

# #WeThePlanet House – A NATURAL BIOTOPE CONCEPT FOR A BUILDING IN MANHATTAN

June 20st 2022 | Manhattan. NYC



## GREEN GOOD DESIGN® AWARD 2022

3deluxe has just been awarded with the GREEN GOOD DESIGN® 2022 for the concept of #WeThePlanet House – a contribution to transform metropolitan areas into climate-resilient places with positive impact on the environment. “This program,” states Christian K. Narkiewicz-Laine, Museum President/CEO, The Chicago Athenaeum, which has been awarding the prize for 71 years, states that the green movement “is in full swing worldwide – from Singapore to Paris and Los Angeles.” New York seems to catch on to the European idea of creating natural environments on rooftops as a way to enhance human comfort and livability in urban surroundings.

## About GREEN GOOD DESIGN®

Founded in Chicago in 1950 by Eero Saarinen and Charles and Ray Eames, GOOD DESIGN remains the oldest and most established awards program for the most innovative and visionary design worldwide. For over 70 years the Award has been given to everything and anything from a NASA spaceship to a paper clip. GREEN GOOD DESIGN® is a special edition of the GOOD DESIGN® Awards program for 2022. Under the banner, “Build A Better World Now,” designs for buildings and products that emphasize the most advanced “Green Approach” and the most sophisticated methods and technology to make the most positive impact on the environment were cited and awarded.



Awarded By



## **Reshaping our cities by rethinking architecture**

One of the most fascinating challenges of our times is to transform our cities into people-oriented, climate-resilient places that are as carbon-neutral as possible. The Covid-19 pandemic is forcing our cities to address the question of how they need to change in order to become more crisis-proof, sustainable and simultaneously, more pleasant places to live in.

Architecture and urban planning play a fundamental role in this objective of actively fostering people's desire for positive change based on appropriate ideas and measures. 3deluxe was fortunate enough to be commissioned by New York-based organization #WeThePlanet to come up with a concept for a building with many specific ideas for investigating how to reshape our cities. As part of this year's Earth Day summit 2021, the founders of #WeThePlanet, Kunal Sood and Laura Muranaka, presented the plans for their corporate building in Manhattan, the brainchild of 3deluxe.

## **Green urban densification: It's the rooftops, stupid!**

To date, buildings' rooftops have received little attention, even though, on closer inspection, they can play an essential part in improving our carbon balance and our overall urban climates. Extensively greening our rooftops, areas that have until now been largely neglected, would make an enormous contribution to regulating the climate in our overheated cities, would slash energy inputs, and considerably enhance air quality.

Moreover, new, nature-oriented inner-city biotopes would be created, of a kind that not only promotes biodiversity but also offers city dwellers new scope for experiences for all the senses – and a better quality of life. The Ark occupies this urban wasteland: Situated on the flat roof of an existing New York building, the #WTP building intelligently concentrates the urban environment and avoids additional soil sealing.

*»Let's reimagine the urban jungle as a true jungle, in the world's most extraordinary cities. «*

KUNAL SOOD – CO-FOUNDER #WeThePlanet

## **The building's design is driven by nature and technology**

The idea behind the building follows 3deluxe's 50/50 principle which states that 50 percent of every building project should be reserved for nature. In this case it takes the form of a luxuriant natural biotope on the roof that occupies the same surface area as the interior used by people. The building's simple shape corresponds to that of a steep slope. This purely scenic approach to architecture creates an opportunity to situate utilizable inside rooms underneath a hill.

Its sides are generously glazed, not only to maintain a pleasant indoor ambience but also to integrate as large a sensor-driven area as possible for intelligent technologies for energy recovery and consumption reduction. Transparent photovoltaics, eyrise® smart glass, algae bioreactors and solar foil made from recycled kitchen waste and much more besides. This building project is intended to showcase the kind of innovative technologies that will, in future, be able to play an important role in the carbon-neutral city.

## **A socially interactive house**

The green rooftop biotope will become a semi-public space, one that includes its surroundings – people from the neighbourhood will also be able to use the roof garden for urban gardening and beekeeping, schools, and kindergartens to communicate both knowledge and the wonders of nature, cultural events, readings, and lectures will be able to take place in a climate friendly and pandemic-resistant environment in the open air. In return, local people will take care of and maintain the biotope.

The biotope will extend the overall living space, not only for people but also for birds, insects, and various kinds of plants, thus promoting biodiversity. At the same time, the biotope will store rainwater and humidify the surroundings on hot days, it will absorb particulates, transform carbon dioxide into oxygen and improves air quality. The roof garden will insulate the building's interior against the cold and heat, as well as cutting its energy consumption. The building will be like a living organism and positively influence its surroundings in many ways.

## **The use: educational programs and a members' club**

The interior will create ideal opportunities for the *#WeThePlanet* organization: It will be possible to hold conferences, summits, workshops and exhibitions on such topics as environmental protection, conservation, social justice, equal opportunities, inclusion, etc. in the rooms, with their multiplicity of possible uses.

*#WTP's* large network, consisting of well-known representatives of the media, academics, entrepreneurs, artists, politicians, astronauts, doctors, writers, activists, and influencers will discover a new place to meet in the *#WTP* Members Club – a modern urban information hub in downtown Manhattan, one that will become a smart think tank offering innovative suggestions for improving global living conditions.

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### About 3deluxe

The design studio 3deluxe headquartered in Wiesbaden, unites around 40 creative professionals from the fields of architecture and interior design as well as brand design under one roof. The multifaceted projects of the design group receive worldwide recognition. The portfolio also includes the design of large cruise ships. 3deluxe currently realizes projects in Germany, Lithuania, USA and Dubai.

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