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Green, greener, greenest....

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Winter 2015

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On the cover: Domus Alba designed by David M. Harper, FAIA, LEED AP. Photo by Dan Forer. *florida/caribbean Architect* is published by **NAYLOR**, 5950 NW 1st Place, Gainesville, FL 32607, (800) 369-6220, www.naylor.com. **Group Publisher** Jack Eller, **Project Manager** Amanda Goodwin, **Marketing** Cayla Degan, **Book Leader** Krys D'Antonio, **Editor** Ann Arnold, **Designer** Dan Proudley, **Account Reps** Brian Donohoe, Adam Firestone, Amanda Rowluk, Anook Commandeur, Brian Agnes, Chris Zabel, Joseph Watkins, Kotaro Sai, Loren Burney, Marjorie Pedrick, Nicholas Manis. ©2015 Naylor, LLC. All rights reserved. The contents of this publication may not be reproduced by any means, in whole or in part, without the prior written consent of the publisher. Opinions expressed by the contributors are not necessarily those of AIA Florida. Single copies \$10; annual subscription \$25, plus applicable sales tax. Published January 2015/FLA-00115/4362

President's Perspective/ Andrew M. Hayes, AIA



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In 2012, more than two million votes were cast in response to AIA Florida's online architectural awareness program. For the first time, Floridians were encouraged to identify architecture they considered the "best" of the last 100 years. The program was a celebration of the past accomplishments of Florida architects and how the buildings they designed influenced the quality of life in the state. The success of the program and the huge number of responses also raised an important question. What must architects do in 2015 and beyond to ensure that what they create will continue to have value for the users?

As AIA Florida enters its second century, some argue that the architect's role is increasingly being eroded. In 2015, AIA

Florida will focus on the relevance and the resilience of the profession of architecture. If, as some believe, we have allowed ourselves to be perceived as irrelevant, then we must work to change that perception. Have we allowed that perception to take hold by putting too much emphasis on issues relating to aesthetics and spatial concepts? Have we distanced ourselves from the gritty societal issues that shape the built environment? Are we active in important community-building organizations? Have we talked among ourselves too long? These and other critical questions face the profession and we, as a professional organization, must resolve them by making significant contributions as architects, community leaders, urbanists and planners.

Architects must respond to critical 21st century issues in a way that no other profession can and we must do it with laser-like focus. Should we, for example, determine what is critical to Florida and its aging population, what special challenges do the climate and environment of semi-tropical living pose and what can be done in the face of current concerns about energy consumption? Architects have special training and qualifications for addressing these and other equally daunting issues. We have skills that allow us to address chaos, competing interests and limited resources and finding new directions. We must become extroverts for our cause and educate the public about the compelling solutions and ideas we bring to the table. To meet these goals, I believe we must focus on three things: engagement, advocacy and design excellence.

Engagement requires making our profession an invaluable resource to our home communities as well as a resource for the next generation of architects. **We must teach by example**. In communities from Pensacola to Key West, citizens are dealing with dilapidated structures, neglected civic space and crumbling infrastructure. This is particularly troubling in cities where significant capital investment and technological innovations indicate there is prosperity across town. How can architects address the most basic needs of Floridians and help bring vibrancy and self-sufficiency back to communities? This question needs to be addressed through social discourse that speaks to what people living here need and want. What do they value in the built environment? How important is smart growth, public transportation, affordable housing and access to quality education, healthcare and elderly services? AIA Florida's Citizen Architect program recognizes those architects currently in the trenches and engaged with their communities in asking and answering these important questions and AIA Florida's newly created "People's Choice Award" is a good start toward measuring what the public values in design.

Another critical key to shaping the collective future voice of AIA Florida is the Emerging Professionals program. In energizing this group, we establish a legacy of civic involvement, longterm commitment and advocacy at the grassroots level. Paraphrasing 2013 AIA President Mickey Jacob, FAIA, "our emerging professionals advocate that community-building projects should be standard practice, not exceptions...and have a sense of urgency about enlisting the public as partners in using design to shape healthier, more productive, more livable communities."

Advocacy, one of AIA Florida's core missions, aims to mobilize membership to act on behalf of the profession in a comprehensive and strategic way. Throughout the state, there is tension and debate on public policy and the distribution of resources. At the core of this debate are cultural precepts, economic vitality versus inequities and social justice. Developing pathways to implement public policy that creates organic opportunity has been an important goal of the Citizen Architect Program initiated in 2013. Today Florida's Citizen Architects are playing an important role in crafting a collective future vision for the state.

Design Excellence is the domain of architecture and urban design that addresses the physical, spatial and aesthetic qualities of our buildings and communities. In order to address design excellence in an ethical way, with real agency, architects must endeavor to understand the complex cultural, societal, political and economic challenges facing Florida communities, especially now when building codes, composite materials, sustainable expectations and digital tools are converging to make the practice of architecture more rigorous and complex than ever.

With our help, maybe the next generation of Florida architects can encourage Design Thinking among its citizens. Design Thinking has been defined as "matching people's needs with what is technologically feasible and viable as a business strategy." Design Thinking can be applied to a whole host of challenges outside the norm of conventional architectural practice. If we commit our talents to these and other timely critical issues with bold action, we can make our profession more resilient and our passion more relevant.

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Executive Vice President Vicki L. Long, CAE, Hon. AIA FL vlong@aiafla.org

Director of Administration Becky Wilson, CAE bwilson@aiafla.org

Director of Membership and Marketing Lisa O'Donnell Iodonnell@aiafla.org

Director of Professional Development Wendy Johnson wjohnson@aiafla.org

Manager of Communications and Public Relations Candace Munz cmunz@aiafla.org

Manager of Meetings and Events Natasha Reed nreed@aiafla.org

Editor, *florida/caribbean Architect* Diane D. Greer sadiecoco@gmail.com

Story Ideas editor@aiafla.org



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Editorial / Diane D. Greer

Energy, where and now we get it and use it, is now a hot political topic. In fact, it is one of the most divisive topics on the national political agenda. Under the broad "energy" umbrella are a wide variety of critically important sub-categories including types and sources of energy, methods of transport, costs and effects on the environment. All of that comes into play before getting to the categories most affected by building design such as the amount of energy the building consumes, the effect it has on the immediate site, user needs, alternative energy sources, material recycling, building life cycle, etc. And, of course, the big "S" word – sustainability.

Presumably, it is Planet Earth we all want to sustain. But, that's a pretty big goal. Most of us are looking at sustainability in more local terms, i.e., the immediate environment that includes our homes, neighborhoods, communities, cities. But, Florida's physical geography and climate make it vulnerable to a set of environmental concerns that are unique in the U.S. Thousands of miles of coastline, a hot humid climate, intense sunlight and tropical storms present Florida architects with a set of conditions that have to be addressed in every design.

"Green, greener, greenest" is the subject of this issue and while that should not be interpreted as a literal, comparative classification of the projects on these pages, it does define the basic concern of each. The USGBC has done a good job of creating awareness, setting goals, evaluating projects and creating a standard for "green" buildings. It's a standard worth working toward and by now most architects do just that. Initially, it was residential buildings that were awarded LEED certification, but gradually it came to be a goal for schools, public buildings and finally large scale, corporate structures, condominiums and resort facilities.

What is impressive about the projects represented in this issue is the variety of ways in which the architects looked at the issue of sustainability. Aside from the most obvious LEED-based considerations, the featured projects deal with a wide range of energy-related issues from reclamation of the site to lighting design. The building sizes and uses are also varied, ranging from residential to resort, from one-story to five and from private to public.

There are some basic governing principals that all architects concerned with sustainability deal with today. Power usage, water consumption, natural lighting and material selection are the most obvious. But, it is noteworthy that in addition to the various sizes and building uses in this issue, each architect embraced sustainability in a different way. Reclaiming undesirable land for building, creating outside rooms and using energy-efficient buildings as teaching tools are just a few of the areas that were addressed.

So, if you are interested in the definitions of Corporate Social Responsibility (CSR), the Energy Loop and Design Thinking, you'll find it in these pages.

Congratulations to AIA Florida Executive Vice President Vicki Long, CAE, Hon. AIA FL on being presented with the Richard Upjohn Fellowship Medal. The award, named for AIA founder Richard Upjohn, recognizes significant contributions to the profession on a national level. Vicki was recognized for her three-year tenure on the AIA National Board of Directors and the National Executive Committee.

NEWS



Get to Know Your 2015 AIA Florida Executive Committee

Pictured above, left to right: Nathan Butler, AIA, J.J. Scott, AIA, Jordan Yee, AIA, Dan Kirby, AIA, AICP LEED AP, Joyce Owens, AIA, Martin Diaz-Yabor, FAIA, Nati Soto, AIA, Gregory Burke, AIA, Kim Headland, AIA, Andrew M. Hayes, AIA, Miguel Del Rio, AIA, Sherryl Muriente, Assoc. AIA.

AIA Florida Staff asked the newly elected Executive Committee a few "get to know you" questions. Enjoy a few of their answers below and stay tuned to Friday Facts to learn more about the 2015 AIA Florida Excom.

DFFICE	NAME	CITY	FIRM	QUESTION	ANSWER
President	Andrew M. Hayes, AIA	Tampa	Hayes Cumming Architects, PA	If you could be any animal what would you be?	A gopher, so I could find all my lost golf balls!
President-Elect	Martin Diaz-Yabor, FAIA	Miami	MADY & Associates, Inc.	You will be quoted on national television tonight, what did you say?	I'm going to Disney!
Immediate Past President	Nathan Butler, AIA	Orlando	HKS	What is your least favorite mode of transportation?	A pack mule.
Secretary/Treasurer	Nati Soto, AIA	Miami	Ferguson Glasgow Schuster Soto, Inc.	What would you name the autobiography of your life?	It is What it is!
Vice President	J.J. Scott, AIA	Tallahassee	MLD Architects	Where's Waldo?	Northeast of Gainesville
Vice President	Joyce Owens, AIA	Ft. Myers	Architecture Joyce Owens, LLC	What is your life philosophy in three words.	Open the door.
Vice President	Gregory Burke, AIA	Fort Pierce	Gregory John Burke, Architect, P.A.	What is the first thing you purchased with your own money?	A cheese burger
Vice President	Kim Headland, AIA	Tampa	Wilder Architecture	What chore do you absolutely hate doiong?	Changing diapers! (In all fairness- 7 years/3 kids!)
Regional Representative	Dan Kirby, AIA, AICP, LEED AP	Orlando	Jacobs	What is the best book you never read, but always meant to?	Anna Karenina
Associate Director at Large	Jordan Yee, AIA	Pensacola	STOA Architects	Favorite Quote?	"Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that even has "– Margaret Mead



James A. Greene Passes

James A. Greene, FAIA, the 1978 President of the Florida Association of Architects, died on November 4, 2014. In a memorial service held on November 14, his close friend John Ehrig, FAIA, delivered the eulogy. An excerpt appears here.

"Jim was the catalyst for a program known as the Young Practitioner Seminars. These seminars were developed to help young architects get the skills and experience to be better practitioners by teaching them skills that were not taught in schools of architecture. That was always very important to Jim."

Jim Greene served on the AIA Florida Board of Directors and went on to become the Association's president. While serving in that capacity, he was the first to visit every chapter in the region, including Puerto Rico and the Virgin Islands. In 1991, Jim was awarded AIA Florida's highest honor, the Gold Medal.

Calatrava-Designed FPU Building Completed

The Innovation, Science and Technology Building (IST) at Florida Polytechnic University in Lakeland was completed in the fall of 2014 and opened for its inaugural class. Santiago Calatrava was lead architect for the project with Alfonso Architects in Tampa as Architect of Record.

The 160,000-square-foot building was constructed within the \$60 million budget and serves as the main academic facility at FPU. It houses classrooms, labs, offices and common areas, some of which are outside and shaded by a lightweight solarload reducing trellis that circles the building's outside walls. The concrete and glass structure occupies the north side of a lake that also functions as the primary storage vessel for the site's irrigation needs. The building features operable hydraulic louver arms that can be raised and lowered to harness the power of the Florida sun.



The Innovation, Science and Technology Building at Florida Polytechnic University in Lakeland, Florida.



DOMUS ALBA, pinecrest, florida DAVID M. HARPER, FAIA, LEED AP, pinecrest, florida

David Harper believes strongly that it is his role as an architect in today's society to raise the bar and set higher sustainable design standards. This house presented an opportunity to "walk the walk" and demonstrate his personal commitment to the benefits of sustainability.

Domus Alba is a LEED Gold-certified private residence with annual energy consumption of \$0.30 per square foot. The house has adjusted square footage of 7,560, of which approximately 6,500 square feet are air-conditioned. That surpasses the "The 2030 Challenge" issued by the AIA that "all new buildings, developments and major renovations shall be designed to meet a fossil fuel, GHG-emitting, energy consumption performance standard of 60% below the regional (or country) average/median for that building type." This residence was designed with the intent to demonstrate a commitment to a sustainable lifestyle that would have near Net-Zero energy consumption. That goal was achieved with the use of renewable energy and in late 2014, the residence was honored as "Single Family Home of the Year" by

the South Florida Chapter of the United States Green Building Council (USGBC).

The story behind the creation of this multi-generational family home is rooted in the architect/owner's determination to pursue a better way to design and build a home in South Florida. With sustainability as its primary imperative, the residence had to fulfill the need for optimum configuration, safety/resilience, healthy living, adaptability for growth and aging in place along with environmental and climate challenges in South Florida. Passive tropical design strategies include cross-ventilation cooling and a building envelope designed significantly in excess of coastal wind loads. Active energy conservation methods include a solar trellis, climate control zones

Continued on page 14



Front elevation shows minimal site disruption including a drivable grass surface in lieu of pavement. All photos, excluding aerial, are by Dan Forer.



Aerial view of the residence by Smith Aerial Photography.



Fenestration includes clerestory and operable windows and doors that admit huge amounts of light to interior spaces where the owner's artworks are on display.



The 22-foot spiral stair extends up the tower from the loft level to the observation deck and incorporates 20 vertical solar hot water evacuation tubes sufficient to meet all user needs.

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that respond to functional activity, home automation, cool roofs and ecofriendly products. Close attention was paid to consistent use of materials and architectural details were designed for elegance and simplicity and to promote clean air quality.

Addressing the key design elements produced a house that is separated into three programmatic zones: Bedrooms, Great Room and Family Living. Tripartite massing and spatial sequencing provide an unfolding experience in which solid walls transition into a concrete and glass grid when approaching the front door. Upon entry, the space opens vertically and directs attention toward the rear where the Great Room extends into a pool deck and then opens to a natural landscape and children's play area. Operable glass walls regulate the humid tropical environment and promote a year-round outdoor lifestyle.



A key to the philosophy behind the design of the house was the decision to allocate the same total construction cost for a home in the area, but to create a design driven by functionality. By prioritizing sustainability, durability and safety while allowing the resultant architectural form to be celebrated, the purity of design was uncompromised.

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Inside the fluid surfaces and elevations evocative of nature is a high-tech academic environment that is home to the Extreme Event Institute. The 119,000-square-foot facility is Perkins+Will's most recent, and perhaps most complicated, venture into higher education design. Designed in the firm's Miami office by design director Pat Bosch, the complex houses various academic and research programs with the goal being to provide unparalleled insight into the effect of extreme natural events on people, society and economics. Completed in the fall of 2014 at a cost of \$31.7 million, the complex, on track to garner LEED Gold certification, goes far beyond environmental consciousness to

function as a high-performing, smart building that, from first sight, suggests innovation and discovery for the user.

The Extreme Event Institute at FIU will study and provide data to the United States government, NOAA and various international meteorological agencies and institutes. The facility was designed to provide flexible research and teaching space that serves multi-disciplinary research programs for the Robert Stempel College of Public Health and Social Work, Behavioral Health Research and Clinical Labs, Earth and Environment and the International Hurricane Research Center. Owing to the complexity of the building program, the architect planned the research components Continued on page 18



Rendering of the southeast view of the complex courtesy of Perkins+Will. Top: Interior corridor with seating areas.





Continued from page 16

within FIU's existing "modules," thus allowing for ways to reconfigure the buildings. They also created core facilities that support all levels of research. The strategy of "modularization" and longterm flexibility of spaces was utilized for all offices, educational spaces and labs. Infrastructure for technology, power and even furniture also allows for reconfiguration and diversity of uses.

Conceptually developed from various elements and studies of natural events

such as hurricanes, tsunamis and earthquakes, the building is resolved around an oval-shaped central courtyard, a reflection of the fact that the complex houses programs that relate directly and indirectly to the forces of nature and their impact on physical and social fabric. The central courtyard provides daylight for all interior spaces and promotes building cross-circulation and self-shading. Functioning as a focal point for the complex, the courtyard orients itself to the quad and increases connectivity with the research labs "floating" two stories above.

Because of its social missions and its unique relationship to nature, the planning concept was fundamentally based on maximization of daylight, healthy building practices and highperformance electrical and mechanical systems. Additionally, the building incorporates chill beam technology for cooling, cisterns for rain collection and condensate water collection and reuse.



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"Geolam performs at a very high level," Parks says. "It is beautiful and very durable. We actually tried to destroy it and we couldn't. Everything should hold up this well."

Congratulations to Jonathan Parks on his stunning, award-winning design. Thank you for choosing to take Geolam to the TipTop.





ART STUDIO ADDITION, skylake, florida **KZ ARCHITECTURE**, miami, florida



Front façade of the studio addition facing east.

The architect feels that no residence in South Florida could be "greener" than one that has outdoor rooms. Sited on a 23,000-square-foot lot with oak trees in front and a lake in the rear was a one-story house that was little more than a big box. The open space at the rear of the house was particularly in need of an intervention and the opportunity presented itself when the owners decided to add an art studio on the northern edge of the property. They also wanted to redesign the outdoor areas consisting of a pool, an area covered by a deteriorating cloth canopy and a large expanse of unusable open space that sloped to the lake.

Architect Jaya Kader Zebede, AIA, faced the challenge of designing an

art studio and connecting it to a plain vanilla residence by creating sustainable connections between the new and the old. The architect feels that no residence in South Florida could be "greener" than one that has outdoor rooms. Creating usable space that celebrates an indoor/outdoor lifestyle in a semi-tropical environment is a very sustainable design gesture.

Meeting the client's needs involved designing a new painting studio with ample work and wall space and a vast amount of natural light, an office and a bathroom, outdoor terraces and a barbeque area for entertaining. Utilizing the studio as the anchor for a series of outdoor spaces, the addition was designed to connect the house to its natural setting and celebrate South Florida's indoor/outdoor lifestyle.

The 800-square-foot studio addition seems to float above the home's new terrace, assisted by a floor plate that extends beyond the edge of the studio and is lit from underneath. Windows facing south and west are shaded by deep overhangs while north-facing clerestory windows have no shading device ensuring that the studio is filled with indirect, natural daylight. The front of the studio faces the lake and has a large storefront facade.

The exterior space was designed as a series of floating slabs on the south that balance the studio on the north. The interplay of sliding planes, lights and darks, solids and voids echoes the artist's

Continued on page 23



The studio addition, above, includes a series of outdoor terraces and pool deck. Below: The pool, patio and entertainment area were designed as a series of floating slabs that balance the studio on the north.



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The studio and terraces seem to float above the pool, reflecting interior lighting on the water and adding to the visual impact of the south elevation.



Interior lighting in the studio.

WINNER





Studio windows rise the full height of the walls to admit the maximum amount of natural light.

Continued from page 21

work while fulfilling specific functions. Two tall concrete columns help separate the outdoor living space from the pool area as well as provide structure for the upper and lower canopies. The upper canopies provide cover and function as sunshades while the lower canopy functions as a food prep and serving area for outdoor functions.

Working within the restrictions and limits on glazing-to-mullion ratios in the South Florida hurricane building code, the interior and exterior spatial connections include large sliding doors and plantings at the edge of both the studio and covered terraces. The linear canopies thrust the entire setting toward the lake.

What happens to women in architecture to cause them to leave the profession and why are so few women in leadership roles? In 2011, "The Missing 32% Project," a committee formed within AIA San Francisco, sought to get answers to these questions by conducting a survey of architecture graduates. While 42 percent of architecture graduates are female, the number of licensed female practitioners and senior leaders in the profession hovers between 15 and 18 percent.

Jaya Kader Zebede, AIA, participated in the 2013 Missing 32% Project symposium "Equity by Design" and was interviewed by *Inspire%*, a new initiative of the Project. To paraphrase its mission, *Inspire%* "presents personal stories of amazing people who embody our vision of equitable practice." Excerpts from Jaya's interview are published here with permission.

"I am a woman, an architect, a single practitioner and a mother of four. My story about becoming an architect may not be solely about design, but it is certainly about resilience. In my third year at the Harvard Graduate School of Design, my first daughter was born, much to the disbelief of my peers and professors. I graduated in 1988 with a 10-month old baby and the day before graduation I learned that my second child was on the way. Finding myself at the age of 26 with two babies and a husband in his medical residency was not part of a carefully thought out plan, but I did have this very palpable dream of becoming an architect. For 25 years, I kept at it with temporary and part-time jobs and finally a home studio where I worked for 10 years after registration. It was not until February 2013 that I moved out of my home, hired long-overdue and desperately needed help and gave myself the license to celebrate my work without reservation."

"The greatest challenge I have had to overcome was finding opportunities for work in order to develop a portfolio of projects. This was essential to building credibility with potential clients, many of whom did not take me seriously. Despite offering competitive fees, many clients would hire the well-established male/star/hero architect. I always thought these limitations were self-imposed, but I have learned that huge gender challenges have long influenced women in the practice of architecture. For me, reading, learning, attending conferences and seminars has opened my eyes to the realization that there are both internal and external obstacles that female architects must overcome. Recent events at the AIA national conference culminating with the speech by Beverly Willis, FAIA, are testament that as much as women architects need our work to nourish our souls, our communities and cities are desperately in need of our contributions."

STREAMSONG RESORT, polk county, florida **ALFONSO ARCHITECTS**, tampa, florida



Streamsong Clubhouse viewed from the west.

Nestled in the Bone Valley of rural Polk County is the new 16,000acre Streamsong Resort. The resort includes a lodge, golf clubhouse, four restaurants, a spa and conference center. Along with the buildings, lead architect Alberto Alfonso, AIA, designed the custom lighting, furnishings, spa products, staff uniforms and signage.

The resort, located between Tampa and Orlando, is sited on formerly mined phosphate land owned and developed by The Mosaic Company. The remote site was a challenge to the project since the team had to build the infrastructure from scratch, including water treatment, power and roads. The architect describes Streamsong as "a celebration of reclamation of both land and spirit."

Since mining of the site stopped, nature has taken over and provided the perfect design inspiration. Enormous grass dunes, Florida sunlight, water bodies stretching to the horizon and a fertile and varied landscape are all reflected in the design of the resort. The material palette, textures and colors were influenced by the history, geology, foliage and sky. Both the golf clubhouse and lodge received a 2014 Award for Excellence in Architecture from AIA Florida. For the lodge, the architect designed a vertical building strategy defined by four identifiable zones: Submersion (AquaPietra spa, Breezeway, Soto Terra dining); Bank (public spaces and the Leaf Lobby); Canopy (218 guest rooms with furnishings, paintings and bookshelves) and Sky (Fragmentary Blue rooftop lounge). Each zone is informed by, and in tune with, nature.

The design could represent a crosssection of the site, with roots below the surface, the lake's edge above and the tree canopy in the sky. The architect explained that the lodge's rooms become the canopy and the rooftop embraces the horizons and the night sky. The building is



Top, left: west façade of Streamsong Lodge showing exterior view of the Leaf Lobby as it projects out over the landscape. Bottom, left: main stair in the Leaf Lobby. Top, right: Guest room and bottom, right: Leaf Lobby toward the main entrance.

organized with the spa underground and the bank became the public concourse with guest rooms stacked above. The land gave the designer a strategy for moving forward in a rational way

Philosophically, Alberto Alfonso's design process relies on the development of a project-specific architectural idea that is grounded in site, program history and region. A painter himself, Alfonso's process utilizes painting, sketching, wood and steel models and 3-D computer technology to investigate design solutions. His work is heavily influenced by climate and the celebration of light, referencing his Cuban heritage.

Lower Level

- Pool 2
- Lawn Fine Dining Restaurant Patio 3.
- Elevator Lobby Board/Meeting Room
- Patio
 Elevator L
 Board/Mee
 Breezeway
 Salon
 Spa
 Spa equiption
- Breezeway
- ent vard

Level 1

- Conference Center Patio Conference Center Prefunction Ballroom Blevator Lobby Kitchen
- 3.4.5
- 6.
- 6. Kitchen 7. Employee Facilities 8. Lobby Restaurant & Bar 9. Porte Cochere 10. Entry Lobby 11. Main Lobby 12. Lodge Shop (retail) 13. Library 14. Group Fitness 15. Fitness Room 16. Guest Rooms 17. Receiving & Cartel Picc

- 17. Receiving & Central Plant



SPOTLICHT

MORELAND ARCHITECTURE AND SUSTAINABLE DESIGN, miami, florida RANDALL MORELAND, AIA, LEED AP BD+C



Randall Moreland's midwestern work ethic began while he was growing up in Michigan and was further honed at the University of Michigan School of Architecture where he earned a Master of Architecture degree in 2003. After working in California, he moved back to Florida and took positions with two large Miami firms while getting licensure and LEED AP certification. In 2009, he opened Moreland Architecture and Sustainable Design to "address a lack of knowledge and effort regarding sustainability in South Florida." As a licensed real estate agent and an architect, Moreland brings a unique perspective to issues relating to location, site selection, zoning and code compliance. His firm provides services ranging from property acquisition and feasibility to architectural design.

The house, which has just been awarded LEED Platinum, faces southeast while the roof with solar panels is rotated 45 degrees to face south for optimal solar orientation. The 3,400-square-foot property is projected to be net zero.

He currently serves as co-chair of the AIA Miami Chapter's Committee on the Environment (COTE). As the sustainable voice of AIA Miami, COTE works to advance design practices that integrate built and natural systems through advocacy to industry professionals, educators and the public.

Moreland on Trapp

"It gives me pleasure that my oldest daughter has recently begun turning off lights and water faucets and sorting and recycling empty containers.



While designing our family home in Miami, known locally as Moreland on Trapp, I addressed many sustainable issues and a part of my mission was to encourage positive energy use habits in the people living here."

The Energy Loop

The Moreland house provides constant positive feedback through what the







Sustainable elements include a 1000-gallon rainwater collection bank, two solar-thermal panels for hot water, a solar-thermal pool heating system and insulated concrete forms, minus the foam insulation on the outside to minimize cracking during a potential hurricane.



The Florida vernacular-style house was designed to create a natural air-conditioning effect through the use of operable windows and vaulted ceilings with high-volume, low speed fans.

architect refers to as an "energy loop." The initial design input for the house came from existing site conditions. Cues were taken from the macro and microclimates, solar orientation, prevailing winds and topography. Along with site conditions, the inhabitants' need for shelter, comfort and utility became part of the "energy loop" through rigorous programming.

If a building is designed correctly, these conceptual elements meld seamlessly. Feedback continues as activity informs space, space informs users, users inform activity and so on in a continuous loop. While the architect's role eventually comes to an end, the feedback loop, formally and informally, continues through the life of the structure. It is constantly shaping, guiding, accepting and reflecting in response to the users. This is why the most successfully sustainable buildings constantly adapt and adopt by accommodating and influencing new users and new activities. Quality design, while not anticipating the exact adaptation, will anticipate future flexibility requirements. Design is the anticipation of experience!

The Intersection of Architecture and Corporate Social Responsibility



RAYMOND WONG, AIA

Today's turbulent business climate and the ever-increasing pace of change brought about by globalization, environmental and societal changes, have challenged the way the architectural profession is viewed by clients, peers and society-at-large. Corporate Social Responsibility (CSR) is increasingly viewed as a vehicle through which architects can positively affect society's view of our profession while at the same time benefiting the environment and clients.

A firm's Corporate Social Responsibility strategy can provide a vehicle by which we as architects affirm our commitment to society through philanthropic endeavors, commitments to neighborhoods and cities, awareness of the environment and marketing that is ethical and responsible in nature. Focus on the environment, ethics and organizational viability work within CSR's overarching regulatory component to serve as the cornerstones for viable CSR strategies.

Think green...

Care of the environment is an attainable goal within a framework that acknowledges that a firm's strategic goals need not be mutually exclusive of its social responsibilities. Architecture's commitment to the environment, for example, need not be considered yet another operational expense that needs to be accounted for. Truth be told, whether we realize this or not, as architects we're actively engaged in contributing to the wellbeing of our communities through every design consideration that helps our clients save energy and the environment. A great example of this is how we as architects help clients lower energy consumption through passive strategies that orient buildings to harvest wind for cooling or sun for warmth.

Ethics and You...

The ethical component of a CSR strategy is of consequence because it lends guidance

to every decision made within the scope of delivering projects that are on time, within budget and pleasing to the eye. As described by Jeremy Bradley in "Corporate Social Responsibility & Ethical Leadership," the role that ethical leadership plays in CSR is of significance because it helps to set the tone for how we engage the "reallife concerns of employees, customers and other stakeholders." (Bradley. Web) This affects every decision we make from how we communicate with clients and coworkers to how we choose the materials and the systems that go into the projects we design.

Viability – How can we afford CSR?

It goes without saying that a firm that's not generating profits is one that won't be in business for long. How then can we ensure that CSR remains financially viable even through difficult financial times? The intersection between social responsibility and cost is where we see the viability component of a holistic CSR strategy. Viability, the economics behind the proposition of CSR, is often the factor that forces architecture firms to shy away from persuing CSR. But, the economics of our profession do in fact "allow price increases and markets to clear if a product's quality increases." (Hopkins. Web.) In other words, CSR provides a vehicle through which a premium can be supported based on an increase in the quality of projects delivered by those firms with in-place CSR policies. Projects framed in CSR principles have the added benefit of positively affecting client's views of themselves as well as the project, thus providing further support for a CSR-based premium.

Beyond the law...

The regulatory aspect of CSR finds its foothold in the belief that CSR is a self-imposed form of corporate governance that goes beyond

those standards set forth by the law. The benefit of this focus is perhaps not as apparent as CSR's environmental focus, though it's equally significant. First, regulatory focus ensures that our clients have the peace of mind of knowing that our commitments to them are framed within an obligation to State and Federal laws and regulation. The regulatory component of CSR is of equal benefit to the communities and cities we work in so far as it ensures that our work meets the requirements of important building standards. The true nature of the Regulatory component of CSR is perhaps best observed in the aspect of CSR that goes beyond the requirements set by laws such as the Family and Medical Leave Act, the Workplace Safety and Health Act (OSHA) and Title VII of the Civil Rights Act of 1964. Architecture firms can fulfill this aspect of CSR, in a cost-effective manner through active and passive strategies that help employees stay informed about safety-related issues, both in and outside of the workplace. Hurricane preparedness programs, especially here in Florida, are a perfect example of the types of programs that can add substance to established federal workplace requirements.

Ultimately, it's important for architects to realize that the adoption of a Corporate Social Responsibility policy can serve to positively affect society's perception of architecture while simultaneously yielding benefits that reach far into the future of our profession, our clients, the environment and society as a whole.

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Raymond Wong, AIA, is an Associate Architect with Gresham, Smith and Partners. He has been practicing architecture for over 16 years. His experience includes various building typologies, including commercial, educational, religious and residential design. His focus for the past 10 years has been on healthcare where he's been able to work with clients both regionally and internationally. Ray is an MBA candidate, a member of NCARB, LEED and EDAC-accredited professional.





CREATIVE ENERGY S P O T L I G H T: **MATEU ARCHITECTURE, INC**

n the world of architecture/building, there's a saying: "You don't need a second story to take a home to the next level". And by taking this concept in the most literal sense, MATEU Architecture, Inc. also took home the FNGA's 2014 'Creative Energy Award' for their moldbreaking design contributions to a residential new construction project in Coconut Grove, Florida.

Built in 2011, "Casa Pombo-Hartmann" features an eclectic collection of natural gas appliances, including a cooktop, clothes dryer and water heater for "everyday" indoor applications. A natural gas grill and pool heater also added an element of luxury while contributing to the onestory home's "perfect balance between indoor and outdoor spaces".

The Company officially announced the winner at the AIA Annual Convention Tradeshow, which took place at the Trump Doral in Miami on July 18.

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