

## PREDESIGN TEST-FITS FOR DEVELOPERS

In order to be economical and time effective, mass timber systems require a uniquely high level of upfront coordination. Generate specializes in digitally evaluating sites and projects considered by developers to maximize profit, density and ease of construction with mass timber.

Our generative tools are capable of quickly delineating the most optimal building solution to any specific development site.



## DESIGN PARTNERSHIPS WITH ARCHITECTS

Generate partners with different architecture firms to deliver excellence in digital design and construction. We bring expertise on mass timber systems, tech-enhanced processes, and innovative design, and thrive in collaboration with top industry partners.



## FULL-SERVICE ARCHITECTURE

We are a full-service, tech-enabled architectural practice with over fifteen years of expertise in delivering residential and commercial generative design and construction, ready to materialize any scale of project.

CONTACT

---

Sign up for our newsletter to stay informed.

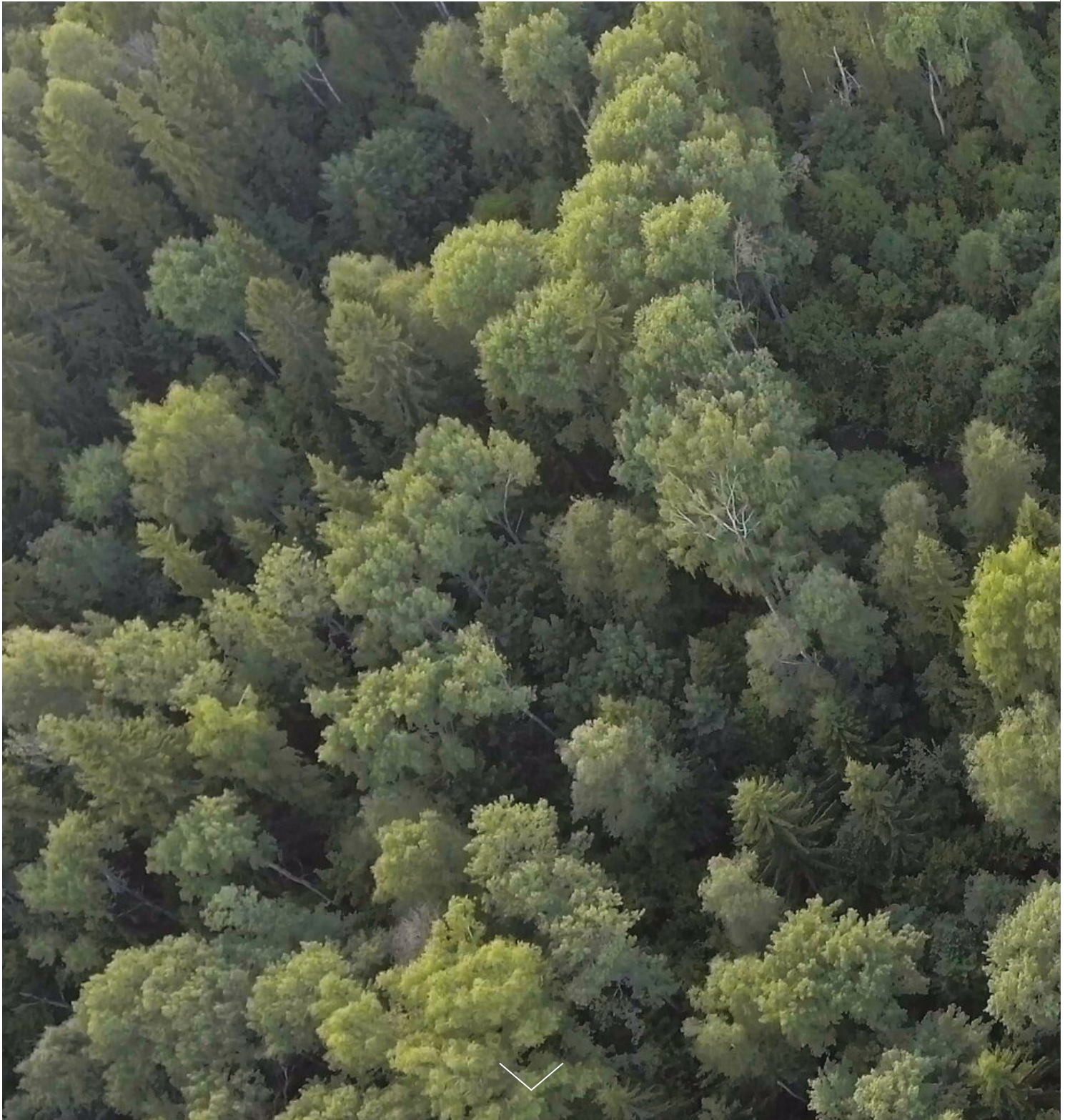
I'm not a robot reCAPTCHA  
[Privacy](#) - [Terms](#)

© 2020



Generate,  
LLC

[HOME](#) [MISSION](#) [METHOD](#) [WORK](#) [TEAM](#) [SERVICES](#) [CONTACT](#)

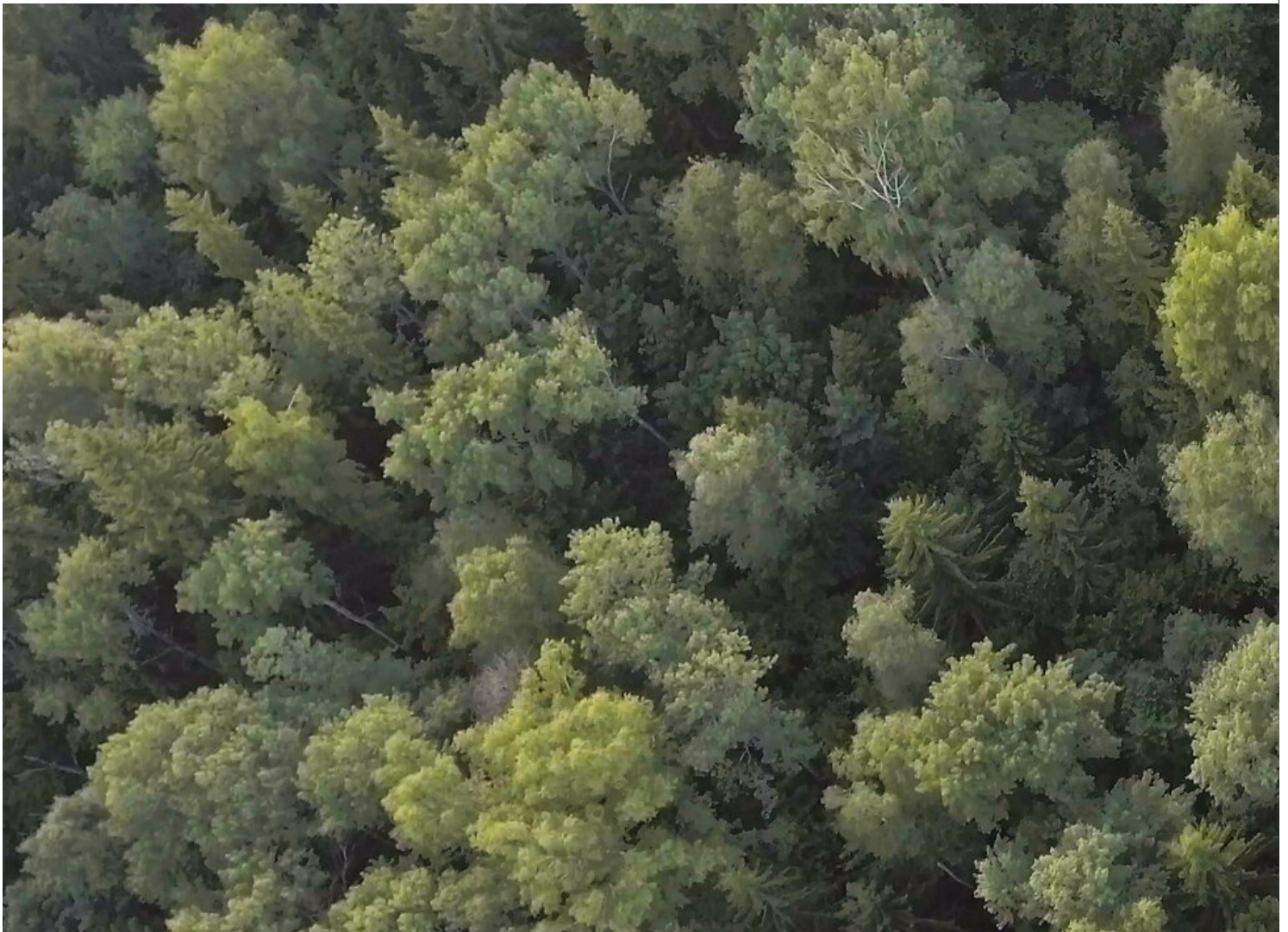


**GENERATE'S  
MISSION**

We are committed to the sustainable development of cities,



the health and restoration of forests, and to the increased transparency on mass timber systems. Our goal is to transform the AEC industry, by utilizing the building material which lends itself best to pre-vetted, computational design.





**21ST  
CENTURY  
PROBLEMS:  
THE GLOBAL  
CLIMATE  
AND  
HOUSING  
CRISES.**

Buildings account for 40% of all greenhouse gas emissions. The rapid growth of US population (coupled with urban densification) translates into urgency to both increase and optimize national building supply. While the US runs a four million housing unit deficit, Boston faces at once this extreme housing shortage and ambitious environmental goals. By 2050, Boston expects to build 300,000 housing units and 40,000,000 sf of commercial buildings. In parallel, the city plans to adopt a zero net carbon standard for all new public buildings by 2030. These twin pressures showcase the need for 21st century building technologies to be agile, cost-competitive, and capable of meeting aggressive environmental goals.

Mass timber buildings act as carbon sinks through CO<sub>2</sub> storage and high LCA profiles (lower emission of greenhouse gases, less air and water pollution, and lower



waste than concrete and steel) and have recently been vetted for high-rise construction by the International Building Code. The adoption at scale of mass timber systems could stimulate regional forestry (e.g., by utilizing New England's overgrown forests to supply Boston's extreme housing demand), increase urban density, and gradually reverse the carbon output of cities. Yet, at present, mass timber systems remain nationally inaccessible as a technology.





## A NEW AEC INDUSTRY

In 2015, Mckinsey Consulting rated the AEC industry one of the least efficient and digital industries of the 21st century. This report served as a catalyst for investment communities to flow billions of dollars into the digitalization of building solutions (the above image is courtesy of Kaufmann Bausysteme and IWBCB).

In close collaboration with industry partners, Generate has chosen to disruptively address this inefficiency, by utilizing its unparalleled database on mass timber systems and digital design tools to rethink the traditional practice of pre-design.