

# perspective

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## THE APEX OF GREEN

Looking like pyramids covered in emerald green grass, The Netherlands' new Biesbosch Museum celebrates the history, culture and biodiversity of its wetland setting

### + FOCUS: GREEN / ECO:

Sustainability continues to evolve beyond a catchy soundbite as designers and architects tackle green issues head-on

**The Great Wall Museum of Fine Art, Zibo City**  
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HK\$48  
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€15



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## A sustainable vision

*With decades of design experience for global clients, Moira Moser, chairman of M Moser Associates, tells Perspective that "for a design to be good, it must be sustainable"*

**TEXT:**  
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**PHOTOGRAPHY:**  
Courtesy of M Moser Associates | [www.mmoser.com](http://www.mmoser.com)



Moira Moser

**Specialising in creating effective workplace environments for knowledge workers**, M Moser Associates has designed projects for clients such as IBM, LinkedIn, L'Oréal and Chinese technology company Tencent, and has set up offices in 15 cities including Hong Kong, New York, London and Singapore.

With the company celebrating its 35th anniversary this year, the year 2015 saw it reach a green leadership milestone: 100 completed projects with sustainability certification. Tellingly, while green design is without doubt a brand signature for M Moser, founder and chairman Moira Moser says that it's simply part of the company's ingrained ethos: "In whichever part of what we do, designing and delivering office interiors, architecture, corporate campuses, and R&D facilities, green is basic to it," she says.

A native of California, Moser gained an international education as an architect before arriving to Hong Kong in 1978. With the economy booming, she very quickly saw an opportunity: multinational companies required offices in Hong Kong, but few design firms 'on the ground' could understand their needs and deliver quality results. As a result, Moser went into business for herself, founding M Moser Associates in 1981.

In 2001, she became one of the few women to be made a Fellow of the

With an emphasis on using renewable, natural and recyclable materials, Yale Center Beijing was awarded LEED Gold certification as well

Hong Kong Institute of Architects. She has worked with the International Council on Tall Buildings and Urban Habitat since the early 1970s, and in 2004, she was recognised as Hong Kong's 'Entrepreneur of the Year' by the Women of Influence group. In 2013, she was elevated to the College of Fellows by the American Institute of Architects.

Of the 100 projects achieving sustainability certification, the majority were LEED Commercial Interiors (CI) certified, in keeping with M Moser's focus on workplace projects. Just as exceptionally, almost all achieved their LEED certification 'in-house' via M Moser's own project teams rather than outside consultants, and were designed and constructed by M Moser as part of a comprehensive, integrated 'all-in-one' service to clients.



M Moser's design for VMware's office in Bangalore was awarded LEED Platinum certification for sustainability highlights such as low-VOC furniture, adhesives, paints and composite wood products



The company's design for LinkedIn Hong Kong is both functionally and literally green, with star-rated equipment and appliances, as well as a burst of green in the colour palette: "We considered our relationship to the wider world and more importantly, to the environment, so a green office was a natural fit," says Nellie Chan, LinkedIn's director of marketing solutions for southeast and north Asia

While 'green' today is still about achieving official certification and labels, Moser believes eventually it will become just another aspect of good design – and she should know, for in 2014, the company became one of the first LEED Proven Providers worldwide, enabling it to offer faster certification of clients' projects.

Currently, approximately 30 per cent of all LEED ID+C projects in China were either designed or designed and constructed by M Moser. Impressively, 75 per cent of all LEED projects completed by M Moser were certified Platinum or Gold, the two highest levels available.

Moser insists that green design need not cost that much more if it's incorporated from the start, meaning through integrated design, engineering and construction, costs can be well controlled. Green design must, she adds, be about more than just sustainability – WELL, similar to but very different from LEED, is one such new standard, focusing on the interior environment for the wellness of the individuals who occupy the building.

"We're thrilled that the green idea is becoming more and more recognised by clients," notes Moser. "A green design is a win-win situation. After all, we're all responsible for the planet." ●