



Sustainable Business

NATURAL HARMONY BY DESIGN GREEN HAMMER

When entering the world of “green” building and design, there can be a seemingly overwhelming range of choices and interactions to consider.

Stephen Aiguier, founder and CEO of Green Hammer in Portland and Ashland, recognizes that there are new and changing things always happening in the building industry, and considers part of his role to help customers understand the choices they have with a long term view. “We try not to overwhelm people,” laughs Aiguier, “but education is a big part of it.”

At Green Hammer, explains Aiguier, the goal is to build homes and businesses that support the relationship between people and the planet. “We look at things in a multitude of different lights,” explains Aiguier, and his team includes a range of professionals that work together to bring sustainable building practices, healthy material choices, innovative energy solutions, and practical aesthetics to each project for healthy buildings that inspire. “People see that,” says Aiguier. “It’s tangible and something you can experience.”

Green Hammer also works closely to maintain third-party verified standards from organizations like Passive House, the Forest Stewardship Council (FSC), Leadership in Energy and Environmental Design



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(LEED), Living Building Challenge (LBC) and more. Aiguier refers to these standards as “outside auditors” that keep Green Hammer focused on their own determination to meet and exceed client expectations for certifiable healthy living, environmentally responsible building, life-span performance and project stewardship.

At Green Hammer, they take a long-term view, admits Aiguier. “We look at life-cycle impact.” Their designs cover start-to-finish evaluations of each building’s impact over time, from the health and safety of the builders and occupants, to the energy consumption and equity of the building over its lifetime. In planning, Aiguier admits there can be challenges but offers two basic principles: “Be clear up front about what the constraints are, be clear what the dividends are.”

In new building design, or in looking to turn an existing home or business into a healthier, more efficient environment, Green Hammer is dedicated to improving occupant health while reducing the environmental impact of each space. “We deliver healthy, resilient, inspiring buildings and understand them as a living system,” sums up Aiguier. “It’s fundamentally a different perspective. Our clients want to push the envelope in building design, functionality and environmental responsibility—and that describes people all over the Rogue Valley.”



Stephen Aiguier,
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