



Margulies Perruzzi Architects Receives Brick in Architecture Award for Blue Cross Blue Shield of Massachusetts, Hingham Office Building

LEED® Silver certified building honored with five awards to date



BOSTON, Mass. – July 28, 2009 – Margulies Perruzzi Architects, one of Boston’s most innovative architectural and interior design firms, today announced that the firm received the 2009 Brick in Architecture Bronze Award in the commercial category for its design of the Blue Cross Blue Shield of Massachusetts (BCBSMA) South Shore office building in Hingham.

Completed in June 2007, the new, four-story, 329,000 square foot office building includes a multi-purpose cafeteria space, conference/training center, major data center and child care facility. A five-level, 1,184-car parking structure is linked directly to the main lobby by an all-weather connection. Currently accommodating 1,100 BCBSMA employees, the facility was designed to allow for future expansion with no additional infrastructure required. Located at 25 Technology Place in Hingham, Mass., the facility is the region’s largest LEED® Silver certified project.

Clay brick was selected for the exterior of the BCBSMA building in Hingham for a variety of reasons. The building was designed to draw strong connections to, and exist in harmony with, its surrounding natural environment. BCBSMA also wanted the building aesthetics to reflect its values of solidity, a sense of permanence, and the wise use of capital. Brick naturally invests the building with solidity and stability due to its inherent durability. Because clay brick is made of natural products, it allowed BCBSMA to express in the exterior wall the connection between the building and the natural environment. Clay brick

also had the benefits of helping to mitigate the apparent scale of the building and provide low long-term maintenance.

“The use of clay brick for the exterior was a thoughtful choice consistent with the sustainable design, nature-inspired color theme, and functional goals of the project,” said Daniel P. Perruzzi, Jr., AIA, LEED AP, principal at Margulies Perruzzi Architects. “We are proud that BCBSMA’s Hingham facility continues to be recognized for sustainability that safeguards the welfare of both its occupants and its surrounding environment.”

With this award, BCBSMA/Hingham has won five awards to date, including the previously announced 2008 IFMA Boston Best Practice Award of Excellence, the 2008 CoreNet Global Sustainable Leadership Awards for Design and Development Commendation designation, 2008 Project of the Year by the Associated Subcontractors of Massachusetts, and the 2008 International Illumination Design Awards (IIDA) program of the Illuminating Engineering Society of North America (IESNA), New England Section.

The Brick in Architecture Awards, sponsored by the Brick Industry Association, honors innovative use of clay brick in eight categories: commercial, educational, health care facilities, houses of worship, multi-family residential, municipal/government, paving and landscape architecture, and single family residential applications. Winning projects highlight clay brick’s performance benefits, aesthetic appeal, and ease-of-use.

The project team for BCBSMA/Hingham consisted of Turner Construction, construction manager; Souza True & Partners, structural engineers; SEi Companies, mechanical, electrical, plumbing and fire protection engineers; Brown Richardson & Rowe, landscape architects; BSC Group, civil engineers; Lisa Zidel Lighting Design; and A.W. Perry, developer.

About Margulies Perruzzi Architects

Now in its 20th year of operation, Margulies Perruzzi Architects is a Boston design firm providing architecture and interior design services to the corporate, professional services, healthcare, research and development, and real estate communities. Consistently ranked as one of Boston’s top architectural and interior design firms, the firm's clients include Manulife/John Hancock, Nuvera Fuel Cells, Covidien, Partners Healthcare, Massachusetts General Hospital, Hobbs Brook Management and Forrester Research. For more information, please visit www.mp-architects.com.

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