



JASON POMEROY

Environmentally-Friendly Design

For him, the definition of modern building design is being committed to the love of the natural environment without compromising lifestyle. Registry team chats with Prof. Jason Pomeroy, an award-winning ec-architect, masterplanner and academic best known for being at the forefront of the sustainable built environment agenda.

From United Kingdom to Singapore, his first step into Asia was establishing Broadway Matyan's Singapore office in 2008. He grew the operation on the back of significant office, retail, residential, healthcare, hospitality, educational and masterplanning commissions in both public and private sectors in the region. In 2011, three of his projects were shortlisted for World Architecture Awards. Previous award-winning projects included 'Milano Residences' – the first fashion-branded condominium in Manila, 'Trump Tower Manila' – to be the tallest residential tower in the Philippines

when completed in 2016; and 'Vision Valley Malaysia' – an 80,000 acre network garden city extension of greater Kuala Lumpur.

But it was his passion for green architecture that led him to be at the forefront of sustainable design in Asia, with notable projects that included the multi award-winning 'Idea House', the first zero carbon house in Asia, which was subsequently published in a book he authored, entitled 'Idea House: Future Tropical Living Today'. This passion for everything green drove him to set up his own design studio early last year. Called Pomeroy Studio, the designers and thought leaders of sustainable built environments' mission is to push the envelope of design through research in order to create rigorous commercially viable cities, buildings, landscapes and interiors. Key to this is a process they have coined 'Evidence-Based Interdisciplinary Sustainable Design', or 'E-BISD'.



"E-BISD balances our fundamental design principles with more objective social, spatial and environmental performance measures in the creation of spaces that are supported by rigorous academic research. This forms the foundation of our design decision-making. It allows us to unlock the value of spaces, to create people-centred places that give back to society, the economy, the natural and the built environment," explains Pomeroy.

The Canterbury and Cambridge graduate's passion for green design has not been confined to just designing spectacular sustainable urban habitats. Whilst an award-winning architect, he is also an acknowledged expert in 'zero carbon development' and what he calls a 'vertical urban theory' through the use of skycourts and skygardens as alternative social spaces in high density cities like Jakarta. His research into the subject will be published in a book later this year, entitled 'The Skycourt and Skygarden'. He holds a professorship at the University of Nottingham and Mapua Institute of Technology, and most recently was a recipient of Perspective Global '40 under 40' Award in recognition of his contribution to green architecture. Such a unique profile has allowed a balance between the designer and the academic that benefits the design of sustainable environments.

Pomeroy believes that there has never been such an important time to embrace the green agenda. He cites increasing global governmental legislation to curb 50% of the world's carbon emissions attributed to the built environment, as well as the rise of green consciousness, as the reasons for founding the Studio. On the back of this, Pomeroy Studio has already secured notable commissions. "We've been fortunate enough to be very busy with projects of such a high profile and yet with such a strong commercial and environmental bias. These include several zero carbon houses, condominium developments, low energy masterplans, and a mixed-use landmark tower, and eco-resorts in Sri Lanka, Philippines, Malaysia, Indonesia and Singapore that balances a creative vigor with an academic rigor," recalls the Professor.

Jason Pomeroy, who was also one of August Man Malaysia's 2012 Men of the Year, believes that their design ethos can be summarized through 3Ds: "The Studio believes that it has a responsibility to society to 'Distill, Design and Disseminate'. We distill the essence of past traditions and cultures in order to design for people today and to disseminate knowledge for the benefit of people tomorrow. This will help to preserve and enhance the natural and built environment – a prospect we enjoy on a daily basis with our clients, team and partners," he concludes.