



**Peter E. Larson**

**Peter E. Larson, AIA, LEED AP** is the principal in charge of Ashley McGraw Architects' Advanced Building Studio.

This studio is focused on implementing the firm's goal of creating zero carbon footprint, zero fossil fuel energy, environmentally responsible buildings, and is currently engaged in the design of multiple net zero fossil fuel energy projects.

Peter is a member of the Northeast Sustainable Energy Association and the American Solar Energy Society, and adopted the 2030 Challenge on behalf of Ashley McGraw Architects. Peter regularly speaks to client and professional organizations to raise awareness about the importance of architectural design in reducing fossil fuel energy consumption, stressing "smart design" rather than "additive approaches."