



## **Project of the Month: MKDA-designed 50,000 s/f HEINEKEN USA headquarters achieves LEED-CI Gold; CodeGreen was LEED consultant**

December 27, 2012 - Green Buildings

Interiors firm MKDA has designed a corporate headquarters for HEINEKEN USA at 360 Hamilton Ave. that has earned USGBC LEED-CI Gold Certification. The 50,000 s/f space occupies the 11th and 12th floors at the SL Green building, which has also earned LEED-EB Gold certification.

Working alongside sustainability consultancy CodeGreen, MKDA specified energy efficient systems and lighting, low-VOC emitting paints and flooring, Energy Star equipment and appliances, and materials with pre- and post-consumer recycled content to achieve LEED Gold. The firm also sourced materials regionally and diverted existing materials from area landfills.

"MKDA collaborated with CodeGreen and other vendors and contractors to meet the firm's requirements for LEED Gold certification, and to ensure that HEINEKEN USA would be able to continue its business activities without interruption during the in-occupancy renovation," said MKDA executive managing director Julia Lindh, RA.

To transition HEINEKEN USA from a traditional office space to a branded environment that fosters creativity and innovation, MKDA designed the space with numerous glass walls and workstations with access to natural light, and wove clusters of collaborative areas throughout the space.

"We took a flexible and non-linear approach to positioning collaborative areas that would encourage better integration and foster a sense of community within the office, allowing employees to work in a more creative way," said MKDA senior project manager Michael Sanchirico, noting that collaborative areas range from private quiet rooms and public spaces that support impromptu meetings to large conference rooms.

The branded environment features an elevator lobby wall lined with the famous green HEINEKEN USA bottles and an energetic reception area with an adjacent bar. Employees are encouraged to utilize this "central marketplace," which was designed with a mix of classic and urban contemporary elements and outfitted with foosball tables and television monitors.

Honoring HEINEKEN USA's corporate culture, MKDA added light boxes with graphics and buzzwords such as "community" and "pride" to columns within the space. Conference rooms are named and branded after each brand under the Heineken umbrella. Used throughout the space, the firm's signature green color is accented with pops of red.

Project team:

- \* Architect, MKDA
- \* MEP Engineer, MG Engineering, P.C.
- \* LEED Consultant, CodeGreen
- \* Drywall & Ceilings, Sciuolo Construction
- \* Construction Manager, SL Green

- \* Project Manager, WSNC
- \* Audio Visual, RTS Unified Communications
- \* Flooring, Sherland & Farrington
- \* IT, Linear Technologies
- \* Electrical, Belway Electrical Contracting Corp.

Heineken has wide international presence through a global network of distributors and breweries. Heineken owns and manages one of the world's leading portfolios of beer brands and is one of the world's leading brewers in terms of sales volume and profitability. Its principal international brands are Heineken and Amstel, but the group brews and sells more than 170 international premium, regional, local and specialty beers, including Cruzcampo, Tiger, Zywiec, Birra Moretti, Ochota, Murphy's and Star.

MKDA is a corporate space planning and interior design firm that was established in 1959 by famed showroom designer Milo Kleinberg. Today, the firm is headquartered in New York City with a second office in Stamford, CT. The firm services corporations across industries, as well as non-profits, government agencies, and commercial building owners. MKDA's corporate clients include Design Within Reach, Pernod Ricard, Heineken, Guggenheim Partners, Calvin Klein, GE Monogram, Harvest Partners, AICPA, Lowenstein Sandler, W.J. Deutsch & Family and Wachovia. The firm is also one of the most prolific landlord firms for clients that include Silverstein Properties, Vornado Realty Trust, George Comfort & Sons, SL Green, Normandy and many others. For more, visit [www.mkda.com](http://www.mkda.com).

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540