

# Builder/Architect

## g Green Design Center

g Green Design Center is a story whose time has arrived. It's hard to open a newspaper, read a magazine or listen to a radio or television report without hearing the consistent beat of the green-building movement. Nicole Goldman, g Green Design Center's founder, heard this beat before many of us understood the tremendous impact it would have on our industry, and she decided to create an answer to the many questions posed by the new materials, updated building practices, innovative technologies and how these would be integrated in the construction world. Her answer is a magnificent retail showroom company, headquartered on Cape Cod, which is now poised as the first green-building materials franchise in the nation.

Goldman spent 25 years honing her design and business skills while living in the Boston

metro area and running a design firm. When she and her family relocated to their beloved Woods Hole in 2005 as year-round residents, Goldman moved her interior design business with her. But frustrated with her ability to find the green-building materials she needed for her clients' projects as well as her own home renovation project, Goldman embarked on a quest to bring eco-friendly materials, fixtures and finishes under one roof. She envisioned a special resource where clients could come and learn about how to implement these new ideas, as well as gain the much-needed accessibility from one source. Goldman understood that homeowners need to see, touch and feel the interior finishes that they would be surrounded with and could not rely on Internet research and suppliers from across the country.

g Green Design Center opened its doors in fall 2007 and has been a success story ever since. Not only do clients find a wide and growing array of sophisticated yet affordable products, they are also aided by Goldman and her experienced staff, who guide clients in their selections and can have any of the materials they provide installed by their preferred contractors. The accessibility and ability to follow through installation sets g Green Design Center apart from any other sort of green supplier. The design guidance is a value added and helps clients to make choices they will cherish for years to come.

A retail shop welcomes visitors and sets the tone, demonstrating that everyone can make their life a little greener each day. Whether seeking cleaning products that are free from chemicals or energy-efficient lighting fixtures and bulbs, clients are introduced to all kinds of wonderful housewares, including recycled glass dinnerware, bamboo serving platters, BPA-free storage containers and water bottles, to name a few. These gateway products satisfy a pent-up desire by many in our region who move on to the showroom samples and displays where they find natural carpets; countertops of recycled glass, wood, paper and bamboo; FSC-certified wood flooring and cabinetry; nonpaints and finishes; and many other eco-friendly, energy-efficient, healthy-living products for their homes.

Among their clients, g Green Design Center boasts several LEED-certified homes, where they have provided everything from window treatments to flooring. Goldman works with individuals to determine their preferences, budget and timeframe and devises a plan for the selections and the scheduling of installation, in each case, interjecting her knowledge of the environmental story behind these selections. Goldman's extensive and ongoing research on materials and their sources enables



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g Green Design Center to introduce the most current materials available. Her designer's eye culls the wheat from the chaff to offer quality, durability and style.

In a recent Cambridge project, Goldman led the design team to create a beautiful restoration of an 1870s home. She integrated recycled paper countertops, which evoke the feel and richness of soapstone in a renewable and less costly material, with traditional Shaker-style cabinets constructed of FSC-certified Alder wood. The client's Aga stove works sinuously with the new materials, which reflect a historic styling. Mixed width and wide-plank FSC-certified oak floors warm the home with a casual and comfortable feel. The two young men of the house have neutral-toned natural carpets in their room, and a cork and recycled rubber tile in their playroom, both which have no off-gassing of harmful urea-formaldehyde glues, that keep concerns of their parents at bay, knowing they can play on the floor without encountering any deleterious health effects. The blown-in foam insulation provides an energy-efficient setting for a state-of-the-art HVAC system whose benefits would be lost if traditional fiberglass insulation has been incorporated instead. It is these combinations of choices and the knowledge of how and where to implement these necessary updates to traditional building practices that create truly green homes for Goldman's clients.

This fully integrated approach is managed in a well-oiled operational organization that Goldman is now developing with new franchise centers. Her goal is to bring the accessibility and knowledge of green-building materials to a wider audience through a strong brand noted for its service and quality. She is reaching out to both the Northeast region as well as to the New York area and south to Florida. Response has been incredible, and the reality of a g Green Design Center to service the growing demand for green building marches forward to the green beat each day.

To those unacquainted with g Green Design Center, a visit to this scenic Cape Cod showroom is well worth the trip. g Green Design Center is a phenomenal resource center that any architect, builder or homeowner can benefit from. A workshop series scheduled each spring is another great tool for well-trained green builders or novice homeowners to gain valuable knowledge about the burgeoning world

of sustainable design. Goldman and her team will guide all visitors through the well-stocked showroom and win hearts and projects with their vast know-how and extensive array of products, engaging everyone to be a part of the solution.

*Nicole Goldman and her team can be reached at g Green Design Center at (508) 477-7988 or [nicole@ggreendesign.com](mailto:nicole@ggreendesign.com). The showroom has a website at [www.ggreendesign.com](http://www.ggreendesign.com). ■*