

Goring & Straja Architects

Customer Success Story

Autodesk® 3ds Max® Design
AutoCAD®

With the completion of the new office in Milan, Autodesk has increased to 20 percent the percentage of its facilities that have obtained—or are under submission for—sustainable design certification.

—Joe Chen
Vice President, Corporate Real Estate Facilities, Travel, Safety, and Security
Autodesk

- 100 percent powered by low-impact hydroelectric plant
- 30-percent reduction in water consumption
- 12-percent reduction in lighting loads compared to ASHRAE
- 86 percent of rated power from Energy Star equipment
- 40+ percent of construction materials manufactured within 800 km
- 21 percent of raw materials extracted within 800 km
- 23 percent of construction materials (by cost) are recycled
- 82+ percent of construction waste recycled

Green excellence, local flair.

Italian firm creates new LEED® Gold for Commercial Interiors certified office space in Milan, Italy, for Autodesk.



The office includes an energy-efficient lighting system with daylight sensors. Image courtesy of Goring & Straja Architects.

The Commitment

As a company, Autodesk is dedicated to minimizing its impact on the environment. “One of the most effective ways to do that is by increasing the energy efficiency and sustainability of our facilities,” says Joe Chen, vice president of the Corporate Real Estate Facilities, Travel, Safety, and Security (CREFTS) division at Autodesk. Within Autodesk, CREFTS is responsible for identifying new facility locations and overseeing design, construction, and operations. “From beginning to end of any project into operations, Autodesk has a tremendous commitment to sustainability and efficiency. We also strive to create workplace conditions that encourage productivity and collaboration.”

Autodesk is equally committed to using its own operations as a testing ground for new ideas, workflows, and solutions. “We take every one of our projects as an opportunity to showcase the true capabilities of Autodesk software and to serve as a model for our customers around the world,” says Chen.

The Challenge

One of these projects was the recent interior design of a new Autodesk office at Via Tortona 37 in Milan, Italy. For help completing the project, Autodesk turned to Goring & Straja Architects, a local design firm that has completed hundreds of architecture and interior design projects in Europe and North America for a wide range of prominent clients, including Microsoft, Burberry, Tiffany, General Electric Real Estate, PricewaterhouseCoopers, and The Carlyle Group. The firm also has considerable expertise in green design.

Autodesk charged Goring & Straja with many goals, including sourcing local materials, minimizing construction waste, and attaining LEED® Gold for Commercial Interiors, an ambitious sustainable design certification. “They also wanted the space to reflect our city’s longstanding passion for design, while expressing the international nature of Autodesk,” says Andre Straja, founding principal at Goring & Straja Architects. “The opportunity to work on such a high-profile, challenging project was very exciting to us.”

Forty percent of the products used in the new office were manufactured within 800 km of Milan, Italy.

The Challenge

Straja received inspiration for the office at Via Tortona 37 on a recent visit to the Autodesk offices in San Francisco. "I found them extremely well done," says Straja. "They set the standard for what we wanted to achieve in Milan."

The new Autodesk office is located in a condominium complex designed by prominent architect Matteo Thun. The complex is on track to become LEED Gold certified. CREFTS selected this location for its many environmental benefits, including geothermal heating and cooling, ceiling- and wall-mounted radiant panels, external automatic blinds, and power sourced from nearby mini-hydroelectric power plants.

For help designing the 850-square-meter (approximately 9,000-square-foot) office and organizing project requirements, Goring & Straja used AutoCAD® software. The design team also used Autodesk® 3ds Max® Design software for creating photorealistic renderings and fly-through animations for presentation of design ideas to Autodesk.

The new office contains numerous conservation features, including an energy-efficient lighting system with daylight and occupancy sensors, and water-conserving plumbing fixtures that reduce water consumption by 30 percent. To further reduce environmental impact, Goring & Straja reused many existing components, including flooring, ceiling- and wall-mounted radiant panels, and plumbing fixtures. The office also incorporated many low-emitting products, including low-VOC paint and GreenGuard®-certified furniture.

During construction, the builders sorted waste onsite and were able to recycle 82 percent—by weight—of the waste generated during demolition and construction. More than 40 percent of the materials used in construction were manufactured within 800 kilometers of the site. Additionally, 25 percent of the materials used in the new office contained recycled materials, such as glass, aluminum, and wood chips.

The Result

In March 2012, Autodesk took possession of the new office, which is on track to become LEED certified to the Gold level for Commercial Interiors. "The completed space is very simple and linear, yet sophisticated, luminous, and quite pleasant," says Straja. "I believe we were successful in representing two distinct cultures in a single space."

Chen echoes Straja's enthusiasm. "Goring & Straja more than met our expectations for the new office," says Chen. "With the completion of the new office in Milan, Autodesk has increased to 20 percent the percentage of its facilities that have obtained—or are under submission for—sustainable design certification."

An Exciting Future

Goring & Straja has also begun exploring other Autodesk products, such as Autodesk® Ecotect® Analysis and Autodesk® Revit® software for Building Information Modeling (BIM). "From a practical point of view, BIM is a no-brainer," says Straja. "It is clear that BIM will soon be the standard in Europe, as it already is in the United States."



The new space is located in a LEED Gold-certified office complex. Image courtesy of Autodesk.



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Founding Principal
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