

BUSINESS SPOTLIGHT

This feature article is part of the Greater Reading Chamber Alliance's Innovation and Community initiative, with creative direction by Bell Media Group and portrait photography by Lauren Little. Dive into the story of how MG Architects helped shape Reading's past, present and future—one brick at a time.



The city's charm is a testament not just to its rich and vibrant history, but to masterpieces crafted by MG Architects—an architectural firm with more than a century of work in and around Reading, Pa.



The Story Behind MG Architects

In the vibrant tapestry of Berks County's history, one name stands out: Frederick Augustus Muhlenberg. Born in Reading, Pennsylvania, on Sept. 25, 1887, he was a man of many dimensions—architect, community servant, political figure, and military hero. His legacy, marked by valor in World War I and a profound impact on his hometown, laid the foundation for what would become Muhlenberg Greene Architects, Ltd.

Beneath the history, the technology and the innovation at MG Architects lies a genuine passion for community service. By actively engaging with various local organizations and associations, the firm aims to create a positive ripple effect that goes



“beyond the blueprints.” This emphasis on maintaining partnerships and nurturing relationships puts resources, opportunities, and care back into the community—something that MG Architects has been passionate about since day one. “We’re part of the fabric of the neighborhood, so it’s important that we understand our fellow organizations’ needs and issues,” says Bob Conklin, AIA, Vice President, and Principal. “Not just from an architectural standpoint, but from a community standpoint. These are our neighbors, and they’re our friends.”

Spotlight on Preserving the Past While Imagining the Future

Adaptive reuse refers to the process of reusing an existing building for a purpose other than which it was originally built or designed. But for MG Architects, it's more than just a process; it's a passion. Seeing the city's existing fabric as a canvas for creativity, MG Architects excels at seamlessly blending the old with the new. Collaborating with both private investors and public administrations, it specializes in



PORTRAIT PHOTOGRAPHY BY LAUREN LITTLE PHOTOGRAPHY



projects that involve transforming spaces with rich histories.

Despite boasting more than 100 years of history and experience, MG Architects' approach is far from old-fashioned. The firm has integrated cutting-edge technology into its design process, creating exceptional experiences that captivate its clients. One of the standout features MG Architects has developed is a mesmerizing 3D tour. The firm employs advanced rendering techniques that go beyond mere static images, creating a dynamic and immersive experience for viewers. "The 3D tour feels as if the project has already been brought to life," Jim Sarro, AIA, Principal says. "And we've even developed an ability to showcase day-to-night transitions in the renderings that allow the clients to envision what the building will look like, not just during the day, but also at night and during different weather scenarios."

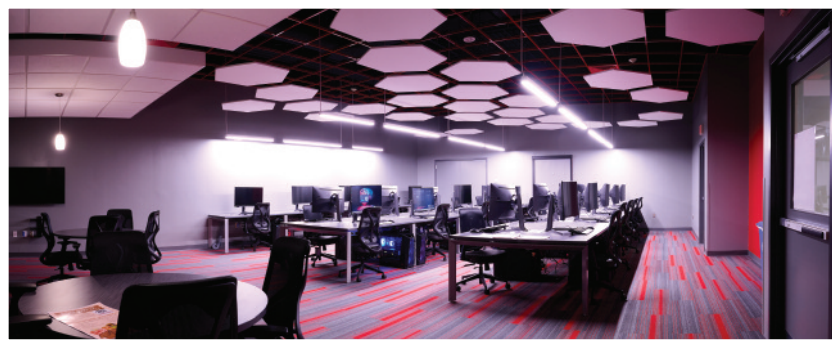
This technology isn't just for show; it serves a practical purpose in architectural design and engineering. 3D renderings aid in visualizing and identifying potential issues, such as misplaced beams or HVAC ducts, ensuring a smoother design and construction process.

Innovation on the Horizon

In the coming months, MG Architects has some exciting new developments on the horizon—most notably, a move from an office complex to a dedicated new home. Legend has it that Mr. Muhlenberg would "move into" an office inside whatever project he was currently working on. In alignment with its philosophy of adaptive reuse, MG Architects are now turning its creative talents inward to transform a former orthodontics office into a beautifully designed, state-of-the-art building. But no matter where MG Architects goes next, the spirit of its founders and the innovation of its leaders will forever live in the bricks and the mortar of Reading, Pa.

Visit MG-Architects.com or call 610-376-4927 to get started on your next project.

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