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## **Sustainable Design Will Take Center Stage at Upcoming Build Boston**

*Registration high for new design paradigms like “Passive House” and “Biomimicry”*

**(Boston, MA) –November 10, 2010** – Architects, engineers, contractors, interior designers, and other industry professionals who traditionally attend Build Boston ([www.buildboston.com](http://www.buildboston.com)) are driving demand this year for Conference and Tradeshow content focused on sustainability – from new ways of thinking to best-in-class, energy efficient products and systems. Build Boston takes place next week at the Seaport World Trade Center **November 17-19, 2010**, and is the Boston Society of Architects’ annual gathering of the design and construction industry, now in its 26<sup>th</sup> year.

“We in the building and design industry need to continue to work together to explore and leverage the systems and approaches that will decrease our carbon footprint in a significant way,” according to Lawrence A. Chan FAIA, 2010 BSA President. “By now we all realize sustainability is mission critical. But the real question remains, ‘how can we do better, and what’s next?’”

Registration numbers are high for the **Passive House** symposium, which is considered by many to be the best standard to date for green construction. Passive House is based on the idea that thermal comfort can be achieved to a maximum extent through passive measures (insulation, heat recovery, passive use of solar energy, and internal heat sources). The idea began in Western Massachusetts, migrated to Europe, and has recently been re-introduced in America.

**Biomimicry** is another design paradigm which is gaining ground among architects. Biomimicry seeks sustainable solutions by emulating nature’s time-tested patterns and strategies. Nature, imaginative by necessity, has already solved many of the problems we are grappling with: energy, food production, climate control, non-toxic chemistry, transportation, etc. This new science studies Nature’s models and then emulates these forms, processes, systems, and strategies to solve human problems – sustainably.

Other sustainable design content includes:

- Sustainable design through energy modeling
- Super insulation retrofits
- Integrating photovoltaics in a historic building envelope

“Architects think of themselves as society’s problem-solvers. Sometimes, in order to address a problem, you have to find a new way of thinking about it. Build Boston is a great opportunity for experts from many different disciplines to put their heads together and collaborate. That’s what makes the Conference such a powerful agent for change,” said Chan.

### **What’s Hot at Build Boston**

In addition to individual workshops, Build Boston 2010 features one-day symposia. Each of these offers an in-depth look at a topic such as The Role of Designers in Disasters (a SWAT team of architects providing disaster relief) and Socially Sustainable Design, where the emphasis is on social equity and living systems design.

Innovation is a focal point at this year’s Build Boston tradeshow and convention. Attendees will learn about the latest products, services and technologies at the **Innovation Pavilion** on the tradeshow floor. Dozens of new products – some not on the market yet – will be on display with special show deals available to attendees.

The opening night party – the **Build Boston Bash** - provides the ideal networking opportunity with more than 600 attendees, great food and live entertainment. SOUNDSCAPE, a creation of the Boston-based BLINK Project Group (comprised of designers, construction industry professionals, etc) involves the interaction of music, architecture and sound, with musicians performing in synchronization, separated by distance and dividing architectural elements.

Build Boston celebrates women innovators and leaders during the **11<sup>th</sup> Annual BSA Women in Design Conference** on November 17, which includes a full day of workshops and events starting with a keynote breakfast speaker and wrapping up with the **2010 BSA Award of Honor** presentation and reception.

Build Boston was conceived and developed by the Boston Society of Architects (BSA) to embrace the entire design, development and construction industry. This broad and inclusive approach has fueled the event’s growth and its continued popularity. Participants can choose from 200 workshops and other professional development opportunities, earn continuing-education credits (required for licensure), visit more than 250 tradeshow exhibits featuring building technologies, products and services, and network with peers and colleagues at the Build Boston Bash and other special events. Build Boston has multiple registration options including full conference registration, as well as one-, two- and three-day packages, special symposium pricing, *a la carte* options, and exhibit hall passes. Build Boston offers a multi-track workshop schedule from 8:00 am to 8:00 pm on November 17, 18 and 8:00 am – 4:00 pm on November 19.

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### **About Build Boston**

The Boston Society of Architects’ Build Boston event is New England’s largest annual convention and tradeshow for the design and construction industry. For more information and to register online, go to [www.buildboston.com](http://www.buildboston.com).