

Case Study: Etsy

Sustainably Crafted Doors Contribute to Etsy's HQ Living Building Challenge

FORTE
OPENING SOLUTIONS



Door Solutions in Office + Mixed Use

INDUSTRY

Office + Mixed Use

LOCATION

Brooklyn, NY

PROJECT PARTNERS

Architect Firm

[Gensler](#)**About Etsy**

[Etsy](#) is a global online marketplace that connects millions of creative entrepreneurs with buyers seeking unique goods. The company provides a broad suite of services and tools to help sellers start, manage, and grow their businesses, with a mission focused on human-centered commerce and community impact. Founded in 2005, Etsy is headquartered in Brooklyn, New York.

**Project Background**

Aligning Design with Purpose and Responsibility

When Etsy set out to create its new global headquarters in Brooklyn, the company aimed to design a workplace that reflected its values of community, craft, and environmental responsibility.

Partnering with Gensler, the team committed to pursuing [Living Building Challenge](#) (LBC) Petal Certification through the International Living Future Institute. This required rigorous vetting of all materials to eliminate Red List chemicals and ensure responsible sourcing and transparency.

That scrutiny extended to architectural wood doors. Wood components needed to be invasive, salvaged, reused, or sourced from responsibly managed forests ([Forest Stewardship Council](#)-certified), while also meeting strict material health standards and supporting the warm, crafted aesthetic central to Etsy's vision.

The Challenge

Meeting Rigorous Sustainability and Material Standards

Etsy envisioned its headquarters as more than a workplace — it sought to create a regenerative ecosystem aligned with its values of community, craft, transparency, and environmental stewardship.

To achieve Living Building Challenge certification, the project team had to meet strict requirements across Place, Health + Happiness, Materials, and Beauty Petals. The Materials Petal was particularly demanding, requiring vetting of over 1,500 design sources to eliminate harmful [Red List](#) chemicals and ensure materials were responsibly sourced.

Wood products were required to be:

- Invasive, salvaged, reused, or FSC®-certified
- Free from toxic substances
- Aligned with sustainability and aesthetic goals
- Crafted to reflect Etsy's culture of authenticity and artistry

The design team effectively rewrote the specification book to ensure every component met LBC standards.

The Solution

Architectural Wood Doors Delivering Sustainability and Elevated Design

Forte provided custom Aspiro® series Hickory veneer doors, engineered to meet the project's stringent sustainability, health, and performance criteria.



Project Overview

- Custom architectural wood doors designed to meet Living Building Challenge (LBC) Petal Certification requirements.
- FSC®-certified and responsibly sourced hickory veneer aligned with strict Materials Petal standards.
- Red List-compliant assemblies vetted for material health and transparency.
- Crafted to reflect Etsy’s values of authenticity, artistry, and environmental stewardship.
- Warm, natural aesthetic reinforcing the project’s community-focused design vision.
- Integrated seamlessly with high-performance building systems supporting renewable energy and waste diversion goals.
- Contributed to achieving LBC Petal Certification without compromising design integrity or performance.

The doors delivered:

- Sustainably sourced wood veneer aligned with Living Building Challenge standards
- Compliance with strict material transparency standards
- Custom craftsmanship to meet the architect’s design vision
- Warm, natural aesthetics reflective of Etsy’s creative culture

Forte worked collaboratively to ensure the doors satisfied both the environmental certification requirements and the elevated design expectations of the project.

The Result

Achieving Living Building Challenge Certification Without Compromise

The Etsy Headquarters achieved Living Building Challenge Petal Certification—one of the most demanding sustainability achievements in commercial construction—without compromising design integrity.

The building features:

- 100% renewable energy through onsite and offsite solar arrays
- Significant energy savings through high-efficiency systems
- Over 90% construction waste diverted from landfills
- Extensive interior greenery supported by rainwater systems
- Materials rigorously screened for health and environmental impact

Forte’s doors contributed to a workplace designed to be regenerative—not merely sustainable—and reflective of Etsy’s commitment to transparency and community. For architects and designers pursuing ambitious sustainability goals, Forte provides solutions that support material transparency, performance, and aesthetic excellence.



Forte's architectural wood doors did more than meet specification – they helped make Living Building Challenge certification possible, proving that rigorous material transparency, responsible sourcing, and elevated design can coexist in one opening.”

David Jordan

Director – Technical Sales Support
Forte Opening Solutions

The Project Team

Collaborators Driving Innovation and Sustainability

[Gensler](#) is a global architecture, design, and planning firm committed to creating innovative, sustainable, and human-centered spaces. With offices worldwide, Gensler serves a diverse range of industries, delivering design solutions that combine creativity, strategy, and technical expertise to shape the environments where people live, work, and thrive.

[Forte Opening Solutions](#) delivers a full range of commercial door systems and components designed to meet performance needs and design priorities across education, healthcare, hospitality, and office spaces. Previously known as Masonite Architectural, Forte Opening Solutions is backed by a legacy of trusted brands, including Marshfield DoorSystems, Algoma Hardwoods, Mohawk Doors, Baillargeon, and Haring. Forte is committed to making every door, every interaction, and every opening unforgettable.