



HELLO

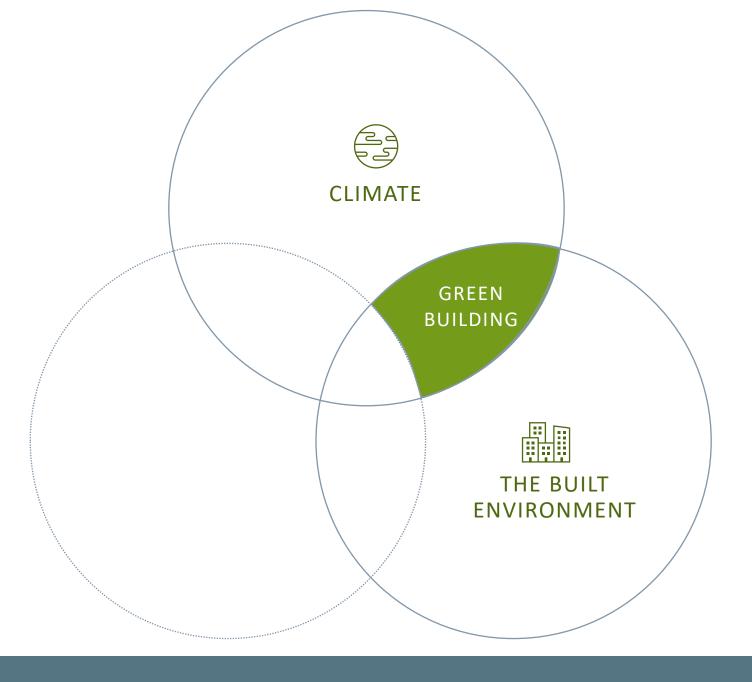
NAOMI SAKAMOTO

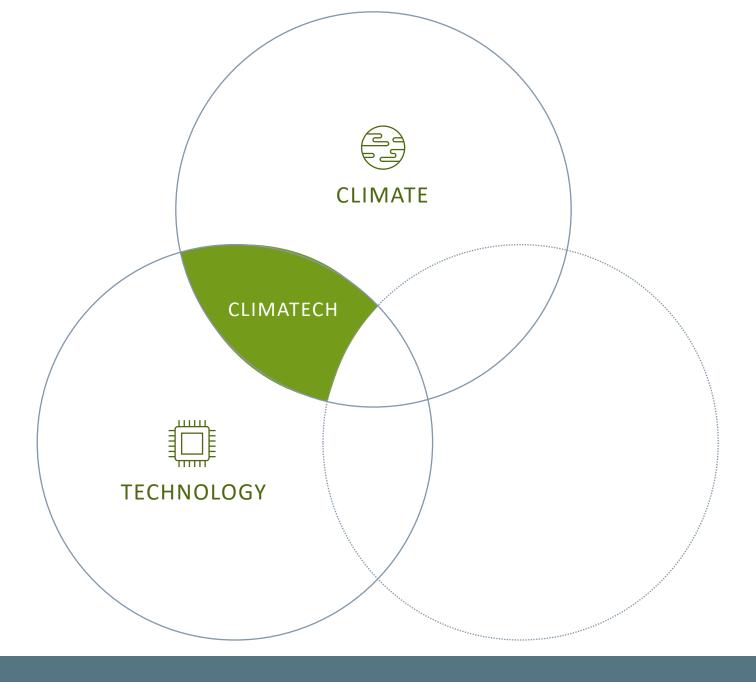
Senior Associate
Studio Leader
EU Region Practice Lead - Technology

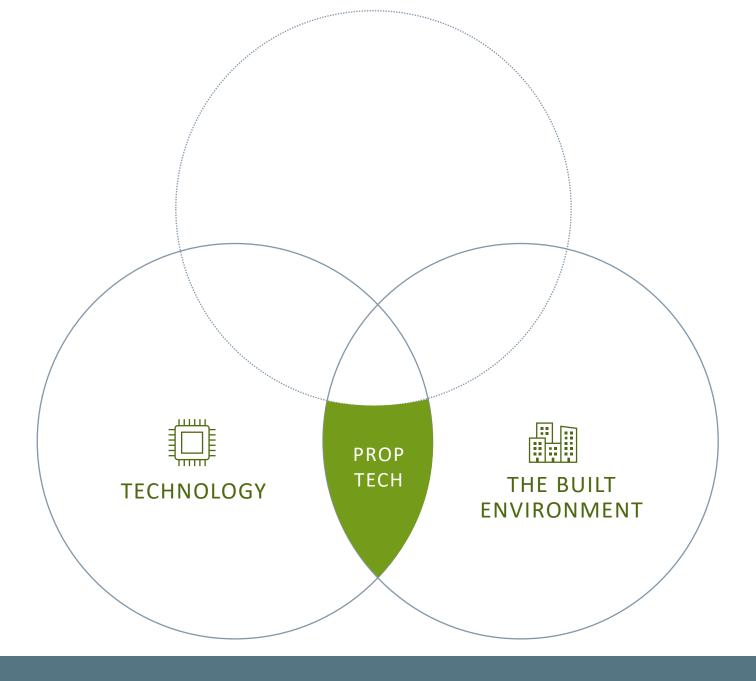


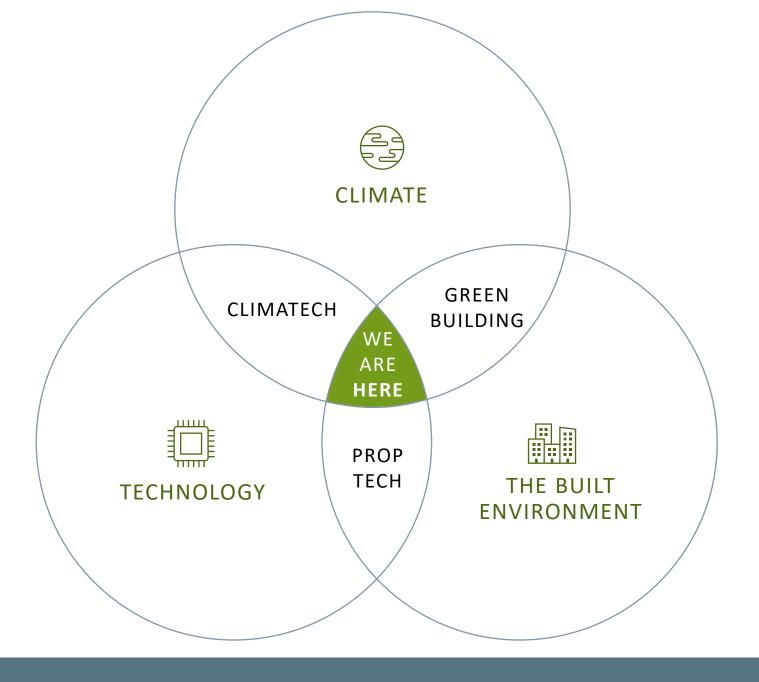
...BUT ON THE OTHER

I work with tech clients, who have endless confidence in the potential of technology to solve our problems.













BUILDINGS



from
Form



to Shelter

SYSTEMS



from

Consumer



to

Regenerator

MATERIALS



from

Extract

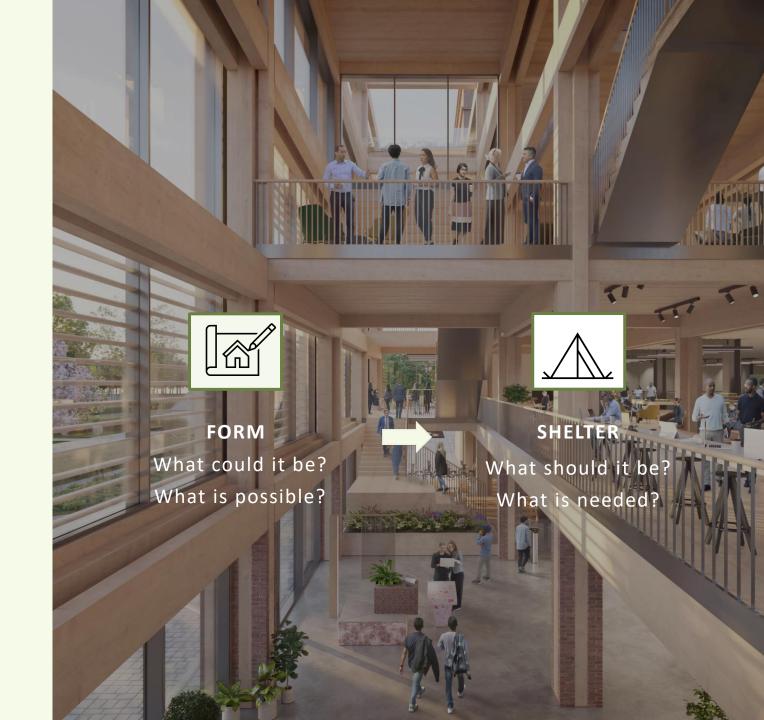


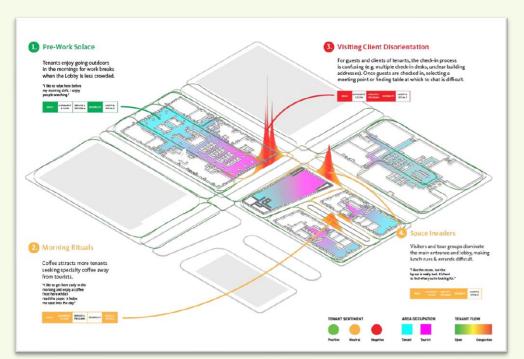
to

Harvest

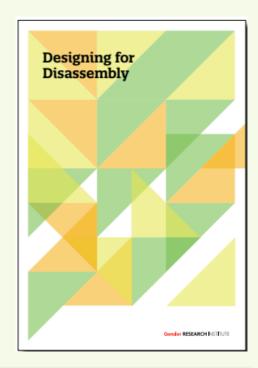
BUILDING SCALE

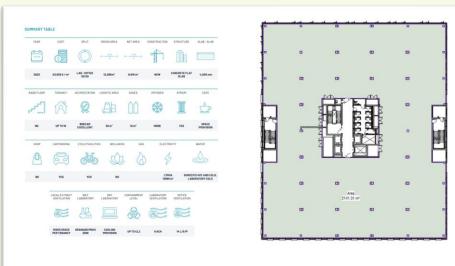
FEWER, BETTER BUILDINGS

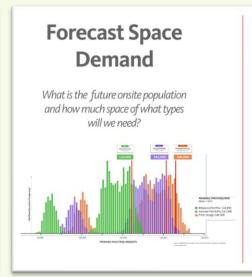




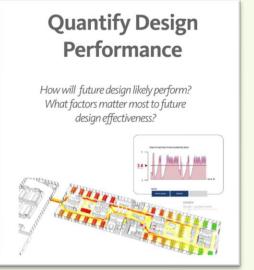








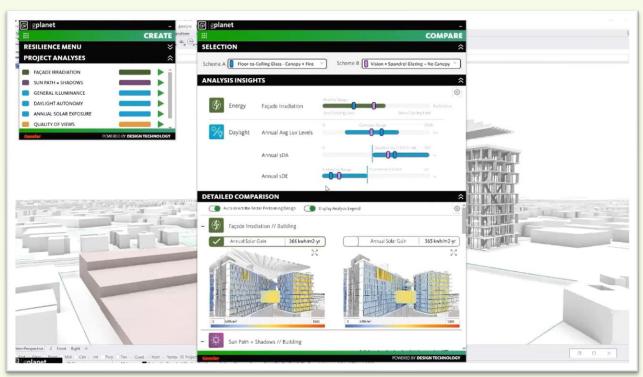
Optimize Program Strategy What is an optimal program strategy, guidelines, stacking, or sequencing to deliver on business goals?

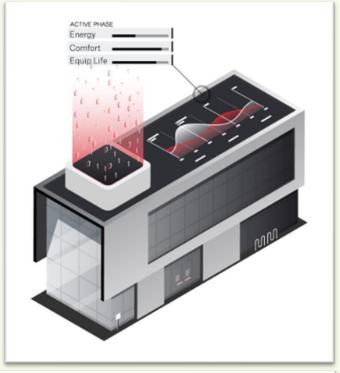


SYSTEMS SCALE

BUILDING THE FLYWHEEL



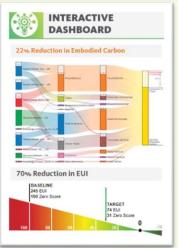


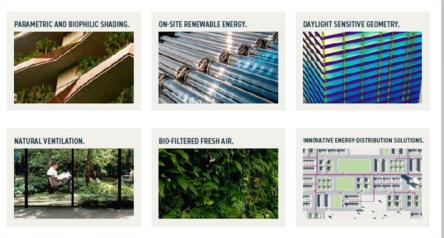




BRAINBOX AI HERE



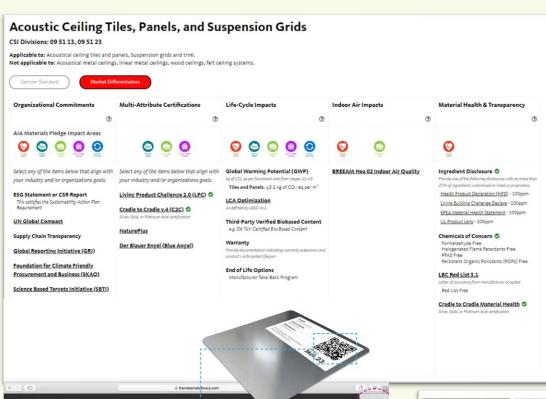




MATERIAL SCALE

BEGIN WITH
THE NEXT BEGINNING
IN MIND





#000321 Mal 22

THE REUSE ROADMAP

Things to Consider

Operations to sale

What are your demolition and waste

What of the existing material inventory

can be reused or repurposed within new

· Is there acrything in the existing site that

What is the value of the reuse vs. resel?

compromises the project team is willing

· Are there fixed elements in the design.

that could be designed & detailed for

· Can reused furniture be designated to

certain areas, while using new furniture for higher impact moments?

might reveal history of the building.

previous tenant or neighborhood?

- As design evolves, what are the

stream lease requirements?

Cost & Budget Storage capacity

Design Sexbility Manufacturen/secycling take back programs



→0

finishes, and sines will increase the

materials, while still being true to the

Help the project team visualize reuse

design opportunities alongside cost implications. You may have done some

of this already, but now is the time to really focus in. What does the end-

user really want? Now, what's the realistic vision? DON'T over commit.

know your limitations, and ALWAYS

likelihood of finding matching

5. Vision:

manage expectations.

Strategy' to serve as a guide. Generals example timelines that specifically 4. Consider: communicate the reuse commitment De flexible. Everyone loves to see a and expectations to the entire team plan executed perfectly, but it's seldom regardless of the length of the project. Create 'toolidts' with specifications that a linear loamer. Twists and turns const at every step along the way. Your job project teams and designers will utilize. at this stage is to put on your "what if?" but and think through some busine in the road before you start diriving. It is very rare for reclaimed materials to precisely match your design. Being flexible in colors,



Eeen a lookout for opportunities project space (if applicable) and evaluate what could be record/deconstructed/donated returned. Get creatityel Use reclaimed materials as were palette and find new ways to put materials together.

3. Partner:

In order to transform the design. process into an increasingly reca friendly, similar network, the development of reuse networks will thrive with the formation of partnerships. Look for deconstruction and reuse nartners to help with the reclaimed materials; even if they aren't offering the service, sak then anyway! The more they are queded about supplying reclaimed materials, the more likely they are to consider fulfilling that role.



6. Perform:

Now is the time to start tapping into your industry network for reuse vendors and like minded contractors. Again, be sure you know exactly what you are asking for. Be specific. Don't get discouraged if someone isn't able to help. Keep at it. Remember: there are a lot of companies out there that DO want to pltch ini-

7. Deliver:

Identify and secure contracts for waste/reuse materials. Explore existing manufacturer/veryelling take-back programs that would benefit from any strated resources. Coordinate with furniture vendor contractors to remove and recycle furniture. For items not being twused, reach out to other project teams and local non-profit organizations in need



8. Communicate:

Congratulational You've auccessfully implemented reuse on your project. Now, share your findings with others. What were the challenges and how did your team overcome the bantem? The ress ecocystem will only grow faster by everyone sharing project stories and fessons learned with their local



9. Document:

Now is the time to organize your project materials. Wrap up the cess of the project and design by tracking relative metrics. Track all waste streams and/or waste reduction. Provide outbon saving calculations. Now is also a good time to out together a short presentation. broniding the work and the 'reuse story' for future project teams to

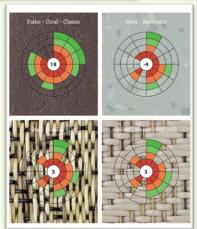


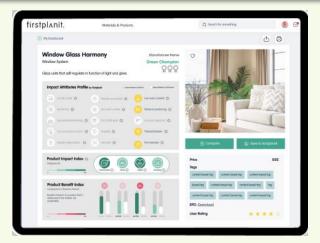
Conclusion:

As you've undoubtedly realized, this is neither an exhaustive list nor a strict check-hometyle flowto" guide. Rather, it should serve as a general list of topics to consider when thinking about starting a neuse project. This should get you headed in the right direction and help you consider what might come next. You may not be able to go in this arrant order and were may not want to, but anticipate how you'll approach each of these steps, as they have been critical to complete in prior

Gensler



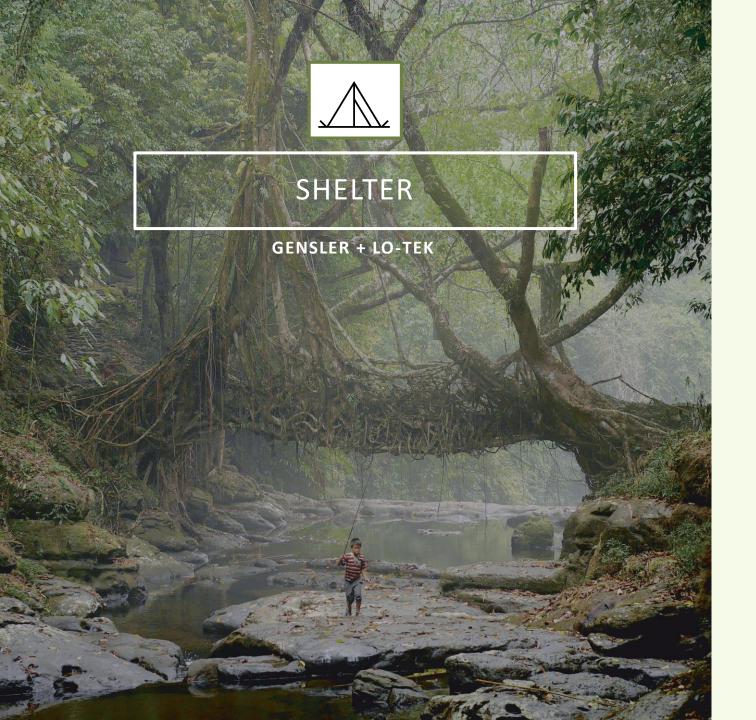






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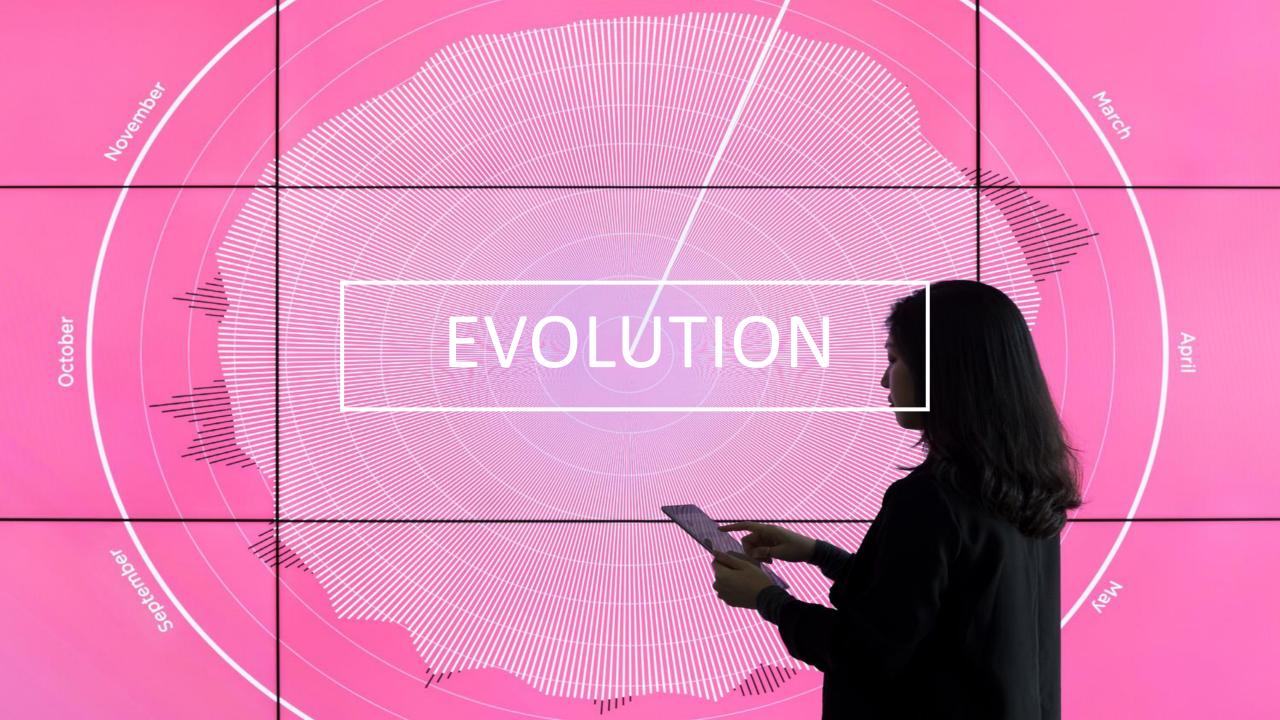


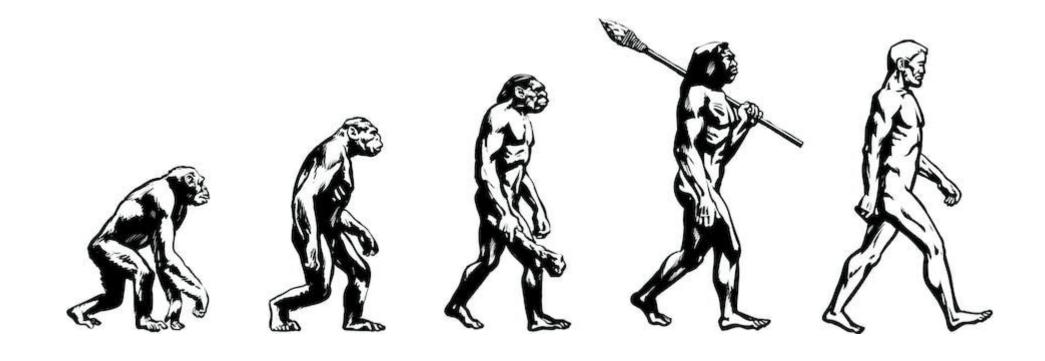
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