



The Schimberg Group Inc.

ARCHITECTURE · INTERIOR DESIGN
OWNER REPRESENTATION · LEED CONSULTING

COLLABORATIVE METHODS
A MONTHLY NEWSLETTER

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Dear [member_name_first],

Welcome to the March 2012 edition. This month's newsletter showcases design solutions that The Schimberg Group provides to its clients. The Schimberg Group understands that collaboration is fundamental towards achieving best practices, sustainable success and **Extraordinary Results**.

PRESIDENT'S CORNER:

Could NetZero Building Design Work in Florida?

"Becoming carbon neutral is only the beginning. The climate problem will not be solved by one company reducing its emissions to zero, and it won't be solved by one government acting alone. The climate problem will not be solved without mass participation by the general public in countries around the globe."

- *Rupert Murdoch*
Media Mogul

One of the hottest topics in architecture is the concept of NetZero building design. In a NetZero building, 100 percent of the building's energy needs are supplied by on-site renewable energy. The International Living Future Institute defines renewable energy as passive solar, photovoltaics, solar thermal, wind turbines, water-powered microturbines, direct geothermal or fuel cells powered by hydrogen generated from renewably powered electrolysis.

Is the NetZero Building concept a fantasy? A recent article in the Architecture Dispatch caught my eye with this headline: "[Architects say NetZero is not a fantasy if only people would stop with the A/C.](#)"

The reporter quoted speakers at a Center for Architecture event who

contend that net-zero building is absolutely possible and has been done using insulation, roofing, and lighting techniques and materials that aren't particularly exotic. The architects talked about orienting the main spaces of building to the south to maximize the use of the natural light and solar energy. This all makes sense for building projects in certain parts of the country.

But the article made me think: Could a NetZero building design work in Florida?

The difficulty in designing a NetZero building in Florida is centered around thermal comfort. Though there are ways to design buildings to minimize the need for air conditioning, it must be incorporated into the design. Photovoltaics have not hit the tipping point to make them worthwhile financially, geothermal is not prevalent enough and Florida does not produce enough wind to generate enough energy. It is our responsibility to get as close as possible to NetZero, but in Florida, that's extremely difficult. Still, it's a wonderful challenge.

- Barron Schimberg
Leed AP



What's New on the Blog

The Four Layers of Building Design

Over the last few weeks, we have published a series of posts designed to help you better understand our holistic view of architecture and interior design. In the series, we examine each of the four different layers of a building project and how they all work together.

- [Part 1: Overview](#)
- [Part 2: Architecture](#)
- [Part 3: Space Planning](#)
- [Part 4: Interior Design](#)
- [Part 5: Interior Decoration](#)

We welcome your feedback and comments, and ideas for expanding on any of these topics. If you have any specific questions you would like us to address, send them our way!



Left: The newly renovated lobbies in The Marina Bay condominium complex features works by local artists, [David Steiner](#) and [Kathy Wright](#). Right: [Take Care Home Health](#)'s new reception area by The Schimberg Group.

Did You Know We Design Custom Furniture?

The Schimberg Group has partnered with [Spec-Rite Designs](#) to develop the LINEAR line of customizable, durable furnishings for healthcare, educational, pet care, and commercial buildings. Products include:

- tables for food courts and dining halls
- lab tables and storage units for classrooms
- trash receptacles and recycling bins
- beds, reception desks, and benches at medical facilities
- walled pet crates and condos
- lockers, wardrobes, and credenzas

At The Schimberg Group, we design each piece of furniture to meet specific space requirements, incorporate brand colors, and add a touch of style. Spec-Rite then manufactures the furniture using non-porous, durable, phenolic materials that can withstand the rigors of public use. The materials resist water and scratching, inhibit bacteria growth, and don't absorb odors.

We can design Spec-Rite furniture for our own commercial clients or help other architects incorporate custom-designed furnishings into their projects.

For more information, download this PDF: [Durable Designs Furniture from Spec-Rite Designs](#)



Links We Like

[Beautiful images of Michael Maltzan's Lens design for the St. Petersburg pier](#)

[Business Edition of SRQ Daily included news about our merger with Morrison Design](#)

Let Us Know What You Think

Call us if you have any questions about the merger, our internship program, or any of the ideas covered in the posts. You can also connect with us on [Facebook](#), [LinkedIn](#), and [Twitter](#).

We look forward to working with you to create architectural solutions that exceed your expectations.

Sincerely,

A handwritten signature in black ink that reads "Barron Schimberg". The signature is stylized and fluid, with a long horizontal stroke at the end.

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