

CREATIVE EYE DESIGN-BUILD



STUDIO EDUCATES CLIENTS USING GREEN SHOWROOM

by Jennifer Kirkland

Above: Pizza bar rendering from Prosecco.

IN THE PROGRESSIVE CALIFORNIA bay area, green designer and general contractor Susan Prang says that builders and designers who have not yet begun the evolution to green technology and products are at a disadvantage—they need more education as well as knowledge of services and products available to them to have a competitive edge in the growing green market—Creative Eye Design-Build can help. In the

showroom of Creative Eye Design-Build, the design-build firm she cofounded in 1999, Prang routinely educates clients and fellow building industry professionals on the latest product developments in sustainable design. A virtual showroom on her Web site (www.creative-eye-design-build.com) supports these efforts.

"A lot of designers and builders are thinking about going green but don't

know where to start," explains Prang. "Our showroom offers an excellent overview of cutting-edge products, and I love to encourage my clients and professionals to stay at the forefront of green design by sharing this information."

Designing environmentally friendly spaces, conserving natural resources whenever possible, and creating healthier living spaces using materials and products to create better indoor air quality is Creative Eye Design-Build's main focus. It is standard

practice for the firm to use FSC (Forest Stewardship Council) woods from sustainable forests, recycled content, low- or no-VOC products, water conservation techniques, and practices based on the LEED and Build It Green point systems.

A certified green building professional, Prang has enjoyed seeing green services and products move from niche market status to a significant portion of the overall market. "I think that in two to three years, green expertise will be a mandatory ticket to play for everyone

Below: Vespa shop rendering.



“WE SHOULD NEVER HAVE TO CHOOSE BETWEEN CHEAP AND TOXIC OR EXPENSIVE AND HEALTHY.”
Andrea Lepore, Developer

CREATIVE EYE DESIGN-BUILD AT A GLANCE

LOCATION:

Sacramento, CA

AREA OF SPECIALTY:

Sustainable design-build interior and green building projects

2007 SALES GROWTH:

25%

EMPLOYEES: 1

WEBSITE:

www.creative-eye-design-build.com

Right: Cyclepods used to create ample parking for bikes.

in the home market, from manufacturers to contractors,” she comments. “Those who have not embraced green will have a difficult time, and those who have been founded and are operating only on their green credentials will find that is no longer enough, due to increased competition from long-term competitors who have transitioned to green.”

Prang adds that while green practices have enjoyed a certain price premium and competitive advantage during their emergence, as green becomes standard practice, the traditional advantage of providing a great product at an excellent price will be the basis of competition for everyone.

Creative Eye Design-Build is the green materials and green consulting source for developer Andrea Lepore, whose HOT ITALIAN project will be the first LEED-certified restaurant and retail project in Sacramento. Green features will include solar panels to heat water, an Earth Tub composting bin by Green Mountain, Paperstone

recycled building materials, soy-based and low-VOC paints, proximity to public transportation, and Cyclepods to create ample parking for bicycles.

Reviving a cement block building into a mixed-use project with a restaurant and Italian sportswear shop with executive chef partner Fabrizio Cercatore, with green interior design consultation by Creative Eye Design-Build, Lepore comments, “I knew from the beginning I wanted to build green, since it’s the right thing to do and I didn’t believe cost should prohibit us. We should never have to choose between cheap and toxic or expensive and healthy. I also wanted to show that green building didn’t have to be green or brown—it could incorporate style and high design.”

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