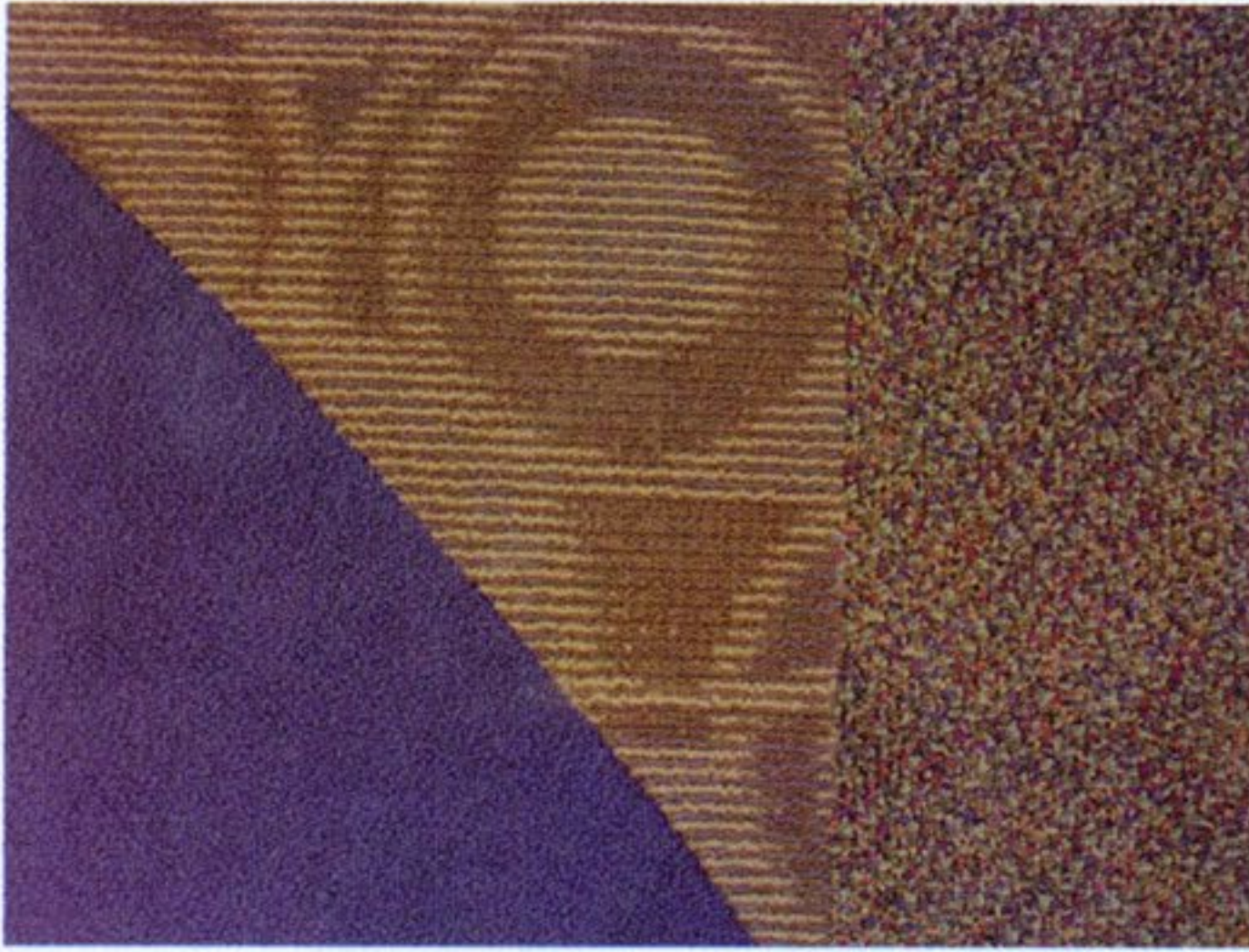


# GREENING

## OUR OWN OFFICE

*ENVIRONMENTAL DESIGN + CONSTRUCTION* MAGAZINE'S OWNER,  
BNP MEDIA, APPLIES SUSTAINABLE PRACTICES TO THE DESIGN OF THE  
COMPANY'S NEW OFFICE INTERIOR.

BY MICHELLE CLARK HUCAL, EDITOR, LEED ACCREDITED PROFESSIONAL



**Top left:** Green Label carpet was specified throughout the new BNP Media office. Shown is a section of the Bentley Prince Street carpet in the lobby.

**Bottom left:** The foyer features environmentally considerate wall finishes and reused ceiling tiles.

**Below:** The ergonomic Life chair from Knoll is GREENGUARD certified for indoor air quality and contains recycled content.

**Photos by Marielle Hersey**



tured by Blumenthal, a division of JM Lynne (Ronkonkoma, N.Y.), a Steelcase company. The product is made from fused wood and latex. The wood pulp comes from sustainably-managed forests and additional content contains recycled waste and water-based inks. The reception area, lobby and executive conference rooms also feature no/low-VOC NASS Fresco (Fox Rover Grove, Ill.) plaster systems, which use no adhesives, solvents or chemicals, but does use water based sealers.

Guilford of Maine (Guilford, Maine) provided Terratex fabrics for fabric ceilings and wrapped wall panels. This product is 100 percent recycled polyester and is recyclable. Knoll Textiles' Terratex fabrics were also used on interior workstations.

#### FURNITURE

Long life-cycle, recycled and recyclable materials were used wherever possible, including furniture. Many employees now enjoy the Life chair by Knoll Inc. (East Greenville, Pa.), which uses minimum materials, zero VOC paints and adhesives, recycled content (52 to 64 percent) and recyclable components. The Life chair is also GREENGUARD certified for indoor air quality. Reff wood office systems from Knoll use more than 40 percent recycled content and incorporate high-efficiency, low-mercury lighting and Forest Stewardship Council-certified wood. Additional office furniture was specified for its recycled content and recyclability.

Existing ceiling panels were re-used, however, some new products were purchased. The Armstrong (Lancaster, Pa.) Mars ClimaPlus Acoustical Ceiling Tiles contain recycled content and are recyclable. Plus, Armstrong has a ceiling panel reclamation program that can be utilized at the end of the products life.

BNP Media also utilized daylighting techniques. Using existing design, interior walls were modified to incorporate a side-light to introduce natural light to interior spaces. Environmentally friendly Alto fluorescent lightbulbs from Philips Lighting Co. (Somerset, N.J.) are used throughout.

"The new open office plan works wonderfully," says Elizabeth Obloy, ED+C's

out offices and Bentley Prince Street (City of Industry, Calif.) carpet was used in the lobby, executive office and conference rooms. These products meet the Carpet and Rug Institute's Green Label indoor air quality testing program.

Dal-Tile Corp.'s (Dallas) porcelain ceramic tile was specified for the kitchenette and restroom. This product, says architect **Neumann Smith & Associates** of Southfield, Mich., has an extremely long life cycle, emits no harmful fumes or gases, and will not support the growth of mold or mildew, an important consideration for kitchens and baths.

"Products were specified by requesting that certain unfriendly products not be used. Our architect then found items matching those specs," the Hendersons say.

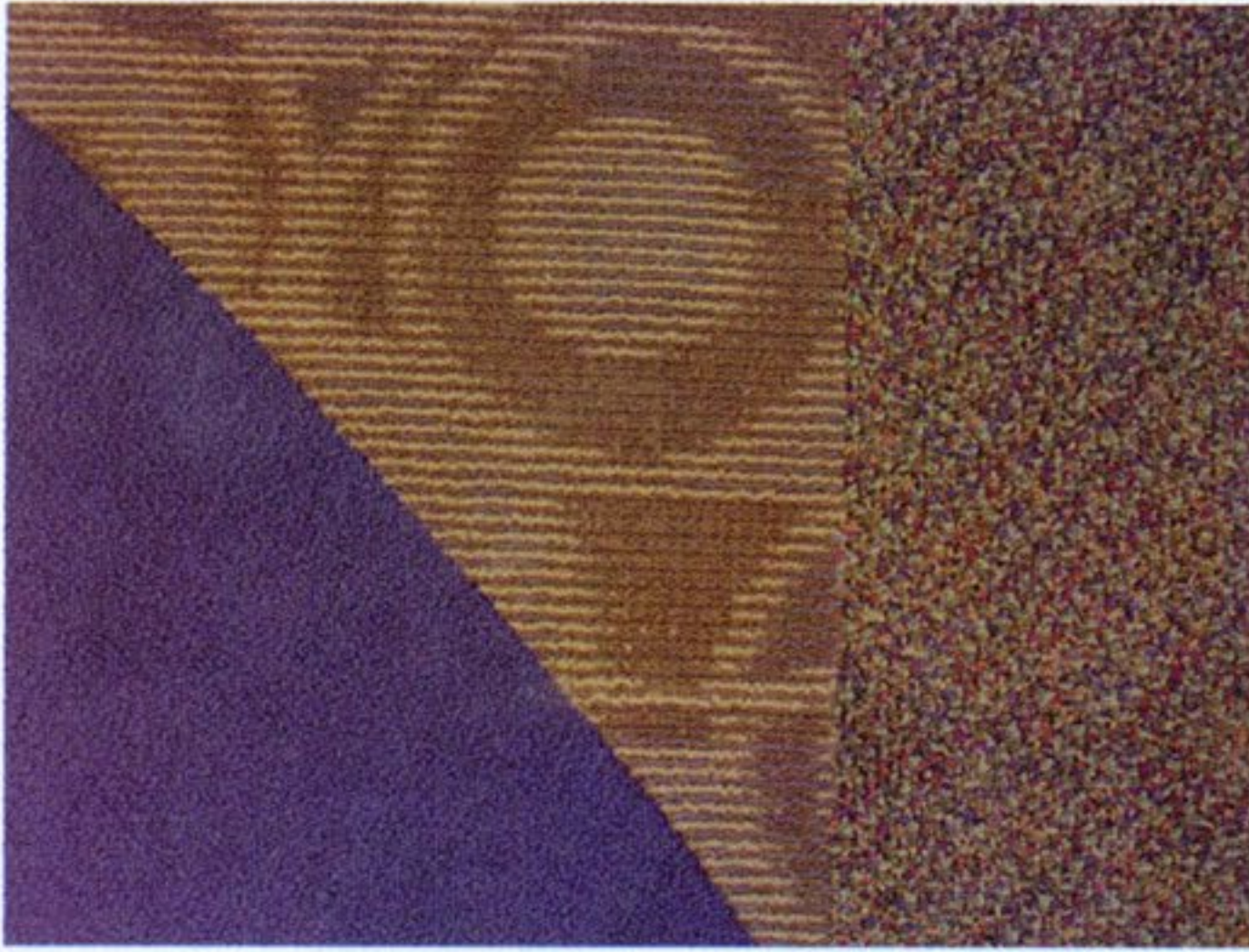
Additional flooring options include cork, a sustainably harvested material, from UniCork available from To Market (Oklahoma City, Okla.).

BNP Media also commissioned The Environmentalists, the interior services company of Invista (Wilmington, Dela.). The Environmentalists are the first to achieve an EPP Certified Flooring Management System designation by Scientific Certification Systems. The company's life-cycle solutions include interior assessment, products and installation, interior vitalization and reclamation. The Environmentalists used EcoSoft carpet cushion in BNP Media's office, and all of the old carpet was reclaimed.

#### WALLS AND CEILINGS

Wall coverings, finishes and paints were an important consideration in the new office décor. Low odor, low emission and low VOC (volatile organic compounds) EcoSpec paints and primers from Benjamin Moore (Montvale, N.J.) were used throughout the space.

The lobby, conference rooms and other areas feature Duraprene Wallcovering, a commercial grade wallcovering manufac-



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PHOTO BY: MARIELLE HERSEY

## SUSTAINABLE PRODUCTS

### FLOORING

BENTLEY PRINCE STREET CARPET  
 CAMBRIDGE (BEAULIEU COMMERCIAL) CARPET  
 DAL-TILE PORCELAIN CERAMIC TILE  
 UNICORK CORK FLOORING  
 THE ENVIRONMENTALISTS FLOORING MANAGEMENT SYSTEM

### WALLS AND CEILINGS

BENJAMIN MOORE ECOSPEC PAINTS AND PRIMERS  
 DURAPRENE WALLCOVERING BY BLUMENTHAL  
 GUILFORD OF MAINE TERRATEX (INTERFACE) FABRICS  
 KNOLL TEXTILES TERRATEX FABRICS  
 NASS FRESCO PLASTER SYSTEMS

### FURNITURE, LIGHTING AND MORE

ARMSTRONG ACOUSTICAL CEILING TILES  
 KNOLL LIFE CHAIR  
 KNOLL OFFICE SYSTEMS  
 PHILIPS LIGHTING  
 ONESOURCE MAINTENANCE



PHOTO BY: CRAIC BARTON

It only made sense to design “green” when BNP Media, the parent company of *Environmental Design + Construction* magazine, decided to relocate the company headquarters earlier this year.

Inspired by *ED+C* magazine and a continued goal of improved employee satisfaction, health and productivity, it was an easy decision to incorporate sustainable products inside the space of the “new” building. The office, originally built in 1991 and located only blocks from the previous office in Troy, Mich., was retrofitted to meet the needs of BNP Media Co-CEOs Harper, Mitchell and Taggart Henderson.

“We felt a responsibility to be environmentally friendly while still being financially responsible. This goal was

accomplished by finding an appropriate balance between the two,” according to the Co-CEOs. “All three of us were involved in choosing green materials.”

BNP Media’s new location, which opened in January, currently houses approximately 150 employees, spread out over 23,448 square feet on the seventh floor and 7,960 square feet on the sixth floor of the Somerset II Place.

### FLOORING

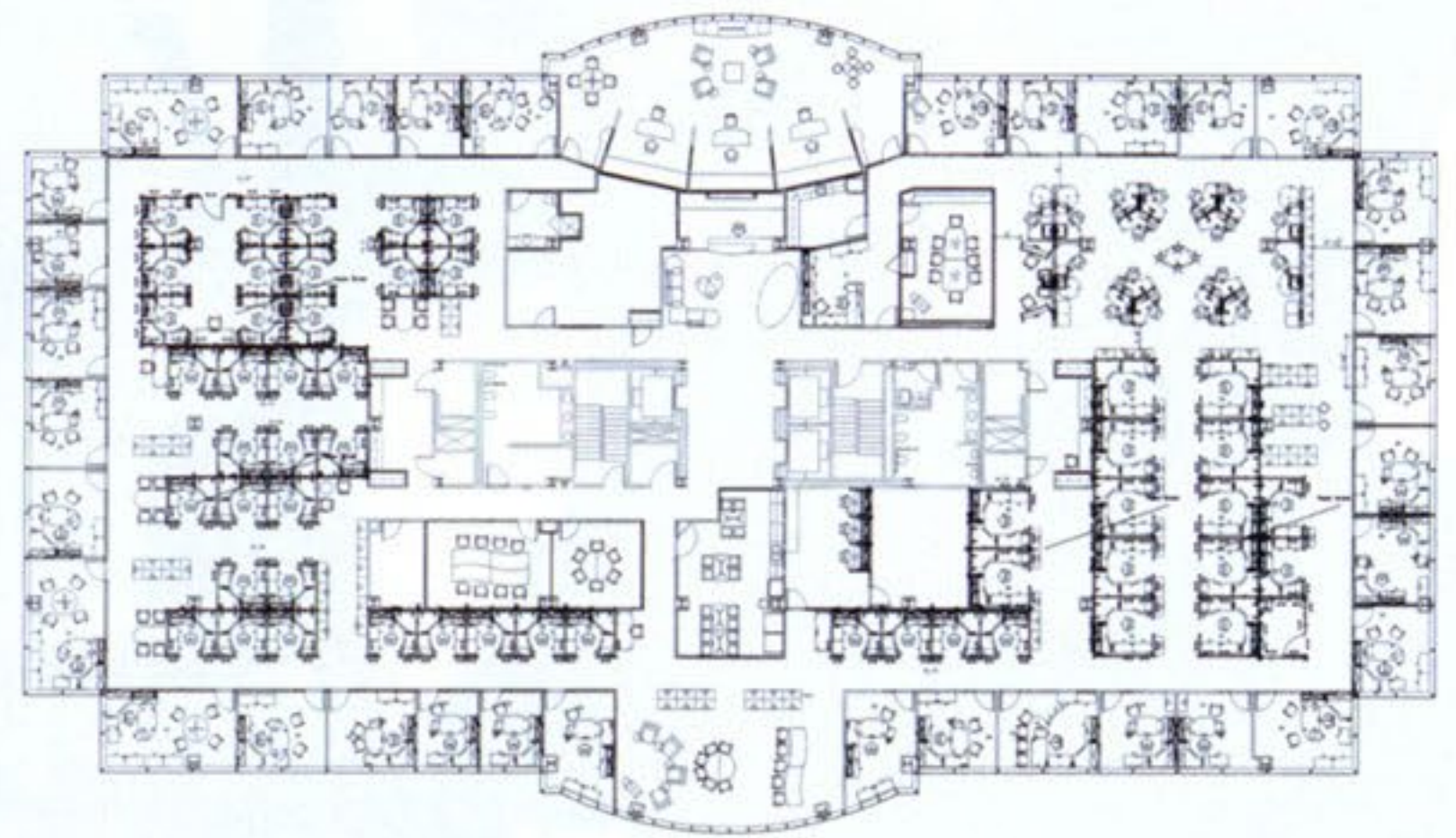
Careful consideration was used for specifying attractive, yet environmentally responsible flooring. Cambridge (Beaulieu Commercial, Adairsville, Ga.) carpet was specified through-



**Far left:** Cork flooring, VOC-free wall-coverings and recycled-content furniture are some of the notable features of BNP Media's new office interior.

**Left:** Flexible workstations incorporate recycled content, environmental fabric panels and high-efficiency task lighting.

**Photos by Marielle Hersey**



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marketing manager and exterior products sales manager. "And the use of natural light in my office is energizing and refreshing."

Construction work was limited – the design plan reused existing aluminum frames and wood doors. The open office plan utilizes flexible wall systems and several large common areas. Potted plants and trees were also relocated to the new building.

#### THE RESULTS

"Although most of the interior choices are environmental, many employees don't realize they are green products," says *ED+C* publisher Diana Brown. "BNP Media took great care in choosing the best quality products for our work environment that would benefit the attitudes and well-being of the people who work here. These green products not only provide a professional appearance for the office, but also provide a healthier and more efficient place for us to work."

BNP Media plans to maintain this environmental mission for the health and safety of their employees throughout the life of the building. For example, Atlanta-based OneSource Facility Services uses environmentally safe cleaning products for the care and maintenance of the office.

The Hendersons say, "Now that the project is done, it's nice to know that we accomplished our goal of benefitting BNP Media employees and the environment." +

*BNP Media is a family-owned business that offers more than 40 publications, including more than 20 architecture and construction magazines. For more information on BNP Media, visit [www.bnppmedia.com](http://www.bnppmedia.com). If you read this article and would like more information, you may also go to [www.edcmag.com/webcard](http://www.edcmag.com/webcard), and circle number 150.*