



photo by Joe Greene

**NSTAR'S KENDALL SQUARE SUBSTATION WINS A 2006 METALMAG ARCHITECTURAL AWARD**

For Immediate Release  
Contact: Keri Drake, CPSM  
drake@arrowstreet.com  
617.623.5555

Somerville, MA: 9 February 2007

The NSTAR Kendall Square Electrical Substation recently won a 2006 Architectural Award from Metalmag. The selection criteria for the award is based on practicality, quality, innovative installation practices, and how metal is used within the project.

Metal was used as the predominant siding material on the NSTAR Kendall Square Electrical Substation for practical reasons - durability and low maintenance. But, more importantly, metal was selected because it conveys with honesty and style the industrial character of the building, which is surrounded by sleek glass office and lab buildings.

In order to give the otherwise industrial building a unique streetscape presence and reflect the neighborhood's history, designers developed a series of permanent graphic panels to wrap the facility. The wall panels were conceived as a visual narrative about the positive aspects of energy, told in seven "chapters." Action-oriented phrases reinforce the dynamic nature of energy, while collages of photographs, maps, key words and color blocks engage the viewer and activate the sidewalk.

Arrowstreet is a multidisciplinary design firm based in Somerville, MA. Since 1961, the firm's designs have been based on a unique approach: look beyond traditional architectural and planning concerns into the underlying political, economic, and social issues which affect the success of a project.

###