

COMMUNITY
INSPIRED,
IMPROVEMENT
DRIVEN
DESIGN



JMA PRINCIPAL, JORGE MASTROPIETRO RAISING THE LEVEL FOR COMMUNITY DESIGNED ARCHITECTURE.

As an Architect, urban designer, developer and resident of Jersey City, the importance of urban infill projects, like 54 Bright Street, has developed a new model that contributes to diversity, contrast, and scale to Jersey City environment and community.

Visually, 54 Bright Street project seeks to elevate the level of building quality and act as a benchmark for future development in the surrounding community. Its commitment to high-quality design, spatial innovation, and material refinement provides Jersey City with a successful example of how a developer can create and improve the quality of the surrounding city fabric.

54-Bright project takes a sensitive approach to the environment, building a “green edifice” in a variety of ways. For example, we reduce the urban heat island effect by adding a green roof and using materials with low solar reflectance. We reduce energy consumption by using natural ventilation and lighting. We minimize heating and cooling by designing the building envelope to provide effective insulation.

JMA is a diverse international team of architecture, construction and development professionals, whose collaborative mission is to enhance the environment and fulfill their artistic souls. JMA projects focus on passive design principles and sustainable building features. Embracing the use of natural materials, the use of daylight, and integrate fresh air circulation technologies – these all result in greatly reduced energy and upkeep costs. JMA is committed to delivering projects that improve the urban context for neighborhoods, taking into consideration future needs and respect for the past history of the site. Jorge Mastropietro and JMA have built their reputation in large part on the seamless integration of green design features into highly livable environments. Designing effective solutions for developments in Jersey City is my passion.

I welcome you to 54 Bright Street and hope you appreciate the innovative design.

COLLABORATION WITH SUSTAINABLE JERSEY CITY

Sustainable Jersey City is Jersey City's Community Green Team, a collaborative network of green community groups and individuals within Jersey City who have come together to move the city toward a more sustainable future. By focusing on community partnerships and neighborhood actions, Sustainable Jersey City has built relationships with many neighborhoods, governmental and private organizations to further their reach and objective. SJC launched in 2011 and its main activities are educational advocacy and developing demonstration projects across a variety of sustainability topics. Their work focuses on promoting greener buildings, more green infrastructure - rain gardens, moss murals, street trees, green roofs, diverting food waste from landfills, and supporting electric vehicle infrastructure in Jersey City.

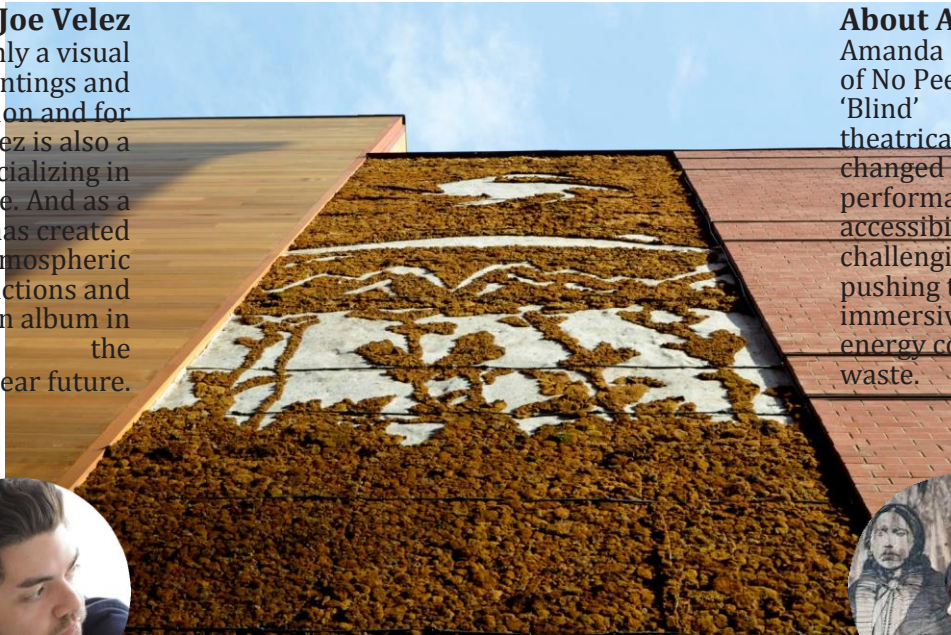
About Joe Velez

Art Joe Velez is mainly a visual artist. He creates paintings and drawings on commission and for gallery exhibitions. Velez is also a photographer specializing in events and portraiture. And as a musician, Joe Velez has created "New Classical" atmospheric music for theater productions and intends on releasing an album in the near future.



About Amanda Levie

Amanda Levie is the founder of No Peeking Theatre, a 'Blind' theatrical experience that has changed the format of performance art by increasing accessibility and diversity, challenging the imagination, pushing the boundaries of immersive theater, and reducing energy consumption and material waste.



LOCAL
ARTIST,

DESIGNS THAT ARE COMMUNITY FOCUSED



About Alejandro Dron

Alejandro Dron is a sculpture artist based in Jersey City. Alejandro started his education at the early age of 10 with sculptor Oscar Zarate in La Plata, Argentina. He continued with drawing and painting classes with Enrique Sobisch and studied architecture for one year at La



Plata University. His work was reviewed in art magazines and in various newspapers among them the NewY ork Times.