

The Magazine of
Architecture and Design

RETAIL STRATEGIES for a Tough Economy

METROPOLIS

How to Source
GREEN
PRODUCTS

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INSIDE

the
GREEN

Tool- box

by
Martin C. Pedersen

When every manufacturer is touting its environmental story, how do you source genuinely sustainable products and materials?

There was a time in the not so distant past—maybe five or six years ago—when specifying green products and materials was an arduous and ultimately frustrating process. Choices were limited. The aesthetic was raw and clunky. (It wasn't hard, for instance, to pick the sustainable wall-covering out of a lineup.) Worst of all, the best available options—the ones where beauty was part of the equation and the product's good intentions weren't so readily apparent—often came at a premium that produced the familiar lament: "This was our first choice, but . . ." Fortunately, the need for green

interiors, driven by the architecture-and-design community and the growth of LEED, has transformed the market. There are now a lot of sustainable products around. Today's challenge? *Every* manufacturer touts an environmental story, so spec'ing is less about the initial search and more about weighing competing, and often conflicting, claims. With that in mind, we asked ten leading architects and interior designers about their approaches to green spaces. We think their collective responses highlight both real progress and the shortcomings of the marketplace. ○/+



ROBIN GUENTHER
Perkins + Will
New York



CHRISTA CLARK JANSEN
Mithun
Seattle



NILA LEISEROWITZ
Gensler
Santa Monica, California



BRAD LYNCH
Brininstool + Lynch
Chicago



INGRIDA MARTINKUS
TVS Design
Atlanta



ROBERT NORWOOD
NBBJ
Seattle



JOSEPH PETTIPAS
HOK
Toronto



JENNIFER RAINEY
SOM
New York



AMY RUNNING
Boora Architects
Portland, Oregon



KENDALL WILSON
Envision Design
Washington, D.C.

What makes a product sustainable?

MARTINKUS: Number one on my list is classic design and quality construction. Something that is well designed, something that's timeless and not trendy, is something you keep for decades. Or if you don't keep it, it can be sold or donated so that someone else can reuse it.

LEISEROWITZ: We look at the entire life cycle of the product. That means taking into account everything from extraction or harvesting to manufacture, transport, and installation. But it doesn't stop there. We also consider the footprint associated with maintaining products and then deconstructing them at the end of their useful life.

CLARK JANSEN: Sustainability encompasses social as well as environmental factors. I avoid using products that may be made using questionable labor practices or in conditions that are hazardous to workers. If a product and its manufacture are contributing positively to a community, that's ideal.

RUNNING: In very simple terms: product + application + intended lifespan = level of sustainability.

How do you find green products?

RAINEY: Staying informed of changes in the marketplace, reading a variety of trade magazines, and maintaining a dialogue with service and product vendors are all important. But we find some of the more valuable products



through information picked up at conferences. I'm much more likely to research a new product if it's recommended by a colleague or peer.

RUNNING: We work around the country and have to immerse ourselves in each region to better understand what are sustainable local options for a particular product. This is like a small research project about a location. What is manufactured there? What is mined there? Are there any forest products that come from there? Who are local artisans or fabricators who do great work in a particular material?

Created by Yves Béhar for Bernhardt Design, the Fly bench is made from solid oak harvested in accordance with CITES (the Convention on International Trade and Endangered Species).

SOM's interiors team, led by Stephen Apking, used a narrow floor plate to expose offices and conference rooms to natural light. The 2.5-million-square-foot building achieved LEED Silver certification.

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INGRIDA MARTINKUS



Census Bureau photo by **Eduard Hueber**

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SOM

Suitland, Maryland

1 LAMINATED GLASS
Manufacturer: Vanceva
Enhanced daylight and views

2 WINDOWSHADES
Manufacturer: MechoShade
Reduces solar-heat gain and glare while still allowing for access to natural light and views outside

3 PENDANT LIGHT
Manufacturer: Zumtobel
High efficiency

4 WAY CARPET
Manufacturer: Milliken
Backing is PVC free; attached cushion backing has 30 percent postindustrial recycled content.

5 CURTAIN WALL
Manufacturer: Enclos
The curtain wall is made of Viracon glass, with one-inch insulated glazing and a ten percent ceramic frit. Reduced solar-heat gain



Arne Jacobsen's 1955 Series 7 chair for Fritz Hansen is now available in seven new colors that have been selected by seven rising stars, including Maarten Baas, Arik Levy, and Jaime Hayon.

PETTIPAS: In addition to all the traditional forms of research—the Internet, trade publications, shows—we also rely on word of mouth, and in special cases, we've worked with manufacturers to develop green solutions when those options didn't already exist.

What tools do you use?

JANSEN: The Pharos Lens, being developed by the Healthy