

MODERN·MILL
BUILDING REVOLUTIONS



FROM FAÇADE TO ELEVATOR: **ACRE** AT 545 EAST SECOND

PROJECT OVERVIEW

South Boston knows what it wants. At 545 East Second, builder and developer Marc Savatsky and his team at Choose Boston, a vertically integrated development, construction, and brokerage firm, delivered exactly that. Six condominiums in an elevator building with parking, finished with the layouts and detail Boston buyers wait for, topped by a penthouse with two private decks, a walk-in primary suite, and garage parking. All six sold.

545 EAST SECOND CASE STUDY

Location	South Boston, MA
Product	ACRE Siding, full building façade
Application	Façade, lobby, and three elevator landings
Builder	Marc Savatsky of Choose Boston
Architect	Stack Architecture
Building	6-unit elevator building with parking
Status	Fully sold

*This coating is not on the Modern Mill list of approved coatings and therefore not under warranty. Be sure to use coatings from the approved list and follow all installation instructions found here:

modern-mill.com/product-expectations

CHALLENGE

A multifamily building competes at two scales: the curb and the front door. At 545 East Second, the layouts, finishes, and location were already strong. The façade had to make an impression from the street. The lobby and three elevator landings had to feel deliberate, not default, and stand up to the wear of a shared, high-traffic interior.

SOLUTION: ACRE BY MODERN MILL

ACRE was specified for the building's front façade and brought inside to the lobby and three elevator landings. Tree-free and built to last, ACRE is made from upcycled rice hulls, an agricultural byproduct that would otherwise be burned or sent to landfills. It mills, cuts, and finishes like premium wood while resisting the moisture, weather, and wear that a Boston street and a high-traffic building put on a material every day.

"Part of the fun of being a developer is getting to selectively play interior designer," Marc said. "We wanted to elevate our lobby and elevator landings from basic tile and drywall, so we studied lots of options and couldn't be happier that we landed on ACRE." For Marc, ACRE delivered as "a genuinely sustainable material that doesn't compromise on aesthetics or durability."

Marc described the elevator as the moment the building's material language gives a quiet wink to the resident: "Surprise and delight! This elevator tile floor by Artaic and elevator surround with ACRE by Modern Mill were two of the first design decisions I made. I love how the ACRE siding relates back to the exterior and how the mosaic tile logo is such a fun surprise when the elevator doors open."

The lobby and all three elevator landings were installed in a single weekend. With ACRE on the front façade and across the interior touchpoints, the



building reads as one continuous architectural decision from the curb to the top floor. Six homes, fully sold.

"Really proud of this one. Can't tell you how many compliments I've gotten on the façade."

– **Marc Savatsky, Choose Boston**

"What looks like magic is actually an insane amount of skill and teamwork and planning," Marc said. "This is what it looks like when everything works the way it's supposed to." For ACRE, that meant showing up on the façade and inside the elevator on a building that sold out, a multifamily with one consistent material story from the street to the top floor.

BEYOND THIS PROJECT

545 East Second is one of two ACRE projects Marc has used the product on, and he's also become an investor in Modern Mill. "I never invested in Bitcoin because I couldn't understand it," Marc said. "I recently made a meaningful investment in a very different kind of company: Modern Mill, the manufacturer of ACRE siding. I became a believer after using the product with my own hands on two projects and spending time with the founder."

"ACRE is made in the U.S., manufactured in Mississippi, and produced from rice husks, an upcycled agricultural byproduct. It's a compelling alternative to cutting down trees. It takes stain and paint beautifully. It's easy to work with, durable, and performs exceptionally well with minimal maintenance, even in tough New England conditions."

"Next year, ACRE is making a serious push into the West Coast. Given the climate and eco-conscious market there, I think it's going to do very well. I'm excited to have a seat on the bus and see where this goes."

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