

PROFILING:

Who's Who in **Architecture**



Pella's Molengracht



Northwest Community Center

architects
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“First, we listen.”[®]

Architects Smith Metzger began with a simple yet powerful design philosophy, “First, we listen.”[®] A statement so important to our practice we trademarked it and have made it part of everything we do. It means rather than impose a preconceived notion we listen, analyze, process, build consensus and deliver a solution fitting for our client; not something simply to garner an architectural award or magazine cover.

ASM collaborates using a “model based design process” which communicates architectural concepts to clients in three dimensions. Clients appreciate the “no surprise” simplicity of a fundamentally understandable design process.

ASM is committed to sustainable design as demonstrated by 100% of our professional staff having earned LEED Accredited Professional credentials. This means all hands that touch a project have

comprehensive knowledge of sustainable design principals and are committed to creating architecture which is an asset to our clients’ bottom line and our planet’s well being.

The 2009 Iowa State Fair will debut a new exposition building designed by ASM to a LEED Gold standard. Thousands of visitors will have an opportunity to engage in and be educated on many sustainable principals integrated into this innovative structure.

ASM’s “First, we listen”[®] design philosophy has produced many signature projects such as the Reiman Gardens Conservatory and Butterfly Flight House on the ISU campus, the Molengracht in Pella, the Northwest Community Center in Des Moines, and projects in West Des Moines such as Josephs Jewelry, Bank Iowa and First Bank.



Reiman Gardens



First Bank



Bank Iowa



“Let Architects Smith Metzger serve you on your next project. Take it from me, John Joseph. They’ve done two successful projects for me so far.”

John B. Joseph