

Architect Anthony Morena aka The Green Crusader: One Building at a Time

By Britten · October 9, 2009



Anthony Morena, licensed architect and principal of the **REDD Group** is spreading sustainability one building at a time in New York. The top notch architect and mastermind behind the REDD Group has built a **new green, eco-friendly building in Brooklyn's Vinegar Hill**.

I had the distinct pleasure of receiving a personal tour by Mr. Morena, of the 10-unit boutique condominium in Brooklyn. **100 Gold** is the first green building in Vinegar Hill, which consists of (6) one-bedrooms, (2) duplex studios-one with a private yard, and (2) penthouses-duplex apartments with one bedroom and loft, and private terraces. Resident amenities include free storage units, bicycle storage, virtual concierge, 24-hour security, private terraces, and beautiful private rooftop gardens (where the rooftop pavers are made of 100% recycled tires).

When I think of eco-friendly living, I immediately picture a yurt with an accompanying outhouse. 100 Gold couldn't be further from that image. I was completely impressed by the **ultra sleek and modern** look of the environmentally conscious design, including the **state of the art** green

amenities, energy efficient central air and heating, and water conserving fixtures. The spectacular views of Manhattan were just the soy-icing on the wheat-free cake.

FYI: About REDD

100 Gold, now ready for occupancy, was developed by the REDD Group. Established in 2004 by Anthony Morena, REDD is a collaborative firm that designs, develops and manages the properties it builds. The group has collectively been involved in the adaptive re-use or new development of over 1 million square feet of residential real estate in New York. **REDD prides itself on delivering responsible and thoughtful design to the market with innovative concepts, sustainability and efficiency.**

For additional information on 100 Gold and or The REDD Group, visit www.onehundredgold.com and www.reddllc.com.

For more photos from 100 Gold: click [HERE](#)



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