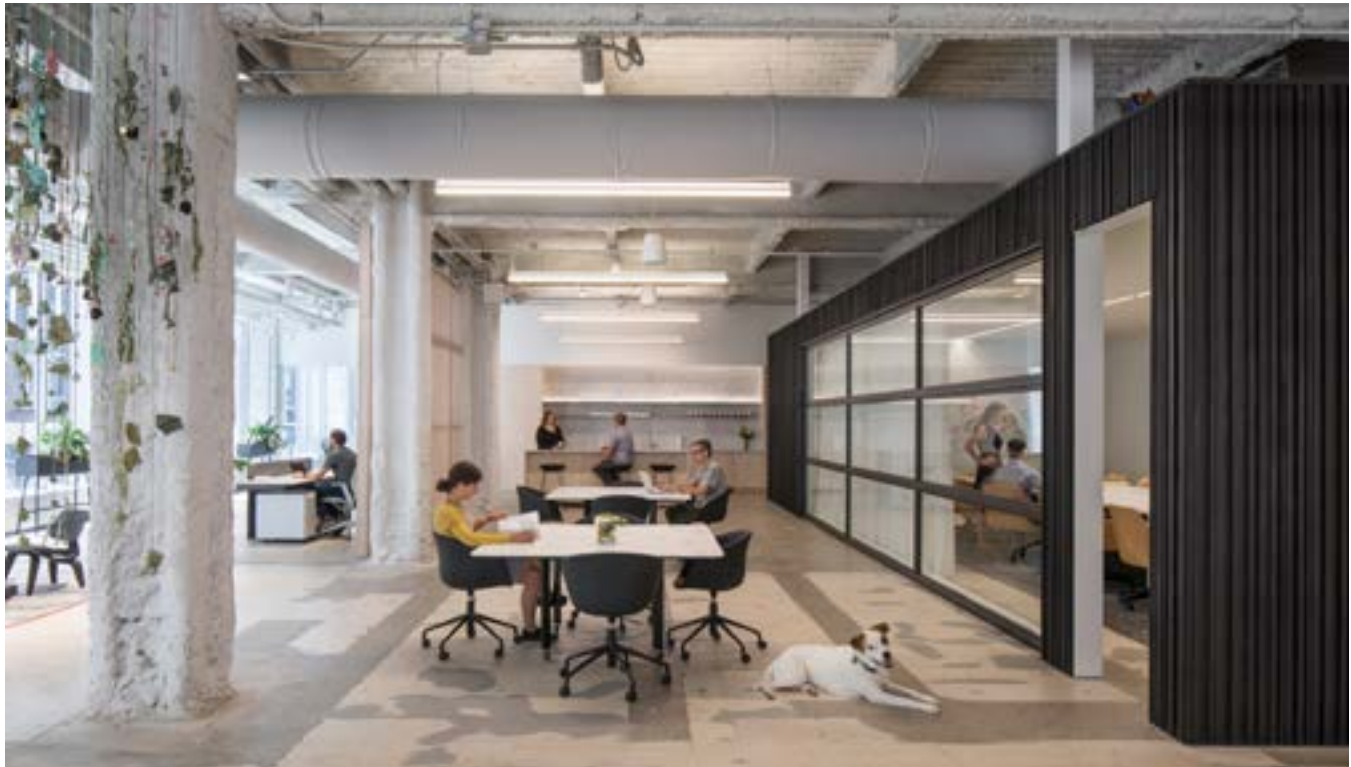




**MSRDesign**





MSR Design's new studio in downtown Minneapolis is designed to achieve Living Building Challenge petal certification for the Materials, Equity, and Beauty petals.

## **Materials Petal**

We use building materials to create meaning and beauty, and as a design response to context. To reduce the environmental impact, we implemented the following strategies for our new studio:

### **Salvaged Materials**

We repurposed and reused several materials, such as Italian Carrara marble and lighting fixtures from several nearby renovation projects. In addition to reducing waste, salvaged materials resulted in a 28% embodied carbon savings compared to exclusively new materials.

### **Local and Regional Sourcing**

Our space features Forest Stewardship Council (FSC) certified wood harvested in Minnesota. We also selected regionally-sourced granite for a table, which is certified according to the ANSI standard for responsibly quarried stone.

### **Red List Free Chemistry**

All materials and coatings meet the Living Building Challenge Red List Imperative, which requires analysis of each ingredient in everything, from furniture to the coating on data cables, to ensure it is free of harmful chemicals. This vetting process contributes to improved indoor air quality and supports the development of a nontoxic building product supply chain.

### **Zero Waste**

The project benefited from a close partnership with our contractor Stahl Construction. The firm monitored construction waste to achieve ambitious recycling goals and helped find sources for salvaged materials.

These measures advance our goal of ensuring that selecting sustainable, healthy building materials becomes the norm, not the exception, across the design and construction industry.



## Equity Petal

Designing systems and structures that support social equity is the biggest challenge of our time and critical to sustainability.

### Designed by Staff for Staff

MSR Design staff participated in design decisions, including the decision to pursue LBC certification. We selected our location in the heart of the city based on its walkability and access to public transportation.

### Well-Being and Choice

Studio spaces ensure daylight access for all and promote choice through accommodating a variety of individual needs and work styles.

### Advocacy

A glass portal offers passersby a glimpse into our daily work. Acknowledging the barriers within our profession, we invite more people to be inspired to participate. As a [JUST Label](#) practice, MSR Design supports social equity.

## Beauty Petal

Combining old and new is foundational to our work. The MSR Design studio incorporates features such as an historic travertine floor and the existing brick structure and into the design.

### Adaptive Reuse

Reusing an existing building, instead of building new, gave us the opportunity to play off existing features in the design. A carefully curated neutral architectural palette contrasts with the existing rough textures and acts as a backdrop to our creative environment.

### Art and Architecture

MSR Design encourages the integration of, and conversation between, art and architecture. An art installation in the space resulted from a Request for Proposals invitation to regional artists.

### Education

[Take a virtual tour on our website!](#)

Our space is available for use by nonprofit organizations. Please let us know if you would like to hold a meeting or gathering in our studio.



Learn more about the [Living Building Challenge](#)

Questions or comments? Contact us: [generativeimpacts@msrdesign.com](mailto:generativeimpacts@msrdesign.com)

# Sustainable Design | Generative Impacts

The need for energy efficiency and carbon emission reduction has expanded our commitment to the environment and our clients. In 2007, MSR Design became the first Minnesota firm to commit to the 2030 Challenge, which advocates for architects to design buildings to meet an aggressive schedule of carbon emission and energy reduction goals.

We report our predicted energy use intensity (pEUI) across our active projects annually for the AIA 2030 Commitment and are one of the top performing firms who have made the commitment.

MSR Design has designed dozens of high-performing projects that meet LEED (including LEED Platinum certification), Green Communities, Green Globes, or State of Minnesota B3 and SB2030 standards. We recently received an AIA Committee on the Environment (COTE) Top Ten Award for the Minnesota Landscape Arboretum's new Tashjian Bee and Pollinator Discovery Center.

We have implemented a firm-wide sustainability initiative designed to encourage, educate, and inspire the firm's employees, clients, and consultants. Specifically, the firm is committed to the following core strategies:

- Reduce carbon emissions in our building projects by 90% by 2025 and achieve carbon neutrality by 2030.
- Set energy and water conservancy goals at the earliest design phase of all projects.
- Integrate energy modeling and daylighting analysis into all major building projects to meet energy targets.
- Select and recommend building materials that are sustainably produced and free of harmful chemicals.
- Be advocates for sustainable architecture by pursuing innovative ideas, testing new theories or methods, improving choices and offerings within the industry, measuring results, and sharing our findings.
- Continue our collaboration with the University of Minnesota College of Design research initiative, begun in 2011, to deepen expertise in building performance and healthy materials.
- Reduce the carbon emissions of office operations through improved supply purchasing, support for alternative transportation, recycling and composting, and internal education.



Minnesota Landscape Arboretum Tashjian Bee and Pollinator Discovery Center  
AIA COTE Top Ten Award