



## MEDIA RELEASE

### Music City Center Recognized with Green Roof Award of Excellence Prior to *CitiesAlive* Conference in Nashville - Nov. 12 - 15

October 31, 2014

Green Roofs for Healthy Cities (GRHC) is pleased to announce that the Music City Center in Nashville is the recipient of the Green Roof Special Recognition Award. The Green Roof and Wall Awards of Excellence are awarded annually by GRHC in recognition of the most outstanding living architecture design across North America. The Awards will be presented on Thursday November 13th at *CitiesAlive: 12<sup>th</sup> Annual Green Roof and Wall Conference* ([citiesalive.org](http://citiesalive.org)), taking place at the Omni Nashville Hotel.

The co-recipients for the Special Recognition Award are Roofmeadow, who designed the green roof, provided construction oversight, and oversees maintenance; Greenrise Technologies, who constructed the green roof and also conducts green roof maintenance; and tvsdesign, lead architect, who conceived the green roof project and laid out the signature green diamond pattern.

The project was recognized not only for its design, but for what it has done for the City of Nashville. "The Music City Center has done much to raise awareness about the benefits of green roofs in Nashville, an emerging market for living architecture," said David Yocca, principal landscape architect/planner at Conservation Design Forum and a judge for this year's Awards. "It is an iconic structure that will be increasingly connected with Nashville, and sheds light on the importance and value of a more ecological building approach in the region and state."

"The project demonstrates that large roof areas can be greened in a manner that is visually exciting and creates a 'center of gravity' for the city center," says Charlie Miller, president of Roofmeadow. "The rolling roof surface, patterned plantings, and play of light and shadow energize the space."

Scott McGaughy, president of Greenrise Technologies added "the MCC project was a coming together of a team of competent green roof professionals with a passion for excellence to deliver an outstanding environmental showpiece that such an amazing building demanded."

The theme of *CitiesAlive* is *Water: The Key to Everything Green*, featuring cutting-edge designs, new technical performance research, innovative policy work, a trade show with industry leaders, and informative professional training and tours.

Visit [www.greenroofs.org](http://www.greenroofs.org) for more information about the Awards (including photos and background materials). Visit [www.citiesalive.org](http://www.citiesalive.org) for conference registration. For conference media passes contact Jennifer Foden Wilson at [jfodenwilson@greenroofs.org](mailto:jfodenwilson@greenroofs.org).

**MEDIA CONTACT:** Paul Erlichman, membership manager, Green Roofs for Healthy Cities, [perlichman@greenroofs.org](mailto:perlichman@greenroofs.org) or 416-971-4494 ext. 223