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**PepsiCo's Biology Innovation Research Lab:
New Haven Facility Designed by Architect Svigals + Partners
Focused on Healthier Foods and Beverages**

NEW HAVEN, CONN., January 31, 2011 – One of PepsiCo's newest research-and-development laboratories, operating in New Haven's Science Park and designed by local sustainability-oriented architecture firm Svigals + Partners, aims to develop healthier products by bridging advanced biological research with consumer health and wellness needs.

Opened last year, the Biology Innovation Research Lab is "part of a pattern toward more healthful fare," according to an article in the *Hartford Courant* ([link](#)) late last month. Along those lines, PepsiCo has announced plans to build a \$30 billion nutrition business by 2020 by focusing on fruits and vegetables, whole grains, dairy and functional nutrition. The company has also announced a series of global nutrition goals, which include reducing per-serving levels of sodium, saturated fat, and sugar in key global products and markets.

PepsiCo's New Haven laboratory was designed by Svigals + Partners, a New Haven-based firm, as part of a redevelopment project centered on the former Winchester Arms factory complex. Svigals + Partners counts sustainable laboratory design among its areas of special expertise and has designed numerous research facilities for clients such as Yale's School of Medicine and the UConn Health Center, many requiring adaptation of existing space or historical buildings for research use.

Chosen for the firm's "holistic" design approach that connects directly to its clients' missions, Svigals + Partners approaches lab facility projects with the point of view that a highly sustainable design should not only decrease the energy consumption of a lab, but should also improve the working conditions of the research scientists and boost the productivity and effectiveness of their research.

"Architects are equipped to tackle complex, interdisciplinary problems that break down boundaries in a scientific setting," says Barry Svigals, FAIA, founding partner with the firm. "Whether the lab is in a new or adapted building, we can do much more than resolve functional problems and boost energy efficiency. Our real job is to make them inspiring and uplifting for the creative scientists working there."

In a recent article for *ALN Magazine*, Svigals + Partners architects Jay Brotman, AIA and Robert Skolozdra, AIA, both partners in the firm, said, "What is good for science is also good for the scientists and other human occupants – and the environment as well." The architects point to PepsiCo's stated commitment to creating healthier products for its consumers, an opportunity for Svigals + Partners to apply sustainable design techniques and also broader, mission-focused support for global nutrition and health issues.

Healthy research, healthy labs

"Our guiding philosophy at PepsiCo is something we call 'Performance with Purpose,' which means delivering sustainable growth by investing in a healthier future for people and our planet," said Mark Pirner, head of the New Haven lab and PepsiCo's director of clinical and scientific development strategy. "The work we're doing in New Haven fits squarely within this mission and we believe our research will lead to advancements in nutrition and health for consumers around the globe."

For Brotman, Skolozdra and the rest of the Svigals team, this process of discovery begins with sustainable design focused not only on reduction of the facility's environmental footprint, but as much on the health and comfort of the facility's regular occupants, the research scientists. Citing the link between sustainable design elements with increased productivity and reduced absenteeism, Brotman explains that the firm's approach to lab design seeks to create a "home" for research.

"Many research labs are 24-hour facilities, and their denizens spend as much time there as they do at home," says Brotman. Going beyond architectural thinking, the firm's technique begins with studying organizational opportunities. Lab solutions combine careful planning and materials choices with promotion of natural daylighting strategies, state-of-the-art building technology, and a focus on aesthetics and art.

"The client's mission is our North Star, guiding us through every detail of the project," says Svigals. "By considering overall health to be the primary aim, we were able to create a high-performance, energy-efficient and humanizing space for Pepsi's research team." ###

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About Svigals + Partners

Based in New Haven, Connecticut, the full-service architecture and planning firm Svigals + Partners has specialized in the design and construction of research and science facilities since its inception in 1983. Known for its original and imaginative integration of planning, design, and artwork in the service of broad client goals, the firm is committed to "creating meaningful change in the world." Svigals + Partners offers a complete range of architectural services from master planning, site selection and feasibility studies through design and construction. In the firm's portfolio are major laboratory projects as well as 25 years of new and renovated private and university research buildings. Other areas of specialization include K-8 schools, corporate facilities and master planning. For more information, visit www.svigals.com.