MSRDesign




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Architecture + Interiors

MSR Design's new studio in downtown Minneapolis achieved Living Building Challenge Petal Certification for the materials, equity, and beauty petals.

Materials Petal

When selecting building materials, MSR Design focuses on creating meaning and beauty and reducing the environmental impact. For our new studio, we implemented the following strategies:

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, incorporating salvaged materials resulted in a 28% embodied carbon reduction 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 all ingredients in the materials used, from furniture to the coating on data cables, to ensure they are 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 Petal Certification. We selected our location in the heart of the city based on the site's 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. MSR Design is participating in the ILFI's **Just 2.0 label** disclosure tool program, a transparency platform for organizations to disclose their operations and commitment to social equity and human health.

Beauty Petal

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

Adaptive Reuse

Reusing an existing building gave us the opportunity to repurpose and breathe new life into existing elements within the space. 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. The studio features a biophilic art installation by Alexandra Peyton-Levine, commissioned through an invited RFP process.

Education

Take a virtual tour on our website!

Our space is available for use by nonprofit organizations. Please email info@msrdesign.com 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

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 two LEED Platinum certified projects), Green Communities, Green Globes, or State of Minnesota B3 and SB2030 standards. We also have experience working with the Living Building Challenge (LBC) certification standards, including LBC Petal certification for our new studio space. We also received an AIA Committee on the Environment (COTE) Top Ten Award for the Minnesota Landscape Arboretum's 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
Winner of an AIA COTE Top Ten Award

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