



Anthony Brower | FAIA, LEED Fellow

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Registered Architect, NY & MO

GBCI: LEED-AP BDC+C & ID+C

CFAD: Fitwel Ambassador

An architect, author, and educator whose work spans over 1-billion square feet worldwide. Known for moving sustainability beyond compliance, Anthony inspires teams to create designs that perform better, resonate deeper, and earn recognition with over 400 design awards reflecting his impact on the profession.

Across nearly three decades, Anthony has helped global firms translate climate imperatives into design advantage. At Gensler, he grew one of the industry's most influential platforms, building a revenue generating practice that delivered more sustainable certifications than any other firm. At Populous, he extended that expertise by embedding climate strategy into the design of stadiums, arenas, and mixed-use districts that serve millions of people. His leadership has consistently positioned firms as trusted advisors, strengthened client relationships, and generated repeat business.

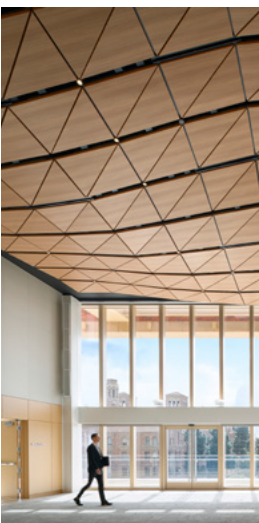
Anthony's influence is rooted in inspiring design teams to think differently. He encourages colleagues to see beyond sustainability checklists and instead uncover narratives that reveal deeper design opportunities. His nuanced understanding of sustainable design certifications has positioned him to transform compliance into a springboard for creativity. This perspective has guided projects toward net-zero performance in education, labs, offices, and interior environments, while also advancing city-scale energy planning frameworks that set new benchmarks for sustainable communities.



He is equally committed to elevating the profession at large. A frequent author and speaker, Anthony has published more than 70 articles and has been invited to speak at more than 100 engagements, from various AIA symposia, to NPR, and international design summits. He has been quoted by major publications from Fast Company, to Metropolis, to Architectural Record, and continues to use writing and speaking to expand the profession's fluency in climate strategy. As an adjunct professor at the USC School of Architecture, he restructured a mechanical systems course into a passive design curriculum, equipping the next generation of architects to see climate action as an inherent design responsibility.

Anthony has also played a pivotal role in shaping industry standards. He managed both Gensler's and Populous' AIA 2030 reporting for over a decade and worked with the AIA to improve the Design Data Exchange, a platform now used by over 1,000 firms. He has mentored hundreds of interns and young architects, many of whom now practice in leading roles across the industry.

The result is a career defined by measurable results and lasting influence that has helped teams win work, generate client trust, and elevate projects to perform.



Populous, Los Angeles + Kansas City

Americas Head of Sustainability | Associate Principal

Led climate strategy by advancing sustainability as a design driver for stadiums, arenas, and mixed-use districts.

Gensler, New York + Los Angeles

Global Director, Climate Action & Sustainability Practice Area | Senior Associate

A global leader for Gensler's sustainable design practice and co-author of Gensler's Impact by Design publication

University of Southern California, School of Architecture, Los Angeles, CA

Adjunct Professor for courses at the intersection of design and the environment

Volunteer

AIA Large Firm Round-table - Co-Chair 2022/2023

AIA (Los Angeles & Kansas City) | Committee on the Environment

Movember Foundation: Distinguished Gentleman's Ride - Los Angeles City Host

University of Nebraska - Lincoln

Master of Architecture; Bachelor of Science in Architectural Studies



Director of Climate Strategy & Storytelling

Anthony Brower, FAIA, LEED Fellow

What's missing isn't the data, it's the story.

Sustainability is no longer a feature. It's a filter. Designing for impact is only half the challenge. How we tell the story ensures the world sees it. Translating technical rigor into narratives that resonate, inspire, and lead with clarity as opposed to compliance, is the next frontier of influence.

Value Externalization.

Design firms are filled with sustainability specialists fluent in LEED, LCA, and EUI. But few of those technical subject matter experts who are amazing in their unique spheres of impact, can translate those metrics into compelling narratives that win work, influence clients, or inspire design teams to lead. Most sustainability professionals speak the language of carbon through acronyms and initialisms. I speak clarity.

Unnamed Industry Demand.

Many firms sense the gap but don't yet know how to name it. They invest in ESG leads, brand campaigns, or net-zero marketing, but often fall short without a cohesive climate narrative. Let's elevate the message with both substance and soul.

Why Me?

For two of my three decades, I've been quietly doing what the industry demands. Translate sustainability from a checklist into a compelling narrative. I've helped teams win work, elevate conversations, and make climate strategies feel human. Whether through internal coaching, client engagement, or public storytelling, I've built a practice of turning data into dialogue.

Your Projects, in a Larger Story.

I'm also author to the forthcoming book *The Renormalization of Sustainable Design*, a narrative-driven exploration of ideas framing how buildings can respond to a changing climate. It connects design performance with cultural relevance, and it's already attracting attention from leaders who want their work to stand for something more.

If your projects reflect that kind of ambition, I'd be proud to feature them. Not as case studies, but as turning points in a larger story about where the profession is headed and how we're choosing to meet the moment.

THE RENORMALIZATION OF SUSTAINABLE DESIGN

Influencing Architecture Through Design, Science, and Mindset

24

**Orientation
Instinct**

Cities are shaped by more than policy and pavement.

48

**Facade
Program**

Before the first wall is drawn, a building's future is already taking shape.

106

**Built to
Exhale**

Sometimes, what a building needs most, is to simply let go.

124

**Buffer
Space**

When the most efficient building is the one that includes spaces designed to drift.

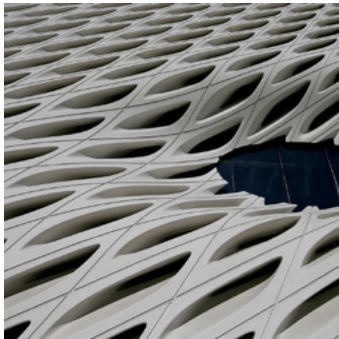
210

**Faces of
Hope**

Understanding the emotional lenses people carry into the climate conversation.

Selected Project Client Relationships

AEG Worldwide
Air New Zealand
Alexandria Real Estate
AMA Project Management
Amazon
Architectural Record
Bank of America
BASF
Beverly Hills CoC
Biomimicry Institute
Bloomberg
Boston Properties
Broad Foundation



Brookfield
Cain Hoy Enterprises
Caruso Affiliated
CB Richard Ellis
CIM Group
Citizen M
City National Bank
City of Beverly Hills
City of Culver City
City of Glendale
City of Hope
City of Los Angeles
City of Pasadena
City of Santa Monica
City of West Hollywood
Clinton Global Initiative
Columbia University
Conrad N. Hilton Foundation
Countable
Creativ Law
CSU Northridge
Cushman & Wakefield
Deutsche Bank
Domino Realty
Dreamscape Immersive
Dreamworks Animation
EEi Project Management
Eldridge Industries
Env Protection Agency
Federal Reserve Bank of
New York

First Property Realty
Corporation
Fortress
Fox Sports
Gardiner & Theobald
General Electric
George Comfort & Sons
Georgetown Company
Gibbs Giden Attorneys
Google
Greenland
Grubb & Ellis
Hackman Capital Group
Hines
Honold Construction Mgmt
Horizon Blue Cross
HSBC
Hudson Pacific Properties
Hyatt
IBM
ICON Venue Group
IDS Real Estate



Instinet
Irvine Company
JAMS
Jeffer Mangels Butler
Johnny Carson Foundation
Jonathan Club
Jones Lang LaSalle
Kaiser Permanente
Kansas State University
Kelley Drye & Warren
Kennedy Wilson
Kilroy Realty
LA Metro

LADWP
Lawrence Berkeley Nat Lab
LBA Realty
Legends
Leonardo DiCaprio Fndn
Lincoln Property Company
LA Chamber of Commerce
LA County Public Works
Malecon
Mar Ventures, Inc.
Marlin Equity Partners
McCarter & English
MGM Resorts
Metropolis
Microsoft



Milford Corner
MLB / MiLB
Morgan Stanley
Motorola
MRC Studios
NASA Jet Propulsion Lab
NBA / WNBA
NRDC
NBC Universal
Netflix
NYC Mayor's Office
Newmark Grubb Knight
Nokia
Nomura Securities
Pacific Council
PNC Bank
Procomer

Ralphs
Republic Records
Riot Games
Ross Project Management
Salesforce
Samsung North America
Saved By The Max
Security Benefit



Signature Bank
Sony
Southern California Edison
Space X
Talo Management Group
Thomson Reuters
TIAA CREF
Time
TLM Group
Trammel Crow
UCLA Capitol Programs
ULI Mexico
Umberto
Uniball-Rodamco-Westfield



University of Alabama
University of Arkansas
USC
Valence Media
Visa
Walt Disney Company
Warner Bros. Entertainment
Wells Fargo
Western Asset Management
Westview Group
Woodbury University