



Ecologics Design

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ABOUT ECOLOGICS DESIGN

Ecologics Design, LLC is a full-service architectural design and sustainability consulting firm established in 2006 to explore and strengthen the complex relationships between humans and our natural surroundings through architecture. Its founder, Michael Fletcher, is a registered architect and a Leadership in Energy and Environmental Design (LEED) Accredited Professional who has worked in the building industry for over 24 years on a wide range of project types. Michael's design philosophy reflects his long-held belief that humans are one, both physically and spiritually, with our built world and environment that supports us.

Ecologics is a research term used to describe a field of study on the interrelationship between humans within the context of the natural world, man-made environments and metaphysical reality. The theory of ecologics attempts to transcend the traditional notions held within the existing fields of study like human ecology, sociology, biology and ecology.

Ecologics Design provides a wide range architectural services including site analysis, master planning, program development, design, construction documentation, and construction contract administration. We also provide environmental sustainability consulting, LEED certification, and building optimization services. We believe the key to a successful relationship lies in our ability to listen to and understand the needs of our clients, to help them set clear and quantifiable goals for their buildings, and to help them achieve their vision through collaborative, holistic strategies resulting in simple, elegant, and efficient solutions.

With 4.6% of the world population, the US consumes 22.5% of the world energy. Buildings use 72% of all electricity, 55% of all natural gas, and construction accounts for 25-45% of all landfill materials in the United States. (US Dept. of Energy, 1998, 2007)

MISSION STATEMENT

Our duty is to better the quality of life for our clients by helping to re-establish a healthy balance and essential unity with nature through the built environment.

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FIRM PHILOSOPHY

As we move into the 21st century, one of the greatest challenges facing humanity will be in revitalizing the interdependent relationship with the world that sustains us. For thousands of years, humans relied on their immediate environment for survival. This engendered a deep respect and understanding of nature. Only in the last century has our technology evolved in such a way that we now view our environment as two wholly separate spheres – the natural world and the built environment. Our technological advances have given us the ability to manipulate our immediate surroundings and seemingly ‘correct’ unwanted inconveniences inherent in nature. The cost of these advancements is not only that we are consuming the earth’s resources beyond its capacity to sustain us, but that we are systematically removing ourselves from the direct relationship to the natural world that is fundamental to our existence, our physical well-being, and our spiritual growth.

At Ecologics Design, we believe that the cultural viewpoint that separates humanity from nature is fundamentally unsound, and that a paradigm shift toward a more interdependent and cyclical relationship with the environment is the necessary next step in our cultural evolution. We also believe that most people in the world share this philosophy but that fear of change, lack of control, and the overwhelming scope of this transformation prevent most individuals from acting on this conviction.

Financial Benefits of Green Buildings
Summary of Findings (per ft²)

Category	20-year Net Present Value
Energy Savings	\$5.80
Emissions Savings	\$1.20
Water Savings	\$0.50
Operations and Maintenance Savings	\$8.50
Productivity and Health Benefits	\$36.90 to \$55.30
Subtotal	\$52.90 to \$71.30
Average Extra Cost of Building Green	(-3.00 to -\$5.00)
Total 20-year Net Benefit	\$50 to \$65

We recognize that as design professionals, we have the knowledge and responsibility to educate our clients on how buildings can help us overcome these perceived obstacles to achieve a more balanced relationship with our surroundings. We have today the skills and technologies to both improve our economic standards and drastically reduce consumption of global resources. Applying the fundamentals of Ecologics in our buildings creates dynamic environments that have proven to increase productivity and employee retention, raise school test scores, increase sales, and improve occupant health and well-being. In time, environmentally responsive buildings will become the standard practice for all building developments both public and private. Ecologics Design seeks to be at the forefront of this cultural evolution.