FARM FOLLOWS FICTION

A GRAPHIC NOVEL

THIS ISSUE FEATURING

URBAN UTOPIA V.S. URBAN MYOPIA
BUILDING AS BRAND EQUITY
METLIFE AS URBAN PROVIDER
FROM EYESORE TO EYECANDY

A GRIPPING TALE OF HOPE AND REDEMPTION!!!

EXCLUSIVE COLLECTOR’S ISSUE

יאה מראות את המתחם המפריד בין אונו לבין עיר מיטות.داعים לנו לשמור על היכולת של העולם הeshire כדי להבטיח את惡 של האדם.

GUYS: Do you know what electrical gas/oil and water consumptions will be for such a massive building? How about CO2 emissions?

GUYS: Mein Gott...

65 Million KWh/year for electricity
5.1 Million KWh/year for gas/oil
11.5 Million Gallons/year of water
110 Tons per year of CO2!

These numbers can’t be right...

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I heard they downsized and retrofitted all the HVAC systems!

Look dad! It looks like a park... Cool! No more cars and also a market!

I heard somewhere they’re thinking of a deep retrofit to the Metlife Building. Whatever that means...

What are those green things on each side of the tower? And is that glass that’s reflecting the sun? I thought Metlife was made of concrete!

It means they will target compliance to the 2030 challenge!

After all these years, I finally see what’s going on on top of this bridge. I see... I can go through by using the east roadway.

Hey guys, more driving and less typing! Ok? I gotta get to work man!

Does it mean the existing building will go net zero?

The blotting out of the sky has never really bothered me up here...

I am sorry, the new components will be net-zero, even beat net-zero.

Thanks to the new double skin of triple glass curtain wall!

The blotting out of the sky seems somehow different...

It means they will target compliance to the 2030 challenge!

Coming from the south, the New Metlife Finally reveals itself: A net-zero deep retrofit. Targeting compliance to the 2030 challenge - no less!

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Is that the Metlife Building? It looks different... Less massive and... greener? And look! The Mechanical Penthouse is gone! WOW!

After all these years, I finally see what is going on, on top of this bridge. I see... I can go through by using the east roadway.

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The building and its surroundings are a platform for MetLife’s values and mission.

Healthy eating habits: locally sourced fresh produce from the tower itself!!!

IT’S IN OUR DNA!
IT JUST MAKES US BE THE BEST WE CAN BE!

Repair the urban fabric by removing segregated car lanes and replacing them with pedestrian-friendly circulation and entrances.

Placemaking: the building becomes a hub of social life...

Do you know why Inclusion and Diversity are sooooo important?

Scene #2
Building as Brand Equity

Rounding the corner of 43rd and Vanderbilt, a veritable urban oasis is discovered, featuring elevated park a fresh uncovered produce market.

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Placemaking: the building becomes a hub of social life...

Do you know why Inclusion and Diversity are sooooo important?

It is smart location wise: the market on the side of the afternoon sun...

Hey let’s grab some groceries before we head home, so easy!

I love the new Vanderbilt entrance. It leads into the new atrium!

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What a great idea! Fresh produce around a transit stop! In the center of midtown...

Hey let’s grab some groceries before we head home, so easy!

It was about time they removed cars from the elevated lanes! It was always so confused when I drove around here...

Two elevated parks is a real oasis of calm in the hubbub of midtown... with a market and even outdoor seating! Awesome!

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Did you know that all that produce comes from the vertical farm of the MetLife Tower?

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The building and its surroundings are a platform for MetLife’s values and mission...

Enhancing general quality of life, encouraging healthy and active lifestyle and promoting overall wellbeing...

Through smart design, building layout counteracts sedentary lifestyle by the use of instead of elevators.

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A building can be a powerful statement about your core values as a leading and caring company. It communicates engagement and tangible action in improving our quality of life!

These comprehensive enhancements converge to create a building which will embody MetLife's values and mission...

The eastern elevated lane is realigned along the service lane to ensure better fluidity and to generate new leasable in the Helmsley building.

The western elevated lane is transformed into an elevated pedestrian park, a respite despite the city hubbub for tenants and citizens reducing heat islands.

Two high speed elevators in the Arts of Wills are added on the side to serve the elevated park, the podium and the tower rooftop.

A luminous atrium to carry out of the podium, acting as a hub of social life in the complex — and receiving natural light deep in the core...

A fresh produce market is introduced in the podium to service citizens, consumers and occupants — a lively and animated addition.

Northward car traffic is diverted on Vanderbilt to free up the elevated pedestrian park.

The Park Avenue Bridge is partially converted to a landscaped pedestrian bridge opening the site to the city.

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Who is this guy with the round head?

But how to spread the love? A comprehensive and holistic approach to urban design, linking the podium and tower to the surrounding city fabric...

The view from this rooftop garden is amazing...

Our offices in the middle of the podium are now bathed in natural light with this super atrium view...

I never realized how this complex can be a cool intersection of Midtown!

A fresh produce market is introduced in the podium to service citizens, consumers and occupants — a lively and animated addition.

The rooftop of Grand Central Station are borrowed to install solar panels and provide new electricity.

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* Copyrights prevent us from revealing the identity of these 2 protagonists...
Meanwhile...on 44th street a new urban icon is emerging...

Mommy: When will I be big enough to go work at the Metlife Building???

On this side of the building, we can layout amenities and extra features.

This South elevation is a perfect example of a double skin envelope.

This elevator straddling to the Top is awesome!

I love this elevated garden on top of the podium! Well done!

A Eco machine on the rooftop to filter wasted water!

What? Is this the Top of an elevated garden? Farmers Market?

A Farmers Market! Look at these barn doors opening up! Amazing! Finally!

I don’t recognize this entry. It’s spectacular. Finally, we can go up to the elevated concourse to the atrium in the podium!

This elevator is awesome! A Farmers Market! Welcome Urban Farms!

Vertical Farming

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The triangular "pitches" of the greenhouse provide a gradual tapering of the silhouette to the sides, reminding us of the original chamfer corners.

Operable windows on the side facades are playful additions that address excessive heat and give users control over their environment.

A continuous greenhouse will become a vertical form, effectively producing a whopping 760 tons of fresh vegetables per year!

A double-skin strategy will ensure preservation of concrete panels and will serve as Trombe wall feature, providing a gradual tapering of the new curtain wall with double glazing.

This simple yet elegant solution will become the new signature of the Metlife complex. It is also respectful of the original building, providing a provocative double reading of the tower!
And to think of all this was added to our buildings without even missing a beat! Would have been nice to get some days off...

The greenhouse was added and we never even missed a beat: How clever!

Luckily, they don’t need to go thru our office space to service and maintain the gardens...

This automated system is perfect for producing the produce and it maintains exposure to light and the use of vertical space. No ladders needed!

This is the future man! We can work, rest and now grow our own food! When do we set up the hammocks?

Yes! And they say our building is producing 760 tons of veggies per year!

It is remarkable of they added 76,690 sq. ft. of vertical farming on this tower – without even blocking our view!

And to think of all this was added to our building without even missing a shift! Would have been nice to get some days off...

All this talk about greenhouses and farms is making me hungry...

Double glazing on the outside and a continuous vertical space ensures optimal conditions for plant growth!
The most efficient way to treat gray water; Better than any chemical treatment!

Less water in the sewer!

Look at this Darling, the ECO MACHINE is a closed-water treatment and reuse circuit: a system of living plants and beneficial microorganisms to turn wastewater into clean water. It’s A-MA-ZING!

At the METLIFE, we will not only have a nice vertical garden to admire the Big Apple from our offices, we will also benefit from natural illumination that is getting through our offices. A great way to reduce stress and enhance our productivity by 18%!

Boy! This guy has a big brain too!

See the percentage of occupied hours where illuminance is at least 300 lux (average per year)
Meanwhile... The day is waning and New Yorkers of all types and ages are heading up to the roof...

The canopy is covered in solar panels. You know, they store enough power to light this space and also the MetLife sign...

I wish I could take a ride on that Blimp... Win' not? Here it comes!

The solar canopy up there also collects rainwater and stores it under these steps. They use it for the washrooms on every Floor!

The main mechanical room used to be here!

Incredible that such a space would be reserved for machines.

Each tenant was asked if they wanted to extend their space with personalized amenities. Every Floor to unique!

On this side, the vertical playground on the other, the farm!

They say they added this Floor space and that it is structurally self-sufficient...

This is a cool spot... Maybe we should go see the spa on level 37?

How about the slides and swings on level 28? Or the igloos on 48?

50
100
150
200
250
300
350
400
450

Existing Building Energy Consumption
New Building Energy Consumption

Energy Production

Electric Consumption

The architecture 2030 challenge: ACHIEVED!

The NEW envelope will reduce...

73.3% reduction of its energy consumption in fossil fuels.

It could be enhanced by replacing interior fixtures, such as lighting.

72% less CO2 emissions

New envelope: 27% energy savings and 27% savings in CO2 emissions

Iterative Process/energy saving Energy Retrofit: 41.2%
New envelope: 27%
As night falls on the big apple, our enthralled citizens and new fans take to the sky after a hard day of achieving net zero carbon footprint... They somehow feel lighter...

DAD? We really had a swell day. Never thought an insurance company building could teach us so much about sustainability and health! Really an eye opener!

Sure Son. By the way, did you see your mother? I just realized that she might have gone to the ladies room...

Back at the tower...

John?... Son?... Hello?...

Another successful repositioning:
* Deep Retrofit targeting Net Zero
* Energy consumption down 80%
* Building embodying the Metlife mission!
* Overall enhancement of quality of life of owners, users, neighbors and citizens!

What more could you ask for? How about world’s tallest farm!