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This Real Estate Developer Has A Passion For Sustainability

With a passion for sustainability, Veronica Mainetti, President of Sorgente Group of America, is committed to developing and restoring buildings that are both luxurious *and* environmentally conscious. She has traveled around the globe from Greenland to Vermont in order to learn about climate change and find new, energy-efficient ways to create projects that are truly green.



Mainetti believes in redevelopment as a key to sustainability. (Photo by Giulio Mainetti)

Mainetti is the majority stakeholder in New York City's iconic Flatiron Building and a successful developer of 60 White, a loft building in Tribeca. Under her leadership, Sorgente Group acquired the Fine Arts building in Los Angeles in mid-2012 and the Clock Tower in Santa Monica in 2013. She currently is creating a documentary about the development of 60 White titled "Giglio on White," which highlights her passion for preservation and sustainability.

"At the heart of all my work is a desire to restore buildings that are not only iconic but also reflective of their surrounding neighborhoods, all in a way that is healthy for the world," Mainetti said. "I feel that preserving and restoring what has already been built in the past is

a sustainable, responsible use of resources. Restoration has the ability to better not just buildings, but our neighborhoods, the economy and, ultimately, our environment.”



Mainetti poses in front of her 60 White Project with Edwin Cruz of Signature Metal. (Photo by Neil Leach)

Because Sorgente Group is Mainetti’s family’s business, she was immersed in real estate development from a very early age. In her career there, she has harnessed her passion for history and sustainability while growing the company both literally and figuratively. She said:

"My passion for sustainability and restoration permeates every aspect of my life, which in turn forces me to be diligent about incorporating those values into our company. And vice versa: The more dedicated we are to these pursuits, the more changes I make in my own life for sustainable living. Watching my five-year-old son recycle objects and toys into new magical inventions pushes me even further to spread awareness about climate change and the importance of caring for our planet. Hopefully, I can inspire others to do the same."

One of the greatest challenges Mainetti faces in her work is convincing others that the future of our planet is, indeed, in peril, and that we all must take responsibility for making changes. And yet, the rewards of seeing her projects become reality are immense. “I find a deep sense of fulfillment in knowing that the work we do can impact the world as a whole.”



Mainetti is one of the few women in a male-dominated industry. (Photo by Giulio Mainetti)

As one of the few women in a male-dominated industry, Mainetti also has faced stereotypes and sexism. But, she says, “I never compromised or adapted myself. I have stayed true to my work style, emanating confidence. If women possess one innate quality, in my view, it is common sense. That happens to be a key element of success in the construction environment.”

To young people seeking to align their careers with their life purpose, Mainetti offers this advice: “Incorporate your passion into everything that you do. Don’t separate what you do for a living from your life’s passions, but find a way to merge them together. My sense of fulfillment comes from coalescing my love of photography, activism and intense desire to restore and develop sustainably into one entity that drives me every day.”