



**FOR IMMEDIATE RELEASE**  
**Date: November 3, 2008**

**Contact:** Jessica Romano  
(412) 441-4442, ext. 3804  
[jromano@phipps.conservatory.org](mailto:jromano@phipps.conservatory.org)

**PHIPPS RECEIVES FIRST PLACE 2008 EVERGREEN AWARD**  
**FROM ECO-STRUCTURE MAGAZINE**

*Phipps' Tropical Forest Conservatory Honored in Inaugural Awards*

(Pittsburgh, Pa.)— Phipps Conservatory and Botanical Gardens is the proud recipient of the 2008 Evergreen Award presented by *eco-structure Magazine*. The award recognizes the Tropical Forest Conservatory for its unconventional design and unique innovations that make it the most energy-efficient conservatory in the world.

Phipps received first place in the “ecommercial” category of the Evergreen Awards. In its inaugural year, the Evergreen Awards recognize architects, developers, contractors and other building professionals who have improved the environmental performances of buildings and their surroundings. An independent panel of respected building professionals selected winners and honorable mentions from each category based on integrated-design approach, quality of design and function.

Tropical Forest Conservatory innovations cited by *eco-structure* include the roof and vent design, earth tubes for passive cooling, a computer-controlled fogging system, thermal blankets, root-zone heating and the solid oxide fuel cell that all work together to make the structure extremely energy efficient. The design team for the Tropical Forest Conservatory included architect IKM Inc. of Pittsburgh; owner’s representative Indevco of Pittsburgh; greenhouse consultant Montgomery Smith Inc. of Burlington, KY; and general contractor Turner Construction Co., New York.

Richard V. Piacentini, Phipps executive director, stated that, “It is more important now than ever to conserve our natural resources, and the Tropical Forest Conservatory sets a new international standard for energy efficiency. We are thrilled to be showcased by this prestigious magazine, and to be recognized by professionals in the green building community.”

Ralph DiNola, an Evergreen Awards judge and principal of Portland, Oregon-based Green Building Services, Inc., cited Phipps’ initiative as admirable. “The ownership team challenged assumptions to bring the project to the next level and incorporate features that hadn’t been attempted in this type of design before,” DiNola said.

About the Tropical Forest Conservatory, Evergreen Awards judge Tom Glaysher of Flad Architects, Gainesville, FL, states, “It is at once elegant and innovative, artfully

synthesizing a range of energy-conservation strategies. This project is an excellent precedent for those interested in passive and high-tech energy strategies for buildings.”

The awards are featured in the October 2008 issue of *eco-structure Magazine*, with an awards ceremony scheduled for November 18 in Boston, MA as part of the Greenbuild International Conference. Accepting the award in Boston are Phipps executive director Richard V. Piacentini and sustainable design and programs manager Kelly Ogradnik.

\*\*Visit this link to see the Evergreen Awards article from the October issue of *eco-structure Magazine*.\*\*

[http://eco-structure.com/docs/archives%202008/eco\\_oct08/1008b\\_ES\\_ecommercial\\_L.pdf](http://eco-structure.com/docs/archives%202008/eco_oct08/1008b_ES_ecommercial_L.pdf)

### **About *eco-structure***

Published nine times per year, *eco-structure* is dedicated to improving the environmental performances of buildings and their surroundings. By focusing on particular green residential and commercial projects, as well as gaining “perspectives” from industry leaders, the publication strives to improve the built industry through education and design.

### **About Phipps**

Phipps Conservatory and Botanical Gardens is a Victorian glasshouse, gardens and tropical forest conservatory in Schenley Park. Known as *The Green Heart of Pittsburgh*, Phipps opened the first LEED certified visitor center in a public garden in 2005 and the world’s most energy-efficient conservatory in 2006. Phipps’ buildings and green practices have received national and international press coverage and numerous awards. Phipps will further its commitment to green buildings and design when it opens a “living building”, the Center for Sustainable Landscapes, which will house research, administration and education. This structure will accomplish the goal of “living building” by operating as a net zero energy building that generates all of its own energy with renewable resources and captures all of its water on site. It is scheduled to open in 2010.

Phipps is open daily from 9:30 a.m. to 5 p.m. and until 10 p.m. on Fridays. Café Phipps and The Shop at Phipps are open during all Conservatory hours. Daytime admission rates are \$10 for adults, \$9 for seniors (62 and over) and students with ID, and \$7 for children ages 2 to 18. Phipps members and children under two are admitted free. For more information, call (412) 622-6914 or visit [www.phipps.conservatory.org](http://www.phipps.conservatory.org).

###