



HOT NEW ARCHITECTURE FIRM HAS FRESH COOL IDEAS

By Charlene Shirk

It's the house under construction in South Jacksonville Beach everyone is watching.

The future residence of Architect Mark Macco and partner Sam Hall is part of a modern design trend sweeping the beaches community. But modern isn't just about design, it's about technology,

green rooftop spaces and sustainability. Macco has incorporated both his design philosophy and the hottest trends into his houses of today. "Have you ever wondered why when you walk into a nice hotel and you feel like you are on vacation?" he asks. "It's not by accident. It's the lighting, layout and flow of the space, whether it's residential or

commercial. I believe in taking all the things you love about a space and bringing them into your home."

An accomplished architect and visionary, Macco brings his creative and innovative design solutions to Mark Macco Architects. The firm specializes in incorporating a client's concept for their desired space while marrying it with an inspiring design that has function and style. Macco designs recently earned a "Best Of Houzz" award by Houzz, the leading platform for home remodeling and design professionals. "We're delighted to recognize Mark Macco Architects among our "Best Of" professionals for customer satisfaction as judged by our community of homeowners and design enthusiasts who are actively remodeling and decorating

their homes," said Liza Hausman, vice president of community for Houzz. Mark Macco Architects has also been featured in the Florida Times Union, and is one of only two Florida architects featured in the book "21st Century Homes" by Panache Publishing, available worldwide. Macco is currently the chapter director of the Northeast Florida American Institute of Architects.

Macco's designs are capturing the attention of more than the 16 million monthly users on Houzz, not just because of his graceful and modern designs, but also his use of cool trends like rooftop green spaces. Dark surfaces on traditional rooftops collect and release heat into the atmosphere. Known as the heat island effect, it can drive up temperatures of a community or city. "A green roof offsets that heat or a lighter color roof can help bring down the temperature of an entire neighborhood," said Macco. "That's important in a densely populated area like the beaches. They are also more energy efficient."

Macco's experience in commercial design has afforded him the capability of transitioning traditional commercial construction materials to residential use. ICF, insulated concrete forms, for example, is now within reach of homebuilders. It provides added insulation and increased resistance to the elements along with a substantial savings for heating and cooling. "It is more than a style shift, it is a desire to add value, decrease the overall cost of living, while being minimal in your carbon footprint," adds Macco, whose personal home is projected to



be complete this spring.

Macco is looking forward to the completion of his new home, located a block from the beach, so he can take his golden retrievers for runs and let them work off their energy. "They are full of life and keep me and Sam moving," he said. Macco's love of his dogs resulted in his involvement with plans for the new Jacksonville Humane Society building. Macco provided the schematic design for the new state-of-the-art facility. The previous building burned down in 2007, and fundraising efforts are underway to rebuild it. In February, Macco held the official launch of his Architecture Firm at the J. Johnson Gallery and used it as an opportunity to showcase fundraising efforts and his synergistic approach to the design. "We want to reclaim the word "shelter" and make it a good thing," said Macco. "We want to showcase the animals in a way that doesn't make people feel like they're visiting a jail." The layout in Macco's design creates a community center to provide education on animals and an inviting space that celebrates adopting that new family member.

Macco is constantly inspired by the world around him, the sights and even the sounds. He's a classic tenor



who approaches architecture and design as he does his music. "When you listen to a great piece of music, it starts with an impressive opening just like the entryway of your home," describes Macco. "The music has an ebb and flow, just

like a home or building should have an interesting movement that makes you want to keep going through the space. Finally, it has a crescendo, a strong powerful ending that is exciting to hear." His love of music also gives him a great appreciation for smarter entertaining spaces. Macco's designs include updated use of traditional entertainment areas. "Everyone tends to gather in the kitchen when you're entertaining, so creating a kitchen area that flows into the living space is important so people feel connected to the party, but not crowd the cook." Macco also appreciates the desire for clients who may sing or play an instrument to have a "true" entertaining space to showcase their talents during a festive event. He believes a great space should be exciting and excite the senses, whether it's commercial or residential. It's all about getting that emotional response.

To contact Mark Macco Architects and view more of his commercial projects and residential designs go to www.MaccoArchitects.com.