularly boisterous Trumpster kept shouting “I’d gladly die for that man.” If Trump rolled down the window and coughed on the guy, in two weeks his wish might come true. (Vanity Faire reports Don Jr. said of the event his father needs an intervention because “he’s acting crazy,” though frankly I don’t know how he can tell the difference.) At least 34 people across Trump’s White House and re-election campaign have tested positive for coronavirus and the numbers are going up daily. The list includes Melania, Chris Christie, three GOP Senators, RNC Chair Ronna McDaniel, Kelly Anne Conway, Press Secretary Kayley McEnany and political adviser/speech writer and Samohi alumnus Steven Miller. (About whom some have jokingly tweeted was voted by his graduating class as “Most likely to promote ethnic cleansing.”)

Joint Chiefs of Staff Chairman General Mark A. Milley, and several members of the Pentagon’s senior leadership went into quarantine after the vice commandant of the Coast Guard tested positive. In fact, it’s been suggested because almost all the Joint Chiefs are quarantined, God forbid if we were attacked by a foreign adversary, we could only coordinate a counter attack if there was an available Zoom link.

Meanwhile Trump, apparently still tripping on all the drugs, declared catching Covid-19 was “a blessing from God.” The side effects of Dexamethasone are: aggression, agitation, anxiety, blurred vision, dizziness, fast, slow, pounding, or irregular heartbeat or pulse headache, irritability, depression and mood changes and yet he’s still carrying the nuclear codes? (To be fair, Trump had many of those conditions before he got Covid.)

It’s so fitting that anti-science Trump who mocked Joe Biden at the Presidential Debate for wearing masks, only days later would come down with the virus. But Trump cavalierly commented on having Covid-19, “It’s not so bad.” Tell that to the families and friends of the over 210,000 Americans who have died from the deadly disease. (Since Walter Reed, as Trump has bragged how great he feels, he never once has mentioned how Melania’s doing.)

And yet Trump insists, “Nobody that’s a leader would not do what I did.” (Say what?) David Gergen, a highly respected political adviser to four presidents and not one given to hyperbole, made an ominous statement about Trump. “The U.S. is in the grips of a madman.”

During his final night in the White House, Nixon persuaded Henry Kissinger to pray with him beneath portraits of former presidents. If Trump convinced Chief of Staff Mark Meadows to do that, Meadows would likely be wearing a hazmat suit.

With Kleenex nearby, go to YouTube and type, “Covid widow’s message to Trump.” Few enjoyed the V.P. debate except perhaps for the fly that sat on Pence’s head for over two minutes. Jack is at jackdailypress@aol.com

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Agencies team up to help build training, networking and connection services to new jobs.

JOBS
FROM PAGE 1

Due to the success of the virtual series, City of Santa Monica’s Economic Development Task Force, which leads the city’s accelerated economic recovery, saw it fit to introduce the Ready to Work Webinar on September 23: a two-hour, free webinar hosted by local employment agencies over Zoom, to assist with job search, employment prep, career training and career change efforts. The team partnered with local agencies, including JVS WorkSource, Hospitality Training Academy, Chrysalis, Santa Monica College - Noncredit Initiatives, SMMUSD Adult Education Center, and Santa Monica Public Library to assist community members in their search for their new career. The webinar discussed the fundamentals of the hiring process and seeks to match residents seeking work with local opportunities through these hiring and training development agencies. The Spanish language version of the webinar was presented on September 30. Both webinars were recorded and are available on the Job Resources webpage. This is all part of a bigger priority, initiated by the Economic Recovery Task Force to drive businesses to hire locally.

One participating agency is JVS WorkSource, a great destination for low-income residents and youths to generate useful skills needed to find employment, such as career assessment, coaching and training. The agency provides free employment and training services funded by Federal, state and local and private grants “to get people jobs” says Deputy Director of JVS SoCal, Katherine MaKinney. Founded in the midst of the Great Depression, JVS SoCal utilizes federal, state and private grants to support their mission by providing free career assessment tests, career coaching and training which will give those most in need a platform to search for their new job or career. Although the workforce looks different during this time, MaKinney says that “there are plenty of jobs” out there and that “personal ambition and determination is key.”

For many industries in the field, a college degree or some level of training is required for employment, but an old dog can absolutely learn new tricks, especially when the community is cheering you on. Santa Monica College has a great catalog of free, non-credit initiatives “designed to help folks who have barriers to employment” and help “transition into college or want to transition into a career” according to Project Manager of the non-credit initiative program, Ashley Mejia. The non-credit initiatives do not replace a degree, nor does it offer credit towards one, but they do offer valuable skills needed to help you enter the workforce and are “a no-risk option” for many people, says Mejia.

There are resources in multiple languages, SMC offers an English as a Second Language (ESL) course that supports students with reading, writing, and speaking English. Additionally, the course prepares interested noncitizens for the USCIS citizenship exam,
oral interview, and offers help with the N-400 application. Other workshops include free computer basics courses that teach you the basics of Microsoft Office programs, free early care and education classes for those wanting to work with young children in child care and education, as well as courses in sustainability, healthcare and business. The flexible courses allow you to explore options for your education without the burden of worrying about grades, financial aid or degree progress, while still giving you the tools necessary to learn the basics of your desired industry. Once you complete the course, Mejia says that they refer their students to JVS SoCal for further assistance in career coaching, training and to help place them in their desired industry.

Santa Monica’s hospitality industry provided robust employment and tax revenues over the last few years however, travel employers and workers have been by far the hardest hit of any U.S. industry by the effects of COVID-19, causing a temporary halt to the travel industry. As we carry on further into 2020, travel and tourism is slowly but steadily increasing and many Santa Monica hotels, restaurants and other “must-see and -do” businesses within the destination are looking to hire once again.

Now that you have mastered your skills, it’s time to put them to the test and start the application process. To assist you in your search, the Santa Monica Public Library (SMPL) has compiled a docket of information with links to professional job listing sights, ways to research possible careers and companies, as well as resources to help improve your resume and cover letter, which can be found under the “employment resources” tab on santamonica.gov. Anyone with their own Santa Monica Library Card can also access the Brainfuse Adult Learning Center where they offer “live guidance on various subjects at basic, intermediate, and advanced levels, tips on using software like Microsoft Office, and even citizenship test preparation and guidance” according to SMPL Youth and Family Services Coordinator, Lenore St. John. You can also access Brainfuse’s JobNow platform meant to provide additional resources and career tools for Veterans. With the proper tools in your back-pocket, there will be no stopping you on your career search.

As businesses open their doors and the economy begins to restart, dedicated workers will become the backbone of the COVID-19 economic recovery effort set out nation-wide. Whether you lost your job at the beginning of all this, or it gave you the push you needed to start your dream career, the City of Santa Monica will lend their services to you and provide the community support needed to overcome this moment in time. Stay informed of the latest employment resources at santamonica.gov/economirecovery/jobresourcesupdates.

Look for the Santa Monica Shines COVID-19 Assurance program seals in the storefronts of Santa Monica businesses. These businesses have gone above and beyond to ensure you feel safe and comfortable.

- Big Dean’s
- Blazing Saddles Beach Rentals and Tours
- The Meridien Delfina Santa Monica
- Lunetta
- Main Street Visitor Center
- Meat on Ocean
- Pacific Park
- Perry’s Cafe and Beach Rentals 1200 PCH
- Perry’s Cafe and Beach Rentals 930 PCH
- Perry’s Cafe and Beach Rentals 2600 PCH
- Physical Therapyworks
- Rusty’s
- Sea Blue Hotel
- Solstice Sunglasses
- The Albright
- The William Warren Group
- Tidbits by Dialogue
- TruPepa School New York
- Viceroy
- Water Grill
- Westside Music Conservatory

Santa Monica’s unemployment rate is 2.2% lower than Los Angeles County, but is higher than neighboring Marina Del Rey and Manhattan Beach.
SURF REPORT

SUNSET THEATRE

FRIDAY – FAIR – surf: 2-3ft Thigh to waist high

SATURDAY – FAIR – surf: 2-3ft Thigh to waist high

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Once you decide that something is for you, you follow through with passion, creativity and commitment, qualities that eventually add up to experiences few in the world have been privy to. Friendship turns into a working arrangement, and most auspiciously so! You'll be able to help family in the ways you've dreamed of. Virgo and Scorpio adore you. Your lucky numbers are: 11, 8, 50, 23 and 16.

ARIES (March 21-April 19). No matter how dreamy an experience may be, there's going to be a point in which the fun becomes work. Also, work will get to a similar turn and become something you can't help but smile through.

TAURUS (April 20-May 20). You thought that if you didn't stay true to a certain belief, you wouldn't be you. But here you are, years later, having let go of the belief long ago and you're still somehow you -- simultaneously changed and unchanged.

GEMINI (May 21-June 21). The hotter a relationship is, the more attention it needs. It's happening in a skillet, not a crockpot. There's no "set it and forget it" mode. It needs constant watching and stirring to keep from going up in flames.

CANCER (June 22-July 22). As the expert fisher knows, what you catch often has to do with the lure. Different bait brings different fish. Of course, if someone's very hungry, then they'll bite on whatever you decide to put on the hook.

LEO (July 23-Aug. 22). Does someone seem dependent on your reaction? The less internally motivated a person is, the more they need external validation. You'll come across those who need to see the reaction of others to feel relevant, important and alive.

VIRGO (Aug. 23-Sept. 22). The result you want is going to take a whole lot of work. Even if you want that result very badly, the price won't be enough. You have to be in love with the work itself for this to happen.

LIBRA (Sept. 23-Oct. 23). The best ideas are not for everyone. Thankfully, you've a strong sense of purpose and do not have to feel understood or validated to feel good about who you are and what you're doing.

SCORPIO (Oct. 24-Nov. 21). Either you don't see your own strengths or you're just bored by them. This is why you need to be around new people. They'll see you as remarkable, and you should definitely let them fawn over you.

SAGITTARIUS (Nov. 22-Dec. 21). Underserved things happen all the time. Those stuck in the model of "deserving" will be too busy making judgments to get results. It's better to think in terms of cause and effect -- of actions and consequences.

CAPRICORN (Dec. 22-Jan. 19). Art is highly subjective. If absolutely everyone likes it, it's probably not very good. The best art pushes boundaries. In many ways, you're an artist, and a particularly bold one right now.

AQUARIUS (Jan. 20-Feb. 18). Control what you can. The trouble sets in when people mistakenly believe they have more or less control than they do. Good living depends on knowing what you have power over and focusing on that.

PISSCUIS (Feb. 19-March 20). The bottom line is that you feel more vital around certain people. Or, more to the point, there are people who seem able to drain your very essence, and they are to be avoided today.
Binary Puzzle

Each cell should contain a zero or a one. No more than two similar numbers below or next to each other are allowed. Each row and each column is unique and contains as many zeros as ones.

SOLUTIONS TO YESTERDAY’S PUZZLE

```
1 0 0 0 1 1
0 0 1 0 1 0
0 1 1 0 0 1
0 1 1 0 0 1
0 1 0 1 0 0
0 0 1 0 0 0
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FIND THE WORDS

This is a theme puzzle with the subject stated below. Find the listed words in the grid. (They may run in any direction but always in a straight line. Some letters are used more than once.) Ring each word as you find it and when you have completed the puzzle, there will be 24 letters left over. They spell out the alternative theme of the puzzle.

**Newspapers**

CHECKNABREPCARE
COPYLSELCITRASA
OBRIENOPXROTIDE
EBSTROPSHBECWMS
NSIERAETIEINWSIE
IATTUUDAROLGHSL
FETHUSTICILTFL
SSENDASHOGANIEW
WREGNARIMEOLIPD
AEECMKEYFMNGAS
RVHEXTRASQUEHW
SOTJSETONUILSHE
RIOLLAHNILDAOSN
PBIRTHSRTALOPUU
SHARVEYYFKERRS

Anchor Editor Inquiry Prime
Anger Enus Issues Radio
Articles Extra Item Rush
Bank Films Jobs Sadness
Beat Fine Lead Sell
Births Flash News Sport
Care Fonts Notes Trial
Check Gigs O'Brien Truth
Community Guilty Obituary Wars
Concise Hall Op-ed
Copy Harvey Overseas
Crew Hook Phillips

SOLUTIONS TO YESTERDAY’S WORDS PUZZLE

English is a tricky tongue

“The City of Bell spectacle is what happens to communities without their own old-fashioned, diligent news coverage.”

- Terry Francke, Journalist

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VIRTUAL GALA
FROM PAGE 1
a delicious-to-go dinner from Lunetta.
“Santa Monica has such a rich and vibrant
history. Our gala dinner helps us tremendously
with operational support, program support,
and fundraising in our current environment.” We
also started creating narrated slide shows where
our archivist picks a topic, like Muscle Beach,
and picks photos that follow the history of it,”
said Klopping.
In addition, the Museum team has been
updating the website so the public can access
its wide range of historic photographs and
exhibitions, and discover surprising episodes
in Santa Monica’s history—such as the Battle of
Santa Monica Bay.
“The Battle of Santa Monica Bay is a history
of the Rex gambling ship which was in the Santa
Monica Bay right around 1938 to 1939. The
police would raid it quite frequently because
there were these interpretations of the law as to
whether a ship could be anchored to allow people
to gamble,” said Klopping. “The final decision
by the California Supreme Court led to the
final raid on the Rex. Law enforcement officials
out to the boat and Tony Corniero refused to
leave it up, and we held out for ten days with
giant water cannons.”
Those interested in learning more fascinating
stories about Santa Monica can support the
museum by attending its gala dinner. For
sponsorship or donation information, contact
John Klopping (310) 395-2290, jklopping@
santamonicahistory.org

ECO-FRIENDLY BUILDINGS
FROM PAGE 1
Fires can spread from a single ember floating
from one house to another. As neither the
EPS foam nor the steel in mmmMOD’s panels
will support flame, mmmMOD structures will
not spread wildfires, offering protection to the
homeowners and their surrounding community.
“It’s the future of building. Now we are
constantly building and burning homes and
rebuilt down again, and again, and again,
becoming more mainstream in the future. My
flame-proof building market is growing, but
according to Erla and Tryggvi it’s not growing
as quickly as we would like. The panels form the frame of
the house, while the plumbing, wiring, and
craftsman work can be completed by any company
the customer chooses.
The panels are very similar in cost to
traditional wood framing, but extra savings
come down the line as the panels do not
have termites, warp, rot, mold or mildew,
according to Erla. In addition to their fire resistant properties,
these panels have many more cost saving and
environmental benefits. They are made from
30 percent recycled content and are 40 percent
more energy efficient than a traditionally-built
home. mmmMOD panels are also 98 percent recyclable,
produce state-of-the-field insulation,
and do not support mold, termites, or warping.
“Around 80 percent of wood in construction
ends up in landfill. We wanted to make
something that would be prefabricated, because
in a factory you can recycle things that are not
usable, but on a job site it all gets mixed in a
big cold box,” said Erla. “You can make
something and put the responsibility on the
consumer. As a manufacturer you have
to be responsible for the entire project of
the recyclability.”
Erla and Tryggvi founded mmmMOD in
Santa Monica in 1999, and were at the
vanguard of non-flammable building designs.
The first panels were built at a small factory at
the Santa Monica airport and the first house
was constructed on Superba Ave in Venice.
“We both come from Iceland and I think our
love of Santa Monica has something to do with
the ocean breeze, we being islanders,” said Erla.
“There is anything on the other side of the 405? I don’t know yet,” said Tryggvi. “I love
the City. We have three daughters, they all use
the school system here — it’s a fantastic town.”
mmmMOD panels are fully customizable,
customers can design any home layout they
would like. The panels frame the house, while the plumbing, wiring, and
craftsmanship can be completed by any company
the customers chooses.
The panels are very similar in cost to
traditional wood framing, but extra savings
come down the line as the panels do not
have termites, warp, rot, mold or mildew,
according to Chris Gardner, Project Manager
at mmmMOD.
The insulation quality of the EPS foam we
use is very high so the electricity you use in
the home is minimized and your savings continue
on,” said Gardner. “The money savings is
also in construction. Due to our panels being
prefabricated at the factory, when they arrive
at the building site just put them up and screw in place,
there is no carpenter or framer necessary.”
When mmmMOD was launched in 1999,
it was one of the only companies looking into
these alternative building methods. Today the
flame-proof building market is growing, but
according to Erla and Tryggvi it’s not growing
quick enough.
“We hope this building technique will
become more mainstream in the future.”
Tryggvi adds that we don’t see houses that were
just rebuilt burn down again, and again, and
again, and that we can be part of a change,” said Erla.
“We want to do something good for this
world,” said Tryggvi. “Leave it better when we
came.”
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