

# Conservation by Carpet

at The Nature Conservancy



photo: Brian Dreege Photography



only by INVISTA

The Nature Conservancy has dedicated itself to protecting the last great places on earth. With a conscious eye for sustainable products and finishes, Mohagen/Hansen Architectural Group joined the effort to make the organization's Minneapolis office, one of them.

## CASE STUDY:

# The Nature Conservancy, Minneapolis, MN

corporate

Since 1951, The Nature Conservancy has been working with communities, businesses and citizens to preserve plants, animals and natural communities on Earth by protecting the lands and waters they need to survive. So when the organization relocated its corporate offices, the design was expected to uphold the conservationists' mission, as well as meet their work requirements.

Mohagen/Hansen Architectural Group led the planning and design services for the 22,000 square-foot project. Included in the area would be private offices, open office workstations, a library and a large conference space for meetings and training. In all phases of development, careful attention was given to environmentally-friendly finishes and materials, as well as the site's natural resources.

The primary goal was to maximize the abundance of natural light in the serene space. Designers placed workstations along the perimeter of the building, with low panel heights to allow light to filter through to other areas in the building. Large sidelights were used to supply natural light to interior offices.

Wherever possible, sustainable products were used. The furniture system was refurbished for reuse rather than discarded into a landfill. The ceiling tiles in the general library and conference room were made from a natural wood fiber product. And the carpet was constructed of Antron® Legacy nylon.

Antron® is the first and only carpet fiber to receive independent third-party certification as an Environmentally Preferable Product (EPP) — one

certified as having a reduced effect on human health and the environment when compared to competing products. One of the greatest assets of the carpet is its proven performance. After all, if a carpet can stay on the floor for a longer period of time, less energy is used, fewer raw materials are consumed and less waste is generated.

"Specifying Antron® carpet fiber was a conscious decision on the part of the design team, knowing the company's strong commitment to environmentally-sound products," said Lyn A. Berglund, ASID, CID, director of interior design, Mohagen/Hansen Architectural Group. "We didn't have to sacrifice aesthetics for sustainability, which resulted in a win-win specification for The Nature Conservancy."

The flooring underscores the interior design by replicating colors found in the natural environment. A sophisticated color palette of green, blue, red and orange tones in the space is grounded by organic-looking carpet cuts that emulate rippling water and gently waving prairie grasses.

"Carpet celebrates the environment in style as well as construction. Antron® Legacy not only provides unlimited styling choices and unsurpassed cleanability and durability, but it is also made with a lower environmental impact," says Mark Ryan, manager environmental initiatives with INVISTA. "Antron® leads the industry in minimizing the environmental impact of our products and processes through the responsible use of natural resources, lower emissions, less water use, and end of life value recovery."

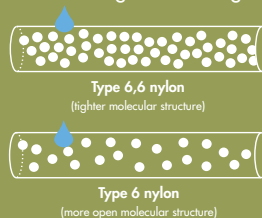
"We asked our designers, Mohagen/Hansen Architectural Group, to find and use as many sustainable, environmentally-friendly products as possible for our space. We chose products by their environmental impact, price, color and overall design," said Louise Morgan, director of operations, The Nature Conservancy. "We liked the Antron® carpet specifically because the process they use to make the carpet has a lower environmental impact."

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## Performance

The alignment of the molecular chains in Antron® nylon creates a tighter molecular structure, making it tougher for stains to penetrate and increasing resistance to crushing and matting.



## Sustainability



As a third party certified Environmentally Preferable Product, Antron® is identified as having a reduced effect on the environment when compared to competing products. Antron® is not only made with a lower environmental impact, but it is engineered to stay newer looking longer. After all, when a carpet can stay on the floor for a longer period of time, less energy is used, fewer raw materials are consumed and less waste is generated.

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For more information about Antron® carpet fiber, please call 1-877-5-ANTRON or visit [antron.invista.com](http://antron.invista.com).

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