



VIEW*S* & VISIONS

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Rooted in the Past, Looking to the Future

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Adam R. Krason, AIA, NCARB, LEED-AP, ALEP, serves as an architect, accredited learning environment planner and principal at ZMM Architects & Engineers. He is a graduate of the Catholic University of America in Washington, D.C., where he earned bachelor's degrees in architecture and civil engineering.

Krason has been involved in the design of a variety of projects including educational facilities, recreational and civic buildings, military facilities, office buildings, justice centers and multi-unit residential developments. Several of the projects that he has collaborated on have been recognized with awards from the West Virginia chapter of the American Institute of Architects (AIA-WV) including Edgewood Elementary School, the Christ Church United Methodist education wing renovation, the Girl Scouts of Black Diamond Council Volunteer Resource Center and the Joint Interagency Training and Education Center (JITEC) at Camp Dawson.

He serves on the City of Charleston Municipal Planning Commission and Historic Landmarks Commission, and also on several nonprofit boards including the Clay Center for the Arts and Sciences, the West Virginia Symphony Orchestra, Charleston Main Streets, AIA-WV and Goodwill. He has participated in numerous sustainable design seminars throughout the state.

Renowned theoretical physicist Albert Einstein once stated, "The future is an unknown, but a somewhat predictable unknown. To look to the future we must first look back upon the past. That is where the seeds of the future were planted." As the quote from Einstein notes, many of the issues that will shape the future of ZMM Architects and Engineers have their roots firmly planted in the past.

ZMM, originally known as Zando, Martin and Milstead, was founded as a diversified, or fully-integrated, building design firm, which means we provide all building-related design services in-house. Our ability to provide comprehensive design services has enabled ZMM to become a trusted resource on technically complex projects such as the Charleston Civic Center renovation, which is currently under construction.

We understand the important role that the projects we design often serve as both economic development opportunities and sources of civic pride.

While ZMM has always provided a diversity of design services, our future will be more diverse in a variety of ways. While the firm operates in multiple market sectors, including education (pre-K to 12 and higher education), health care, government (municipal, county and state), military, recreation and light industrial, to name a few, we intend to continue diversifying our expertise. Likewise, while nearly one-third of our employees are women, including both architects and engineers, we envision increased diversity



among our team as more women and minorities pursue science and engineering education and careers. Finally, while we currently work on projects that are primarily located throughout West Virginia, we anticipate that our specialized design experience will permit us to diversify geographically, allowing us to develop a more regional presence.

ZMM also has a history of providing high-quality design services. In fact, ZMM has been recognized with 15 design awards by the West Virginia Chapter of the American Institute of Architects in the past decade. While we intend to remain focused on designing structures that are visually captivating, we also recognize the need to address new performance metrics, many of which will be related to sustainability, building envelope efficiency and reduced energy consumption.

ZMM recently began initiating all projects using Building Information Modeling (BIM) software in an effort to continue to improve the design and construction process, as well as to provide building owners additional tools to operate and manage the facilities once they are complete. The BIM software allows our design professionals to essentially construct the project in three dimensions during the design phases, enhancing the ability to communicate design solutions with our clients, while also improving the coordination between disciplines. ZMM's ability to adapt to technological advancements in our industry will be a key factor in our continued ability to deliver quality services to our clients.

The one constant that is reflected in each of the items discussed above is the quality, expertise and technical proficiency of our personnel. ZMM assists our employees in maintaining a technical edge by encouraging participation in organizations such as the American Institute of Architects, the U.S. Green Building Council, and American Society of Heating, Refrigeration and Air-Conditioning Engineers (ASHRAE). ZMM is currently represented in a leadership position on all three statewide organizations and is also represented on several national committees for ASHRAE.

As noted above, many of our employees are well-educated Science, Technology, Engineering and Math (STEM) professionals, which can present challenges when employment opportunities arise. While growing the technical proficiency of our existing team will remain a priority, we anticipate that recruiting employees to fill these positions will be challenging, requiring an increased focus on developing talent internally through internship and mentorship programs. The future success of our organization is dependent upon finding and developing the best talent available, which will also provide increased employment and produce a positive economic benefit.

One final – and perhaps most important – vision that we have for the future is that the projects we design will continue to have a positive impact on our community. This impact will be seen through both the quality of the services we provide, as well as the opportunity that our work affords ZMM to support organizations that enhance the cultural and educational landscape in West Virginia. We understand the important role that the projects we design often serve as both economic development opportunities and sources of civic pride. It is with this understanding that we will continue to undertake each future project with the intent of delivering solutions that will enhance both the built environment and the quality of life for our neighbors. ♡



Renovation on the Charleston Civic Center



A complete renovation and upgrade of The Girl Scouts of Black Diamond Council Volunteer Resource Center and Girl Zone/Urban Camp's 24,650-square-foot facility in Charleston, West Virginia



ZMM received the 2015 AIA-WV chapter Honor Award for Excellence in Sustainable Design for their work at Edgewood Elementary School in Charleston, West Virginia