

Fortifying the built environment with precision engineering and innovative solutions, the firm seamlessly combine aesthetics with execution, orchestrating projects to synchronise timelines and communication.

Creating TOMORROW'S buildings today!

Prasoon Shrivastava, Founder and CEO of **PRASOON DESIGN STUDIO** and **ZEPH**, explains why sustainable design is about designing tomorrow's buildings today!



In architectural world, sustainable designs attempt to reduce buildings' negative environmental impact while improving occupant comfort. Though it appears to be a simple theory, sustainable designs involve many moving pieces, each of which has a complex interaction with the other under varied social, economic, and political circumstances. So, to make it easier to understand, I'd like to define it differently: Building tomorrow's structures today is what sustainable design is all about.

That definition allows decision-makers and other stakeholders to understand and perceive sustainable designs through the prism of their local and unique circumstances. For example, in cities grappling with traffic congestion, sustainable designs would assume a strong mobility emphasis. Likewise, it would

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mean biophilic designs and regenerative architecture — integrating ecosystems such as parks, greenery, and interactive spaces with built environments — in cities prone to "urban sprawl" and concomitant deforestation. In any case, sustainable designs should address pressing environmental concerns in a city and future-proof it against potential risks while measurably adding value to occupants' lives.

RE-ENVISIONING SUSTAINABLE DESIGNS IN THE MIDDLE EAST

It is important to take a comprehensive approach to crafting sustainable solutions for the Middle East's unique climatic and geographical challenges. This includes a commitment at both the policy level and in individual practice to achieve net-zero buildings at scale, acknowledging the responsibility toward future generations. >>>

