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## **Gensler advances sustainable story making in the Bay State**

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Gensler, a global architecture, design, and strategic planning firm, is spearheading an ambitious project to create Plymouth Rock Studios (Plymouth, Mass.), the world's most sustainable digital arts production studio complex.

The 240-acre, 2 million s/f development will create the state's first full service, digital arts production studio with advanced sound stages, post production facilities, back lot, and full support for feature film and television production. In addition, through partnerships with MIT, the New England Institute of Art, Plymouth school system and others, the complex will provide training facilities and programs to expand the written and media arts education for students of all ages. The prime motivator of the founders, who have a long legacy of success in Hollywood, is extending production opportunities and growing the next generation of "story making" artists free of the "Hollywood" environment. The project will also be a catalyst and incubator for advanced sustainable practices and technologies, involving many locally based partners and firms.

The project has registered with United States Green Building Council (USGBC). Gensler is working with MIT, C Change Investment Management LLC, Arup of London, R.G. Vanderweil Engineers, and Coler & Colantonio Inc. to finalize the sustainable strategies and technologies to be used.

The design team is striving to achieve LEED Platinum and near carbon neutral status. The project is a challenge from many perspectives. The peak studio lighting and cooling loads are immense and movie production creates a large waste stream. The studio is looking to create "closed loop" systems wherever possible.

The media industry has always been a collaborator, employing a multitude of small business to meet its needs. Plymouth Rock Studios' larger task is to develop a robust media industry here in Massachusetts, but also a sustainable one which pioneers new practices and technologies. The future story to tell will be a sustainable one, communicated through shifts in the media and entertainment industry, and with implications that reach far beyond the town of Plymouth.

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