



# BluEnt: Green Architecture Evangelists at the AIA 2008 convention

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*BluEnt seeks to make green architecture techniques and technology available to even small/medium architecture firms through partnerships, which they might not be able to otherwise afford.*

PR9.NET May 16, 2008 - Delaware, USA - Building and construction have a sizable impact on the environment. In the United States alone, buildings account for 40-49% energy consumption, 25% water consumption 70% of total energy consumption and 38% of total carbon dioxide consumption. With building construction and real estate development on the rise, architects, designers and builders are forced to take on a more sensitive design approach giving due consideration to the environment.

Understanding these adverse effects of buildings on the environment and the need for an ostensible design and construction process, stirred the need within BluEnt's architectural team to make green architecture techniques and technology more pervasive. So much so that even small and medium architecture firms should be able to perform at par with large architectural firms. Revolutionizing green architecture compliance to the stage that even the lowest rung architecture firms can adopt these techniques in their architectural design process thus became the sole purpose of innovating our offshore offerings.

"Creating green architecture that can be accessed by any and all architectural firms around the world regardless of their size was meant to achieve two things," says Sajeel Khanna, Senior Vice President, BluEnt, "We were looking to improve the position of smaller architectural firms and bring them at par with regards to expertise and infrastructure involved with changing trends and at the same time make green architecture a more universal component in architectural design".

With this purpose in mind BluEnt sought to create workshare and expertise transfer models for offering solutions to architectural firms to effectively incorporate green architecture knowledge and techniques within their organization. These models are such that they do not require hiring of additional experts or adding to existing infrastructure and technology within the organization.

Simple yet effective BluEnt's workshare and expertise sharing models created a sea change in the world of green architecture. Small and medium firms around the world that would previously have been unable to afford and implement the more than 180 elements of engineering required to execute a green architecture project now could easily alter their service offering and design process with BluEnt by their side.

BluEnt's architectural team's expertise in technology and science behind green architecture and the compliance and design process were now employed by these firms within their own organizations as indigenous expertise. With the intention of promoting sustainable architecture, BluEnt has released an architectural newsletter, 'Architectural Evangelist', detailing about the world's view of sustainable architecture.

BluEnt's GreenArch endeavor has so far proved to be a tremendous success not only for BluEnt but also for the architectural firms that partnered with BluEnt for the same and for the cause of sustainable architecture worldwide. Over 150 architectural firms have till date partnered with BluEnt to complete over 1000 environmentally ostensible architectural design projects.

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## About BluEnt

BluEnt, the pioneer in global architectural outsourcing, promotes Architectural Evangelist (<http://www.architecturelevangelist.com>) a quarterly e-Zine that tracks the new currents flowing through the Architecture, Engineering and Construction (AEC) industry. AE is dedicated to assist architects, interior designers, builders, and students in disseminating knowledge relating to the architecture domain. AE is also geared towards addressing concerns of global warming, climate change, and ecological imbalance. BluEnt takes one-upmanship in providing various models that increase the environmental performance of buildings. BluEnt's forte lies in advocating innovation with outsourcing solutions. BluEnt has successfully collaborated with over 150 architects/architectural firms from 15 different countries to execute over 1000 architectural projects <http://aec.bluent.com>

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