

# Tall wood | The obstacles of perception

Shawna Hammon<sup>1</sup>

<sup>1</sup>Perkins+Will

**ABSTRACT:** Wood is increasingly becoming a viable material for high rise buildings. However, despite the fact that wood has a lighter environmental impact than today's typical high rise construction materials, it faces many obstacles, not the least of which is public perception. The purpose of this study is to identify the barriers of perception through a survey of the public and the different stakeholders of tall timber. Once these obstacles have been pinpointed through the data, this proposal will provide the evidence-based foundation to a larger study that focuses on overcoming these perceptions.