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CENTRAL IOWA'S INDEPENDENT, LOCALLY OWNED BUSINESS WEEKLY

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## Genesis architect looks ahead after early success

After 16 years of working for others as an architect, Edward Matt felt the timing was right to venture out and launch his own practice in Greater Des Moines. As Genesis Architectural Design PLC begins to take off, he's focused on steady growth into the future, and whatever might come his way.

"My long-term plans are to grow to become a mid-sized firm with a highly talented staff that consistently focuses on both design and client service," Matt said. "I also want to produce an exciting studio environment for designers that fosters a loyal workforce."

However, he said he could be surprised, particularly after watching Genesis, currently a one-man operation, take off since it opened in October.

Matt established a vision for Genesis: "To provide functional creative architectural solutions that are responsive to the needs of each client and project." He said the company is dedicated to having people experience the value of design as it applies to daily life in places of work, leisure and rest.

"Genesis is capable of helping clients on multimillion-dollar projects, but will also help the smaller client that wants to improve their lobby or add to their home," he said.

Matt added that the company's business philosophy is as much about design as it is about customer service. He said that dual focus is combined with a problem-solving process that enables Genesis to deliver building spaces that allow its clients to operate more effectively.

The company offers master planning, feasibility studies, site



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selection, space programming, architectural design, design consultations, tenant improvements, interior architecture, historic preservation and building surveys. Its typical projects include commercial, schools, banks, churches, government and retail.

"It's been a transition in the sense that I'm used to doing large \$1 million to \$5 million projects, and now most of my projects are under \$1 million," Matt said. "But I've got a lot of them."

Though his five-year plan is to have a workforce of five, he

intends to take an incremental approach, with an immediate goal of paying off his start-up expenses before adding the costs of additional salaries and employee benefits. He has chosen to outsource jobs such as computer-aided drafting.

"It's going to take a more significant project load before I add people," Matt said.

His practice is currently located within the offices of JVC Builders, which will relocate this fall. At that point, Matt said, he will either open his own office or

share space with another company within Greater Des Moines, which has served as a good fit for his new business.

"It is geographically located at the center of the state, which allows me to get to any client within just a few hours," he said. "Many positive things have happened here in the last 10 years. On that same note, I think we need a new batch of visionaries to carry us to the next level. Being in Des Moines will allow me to contribute to getting us there." □

Photo by Duane Tinkey