AGENDA

8:00 AM – 9:00 AM  Registration & Continental Breakfast

9:00 AM – 9:15 AM  Program Welcome & Introduction

Laura Viscusi
Publisher
Architectural Record

Cathleen McGuigan
Editor-in-Chief
Architectural Record

9:15 AM – 10:00 AM  Keynote

Jeanne Gang is a founding principal of Studio Gang in Chicago. A MacArthur Fellow, she was the lead designer of the 82-story Aqua Tower in Chicago, the tallest building in the world designed by a woman. Gang’s work is deeply engaged in materials innovation and sustainability in such projects as the Arcus Social Justice Center, under construction in Kalamazoo, Michigan; the Chicago office of the Natural Resources Defense Council, which is Living Building Challenge certified; and the WMS Boathouse at Clark Park.

Jeanne Gang, FAIA, NCARB, LEED AP
Principal & Founder
Studio Gang Architects
AGENDA

10:00 AM – 10:15 AM  Innovation in Record Time Presentation: Dynamic Facades for a Dynamic World

The promise of high performance buildings cannot be achieved without achieving superior occupant comfort, meeting sustainability guidelines, and utilizing energy in a responsible manner whiles saving money. The natural light of the sun is beneficial in many ways. However, the extreme glare, direct solar radiation on a buildings' occupants, and the heat load on a building are conditions that can be managed effectively. MechoSystems has building-wide systems for façade management that do all of this. The results are impressive, noteworthy, and deliver ROI.

George Loisos, AIA  
Principal  
Loisos + Ubbelohde  
Sponsored by MechoSystems

10:15 AM – 10:45 AM  Networking & Refreshment Break

10:45 AM – 11:30 AM  Art & Architecture

Architect Brad Cloepfil of Allied Works has designed noteworthy spaces for art, including the Clyfford Still Museum in Denver, and New York’s Museum of Arts and Design. Los Angeles-based artist Doug Aiken has created video pieces that directly engage architecture, such as Tanaguchi’s Museum of Modern Art, and Gordon Bunschaft’s Hirshhorn Museum. Together, Cloepfil and Aitken have collaborated on Allied Works’ addition to the Seattle Art Museum and a house for an art collector in upstate New York. They will discuss the relationship between their disciplines and how art and architecture are complementary strategies for creating new environments.

Doug Aitken  
Founder  
Doug Aitken Workshop

Brad Cloepfil, AIA, NCARB  
Founding Principal  
Allied Works Architecture
One of the most ambitious architecture and planning schemes slated for New York City in the near future is the Cornell NYC Tech campus on Roosevelt Island in the East River. A collaboration of New York City and two educational institutions, Cornell University and Technion University of Israel, the applied science and engineering campus is planned for the south end of the island. The first phase is soon to go into construction, with a portion of the campus opening in 2017. Thom Mayne, of the Los Angeles- and New York-based firm Morphosis, is designing the first academic building for the graduate school, while Weiss Manfredi, a New York-based firm is designing the first “co-location” building, where graduate students will share space with tech companies. At the Innovation West Conference, both architectural firms will present their schemes and discuss how the architecture responds innovatively to the scientific and technical aspects of the program.

Moderator:

Suzanne Stephens
Deputy Editor
Architectural Record

Panelists:

Marion Weiss & Michael Manfredi
Cofounders
Weiss/Manfredi Architecture/Landscape/Urbanism

Thom Mayne
Founder
Morphosis
2013 AIA Gold Medalist
AGENDA

12:30 PM – 12:45 PM  Innovation in Record Time Presentation
The Evolution of Model Based Design and Construction:
The Walt Disney Concert Hall Ten Years Later

Often pointed to as an early example of model based design and construction, the landmark Walt Disney Concert Hall celebrated its 10th anniversary in 2013. While easily recognized by its amazing exterior surface of wild slopes, twists and curves, the fabrication and erection of the interior structural steel frame of the Concert Hall was no less amazing and challenging. A Catia wire-frame design model defined the steel geometry and, in an early example of the exchange of model files, was translated to Xsteel and Autocad for shop fabrication details and erection drawings. Roger Ferch, now President of the American Institute of Steel Construction, and at that time Vice President of The Herrick Corporation, managed the entire steel process from material acquisition to detailing to fabrication to erection. In his presentation, Roger will look back at the many challenges faced both by the project and the processes used to transfer model-based information. He will then highlight the progress model based steel fabrication has made over the past 10 years.

Roger Ferch
President
American Institute of Steel Construction

12:45 PM – 1:45 PM  Networking Luncheon

1:45 PM – 2:45 PM  Panel
Landscape & the City: Shaping Public Space

Three distinguished landscape architects—Ken Smith, Walter Hood and Chris Reed—will present projects and strategies that re-imagine public space, with the integration of architecture, infrastructure and nature in the urban realm.

Moderator:

Christopher Hawthorne
Architecture Critic
Los Angeles Times

Panelists:

Walter Hood
Principal
Hood Design Studio

Chris Reed
Principal
Stoss Landscape Urbanism
Associate Professor of Practice in Landscape Architecture
Harvard Graduate School of Design

Ken Smith
Founder
Ken Smith Workshop
AGENDA

2:45 PM – 3:00 PM
Innovation in Record Time Presentation
From Design to Fabrication: Creating a New Building Archetype with Wood

The societal aim to continually reduce the environmental impact of the built environment has been coupled with recent technological advancements in timber manufacturing and fabrication. The global precedent of using new wood structural systems in 10 story buildings and 100 meter tall wind turbine towers already exists. Despite these precedents, the regulatory and building code hurdles for implementation of these systems in North America and the realization of their full potential persists. This presentation will show how the global engineering and academic research community is well on their way to developing the technical justification for its safe use.

Hans-Erik Blomgren, PE, SE
Associate
Arup
Sponsored by reThink Wood

3:00 PM – 3:30 PM
Networking & Refreshment Break

3:30 PM – 4:30 PM
Panel
Crossroads: The Global Influence of Mexico’s New Generation of Architects

In a country with a long history of architectural excellence, a vibrant community of young practitioners in Mexico is injecting the scene with imaginative designs that push the limits of the discipline. This new generation of architects, which is capturing attention internationally, is exploiting the latest technologies to create experimental work that draws both from the surrounding context as well as global influences. The result is an extraordinary body of work that is informed by their esteemed predecessors but speaks a language of its own.

Moderator:

Christopher Hawthorne
Architecture Critic
Los Angeles Times

Panelists:

Tatiana Bilbao, S.C.
Founder
Tatiana Bilbao

Jorge Gracia
Founder
Gracia Studio

Fernanda Canales
Founder
Fernanda Canales

Michel Rojkind
Founding Partner
rojkind arquitectos
### AGENDA

**4:30 PM – 4:45 PM**

**Innovation in Record Time Presentation**

**Indoor Air Biofilters: Changing Our Indoor Environments**

Maintenance of an adequate indoor environment is costly. Most systems rely on ‘fresh’ outside air to displace indoor air pollutants but conditioning this additional airflow can represent 30% of building’s energy consumption. Indoor air biofilters can effectively remove the same contaminants in a more energy efficient, sustainable and aesthetic way.

At first glance, the biofilter appears as a hydroponic wall of plants. However, the plant wall is actually integrated into the building’s air handling system. These systems hybridize science and art to not only green the indoor space but also lead to a 30% improvement in overall air quality.

*Alan Darlington, Ph.D.*

Senior Vice President IP & Business Development

Nedlaw Living Walls Inc.

---

**4:45 PM – 5:30 PM**

**Keynote**

Thomas Phifer, an architect who founded his office in New York City in 1999, is increasingly recognized for his elegantly proportioned, sustainable architecture, which also provides a dramatic showcase for contemporary art. His North Carolina Museum of Art (2010) in Raleigh, North Carolina, and his Clemson University College of Architecture (2013) in Clemson, South Carolina have been recognized for the ethereality of their lightweight structures as well as their energy-saving features. Yet Phifer doesn’t stick to a vocabulary of only steel and glass. Currently he is working with an art collector on a private museum near Washington, D.C. where he plans to create pavilions with load-bearing walls of massive, heavy blocks of concrete, 6-feet long, 1-foot wide and 1-foot deep.

Phifer will discuss the ways in which he brings a commitment to sustainability, technology, and displaying art to his work.

*Thomas Phifer*

Founder

Thomas Phifer and Partners
AGENDA

5:30 PM    Closing Remarks

Cathleen McGuigan
Editor-in-Chief
Architectural Record

5:30 PM – 6:30 PM    Cocktail & Networking Reception

6:30 PM    Conference Concludes
Doug Aitken
Founder
Doug Aitken Workshop

Doug Aitken lives and works in Los Angeles and New York. Widely known for his innovative fine art installations, Aitken utilizes a wide array of media and artistic approaches to lead us into a world where time, space, and memory are fluid concepts.

Aitken’s body of work ranges from photography, sculpture, and architectural interventions, to films, sound, single and multi-channel video works, and installations. His work has been featured in numerous solo and group exhibitions around the world, in such institutions as the Whitney Museum of American Art, The Museum of Modern Art, the Vienna Secession, the Serpentine Gallery in London and the Centre Georges Pompidou in Paris. Photo: Alayna Van Dervort.

Tatiana Bilbao
Partner
Tatiana Bilbao

Tatiana Bilbao, born in Mexico City in 1972, studied Architecture and Urbanism in Universidad Iberoamericana. Runs since 2004 a multidisciplinary office that has architectural design as its main practice; the studio analyzes urban and social crisis, as well as rigid codes of communication and telematics to use them as design tools. Through these strands, the office, regenerates spaces “humanized” to be aware and react to global capitalism, opening up niches for cultural and economic development.

Creating a climate of collaboration where there are various disciplinary resonances in technical areas, theoretical and artistic works that affect the patterns and structures of society. In this way, there are buildings tending the ecological impact, which open channels of communication between the various social sectors, and detonate productive activities that enable different aesthetic experiences. Having done projects mainly in Mexico, the office has done buildings, exhibitions and interventions all over the world, China, Spain, France and the USA.

Tatiana Bilbao has been invited professor in different Universities and lecturing in places such as Architectural Association in London, University of Cambridge, University of Texas in Austin, University of Stuttgart, Dessau among others.

Hans-Erik Blomgren
Associate
Arup

Hans-Erik Blomgren, a native of the Pacific Northwest, is the lead Structural Engineer in Arup’s Seattle office with more than 17 years of experience in the design and construction of commercial development in the United States and across the globe.

Arup has been at the technical forefront of the recent global advancements of timber technologies. Hans-Erik has taken a leading role in cultivating the application of these technologies in North American markets for commercial and public sector development.

Elisabeth Broome
Managing Editor
Architectural Record

Beth Broome joined Architectural Record as managing editor in 2004 following six years working in newspapers, most recently as managing editor of The New York Observer. In her current position, Broome oversees the day-to-day operations and production of the magazine. She also edits and writes on a range of projects, events, and issues, and participates in juries and forums at academic institutions and for professional organizations. Originally from the Boston area, she is a graduate of Tufts University.
Fernanda Canales holds a PhD degree in Architecture with outstanding cum laude by the ETSAM in Madrid. She studied at the Universidad Iberoamericana, México City (Bachelor with Honours, 1997), and received her MA at the Universidad Politécnica de Cataluña in Barcelona (2001). Recently she was recipient of the career award from the FCARM, the Mexican Federation of Architects’ Associations on 2012 and she was awarded the National System of Creators fellowship from CONACULTA (Consejo Nacional para la Cultura y las Artes). In 2004 she received the fellowship of Young Creator by the FONCA (Fondo Nacional para la Cultura y las Artes) and was awarded Best Young Architect in Mexico by the CAM (Colegio de Arquitectos de Mexico) in 2012.

Her projects have been awarded recognitions such as the Building of the year by Archdaily, T+Leisure Design Award and the IIDA Award. Since 1996 Canales has developed her independent practice of architecture and research based in Mexico City. She is engaged in both public and private projects, focusing on housing, educational and cultural programs, including the Elena Garro Cultural Center, the CEDIM Campus in Monterrey and the theater complex in Guadalajara.

Her work has been exhibited in venues such as the Venice Biennale, the Museum of Modern Art and the National Center for the Arts, both in Mexico City, as well as in galleries or museums in Australia, United States, Latin America and Europe. She is the author of books such as Architecture in Mexico 1900-2010 (2014), 100x100 Arquitectos del Siglo XX en México (2011), Duograph Series Mexico (2012), Cultural Spaces, Abraham Zabludovsky (2005) and Central de Arquitectura (2008).

Cloepfil’s earliest influences lay outside the field of architecture. While studying at the University of Oregon, he drew inspiration from the vast landscape and monumental works of civil engineering in the Pacific Northwest. While studying in New York, he was introduced to the simple yet profoundly resonant gestures of land and installation artists.

His body of work is as informed by the land and the history of place as it is by formal training, and it is one of cuts a clear line through much of the rhetoric and formal novelty surrounding the practice today. His approach to design combines a research-intensive focus on the specific character of each project with an understanding of the profoundly affecting possibilities of building.

In addition to leading all aspects of creative work at Allied Works, Cloepfil has held guest professorships at leading American architecture and design schools across the country over the past 20 years. He is also a frequent lecturer, panelist and judge at universities, cultural institutions and creative organizations throughout the world.
**SPEAKERS**

**Alan Darlington, Ph.D.**
Senior Vice President IP & Business Development  
Nedlaw Living Walls Inc.

Alan Darlington, PhD, is a researcher in addition to being the founder and partner of Nedlaw Living Walls. He was awarded his PhD investigating the interaction between plants and their physical environment from the University of Guelph.

Alan has received a number of awards for academic and entrepreneurial accomplishments and is the ‘inventor’ of a number of patents integral to the application of plant based biofilters to the indoor space which has been his area of interest since 1994.

In 2001, after his first award of the Martin Walmsley Fellowship, Dr. Darlington commercialized the product of this research through the company, Air Quality Solutions. The first Living Wall was installed in 2004 as the showpiece of the University of Guelph - Humber.

Since 2004, his companies have installed over 200 biofilters across North America. In 2005, he was named by Outdoor Magazine as one of the 25 top true believers in the environmental movement for his work with plant biofilters. In 2008, Air Quality Solutions merged with the Nedlaw Group to form Nedlaw Living Walls Inc.

**Roger Ferch**
President  
American Institute of Steel Construction

Roger Ferch became President of the American Institute of Steel Construction in 2005 following a 30 year career in the steel construction industry. In 1974, following duty as a Naval Civil Engineer Corps officer, he joined The Herrick Corporation, the largest steel fabricator on the west coast. At Herrick Roger was promoted to Vice President in 1989. He was responsible for managing many of the firm’s major projects including the Boeing 777 Assembly building, the San Francisco Airport International terminal, and the Frank Gehry designed Walt Disney Concert Hall.

His education includes a Bachelor’s degree in Civil Engineering from the University of Washington and a Masters in Business Administration from the University of California, Berkeley. He is a licensed Civil Engineer in California.
Jeanne Gang leads Studio Gang Architects, a Chicago-based collective of architects, designers, and thinkers practicing internationally. Jeanne uses architecture to actively respond to contemporary issues and their impact on human experience. Each of her projects resonates with its specific site and culture while addressing global themes such as urbanization, climate, and sustainability. Recent projects include Aqua Tower, Northerly Island Park, and WMS Boathouse at Clark Park in Chicago and the Arcus Center for Social Justice Leadership at Kalamazoo College. Since founding Studio Gang in 1997, Jeanne has won numerous honors, among them a MacArthur Fellowship, a National Design Award from the Smithsonian's Cooper-Hewitt National Design Museum, an Academy Award in Architecture from the American Academy of Arts and Letters, and an Emerging Voices Award from the Architectural League of New York. In 2009 she was named a Fellow of the American Institute of Architects.

Jeanne’s work with Studio Gang has been published and exhibited widely, notably at the International Venice Biennale, the Museum of Modern Art, the National Building Museum, and the Art Institute of Chicago. A distinguished alumna of the Harvard Graduate School of Design, she has taught at Harvard, Yale, Princeton, and the Illinois Institute of Technology, where her studios have focused on cities, ecologies, materials, and technologies. In 2011 she published Reverse Effect: Renewing Chicago’s Waterways in collaboration with the Midwest Office of the Natural Resources Defense Council. The firm’s solo exhibition, Building: Inside Studio Gang Architects, set record attendance during its run at the Art Institute of Chicago from September 2012 to February 2013.
SPEAKERS

Jorge Gracia
Founder
Gracia Studio

Jorge Gracia, founder and lead architect of graciastudio (2004), completed his Bachelor degree in Architecture at Universidad Iberoamericana (2001). His practice, located in his hometown, Tijuana, México, has received numerous recognitions including selections to participate in the lecture series “Emerging Voices 2013” of the Architectural League of NY, and in the “Design Vanguard 2012” issue of Architectural Record Magazine, as well as the Travel + Leisure “Best Small Hotel” Award (2012) in Berlin. In late 2013, he received the “Building of the Year” Award from ArchDaily in Santiago de Chile.

In 2014, Gracia will open Escuela Libre de Arquitectura, a school focused on encouraging future architects to foster local socioeconomic development through Architecture.

Christopher Hawthorne
Architecture Critic
Los Angeles Times

Christopher Hawthorne is the architecture critic of the Los Angeles Times, a position he has held since 2004. Previously he was the architecture critic for Slate, a contributing editor at Metropolis magazine and a regular contributor to several sections of the New York Times. He has also written for the New Yorker, the Washington Post, Landscape Architecture Magazine, Architectural Record, Harvard Design Magazine, and dozens of other publications. With Alanna Stang, Hawthorne is author of The Green House: New Directions in Sustainable Architecture (Princeton Architectural Press, 2005) and was consulting curator of an exhibition of the same name at the National Building Museum in Washington, D.C. He has contributed essays to a number of recent books on architecture, design and cities, including A Companion to Los Angeles (Wiley-Blackwell), Gateway: Visions for an Urban National Park (Van Alen Institute/Princeton Architectural Press) and Maynard L. Parker: Modern Photography and the American Dream (Yale). He has taught at the Graduate School of Journalism at the University of California at Berkeley, Columbia University, Occidental College and the Southern California Institute of Architecture. In 1998 he was awarded a year-long fellowship at Columbia’s National Arts Journalism Program. In 1993 Hawthorne graduated with honors in political science from Yale, where he also studied architectural theory. His senior essay, a sort of arranged marriage between those two subjects, considered how the design of the new Sproul Plaza at UC Berkeley helped shape and propel the Free Speech Movement of 1964-65.
SPEAKERS

Walter Hood
Principal
Hood Design Studio

Walter Hood is an Oakland, California based environmental designer, artist and educator. He is a professor at the University of California, Berkeley's Landscape Architecture and Environmental Design Department, which he chaired from 1998 to 2002. His studio practice, Hood Design, has been engaged in environmental design, urban design, art installations, and research commissions since 1992.

Hood works in the urban civic realm, from small community-based places to large-scale landscape commissions. His studio recently completed a 1.1-megawatt photovoltaic array within the campus landscape at the University at Buffalo, the new Powell Street Promenade in San Francisco, which was recently awarded an ASLA Honor Award and the new Sculpture Terrace for the Jackson Museum of Wildlife Art in Wyoming. Hood Design was also responsible for the gardens and landscape of the Herzog & de Meuron–designed De Young Museum, in San Francisco. Earlier projects located in Oakland, such as Lafayette Square and Splash Pad Park, are regarded as transformative designs for the field of landscape architecture.

Hood was appointed as the inaugural holder of the David K. Woo Chair in Environmental Design at UC Berkeley in 2013. He has also served as a Goldman Sachs Design Fellow for the Smithsonian Institute and as a MIT fellow for Robert Taylor in 2011 and was the 2009 recipient of the Cooper-Hewitt National Design Award for Landscape Design. He has exhibited and lectured on his professional projects and speculative works internationally.

George Loisos, AIA, LEED AP
Principal
Loisos + Ubbelohde

Mr. Loisos is a licensed architect who has practiced in the United States and Europe since 1980 and is a founding partner of Loisos + Ubbelohde. Mr. Loisos has provided design services for a wide range of domestic and international projects including commercial office buildings, schools, day care facilities, university facilities, laboratories, sustainable demonstration buildings, and convention centers. Mr. Loisos has also led major research programs in building energy use at the University of California, San Diego, and at the University of Minnesota, Minneapolis, as well as participating in projects sponsored by the California Institute for Energy Efficiency. In addition Mr. Loisos assists clients with product research and developments, designs and builds products associated with lighting and daylighting and energy use, as well as, designs and builds lighting installations. Mr. Loisos lectures extensively on environmental design issues at universities and professional conferences and also presents specialized workshops on related topics for architectural and engineering firms.
Michael Manfredi is the co-founder of WEISS/MANFREDI, a multidisciplinary design practice based in New York City. The firm is known for the dynamic integration of architecture, art, infrastructure, and landscape design. The firm’s projects, including the Seattle Art Museum’s Olympic Sculpture Park, the University of Pennsylvania Nanotechnology Center, the Barnard College Diana Center, and the Brooklyn Botanic Garden Visitor Center, exemplify the potential of architecture and landscape design to transform public space. The firm is currently working on the competition-winning design for the Sylvan Theater, an outdoor amphitheater at the Washington Monument Grounds that recasts a forgotten site into a public setting in Washington, D.C. and the Corporate Co-Location Building on Cornell NYC Tech’s groundbreaking new Roosevelt Island campus. Other recent work includes the winning designs of international competitions for Korea’s Taekwondo Park and Toronto’s Lower Don Lands Park.

WEISS/MANFREDI has won numerous awards, including the Academy Award for Architecture from the American Academy of Arts and Letters, and the International V.R. Green Prize for Urban Design. They have been named one of North America’s “Emerging Voices” by the Architectural League of New York, and received the New York City AIA Gold Medal of Honor. Michael Manfredi has been the Gensler Visiting Professor at Cornell University.

Photo by: Shuli Sadé/ Sadé Studio.
SPEAKERS

Thom Mayne
Founder
Morphosis

Thom Mayne founded Morphosis as an interdisciplinary and collective practice involved in experimental design and research in 1972. Mr. Mayne is co-founder of the Southern California Institute of Architecture and Distinguished Professor at UCLA Architecture and Urban Design. Mayne’s distinguished honors include the Pritzker Prize (2005) and the American Institute of Architects Gold Medal (2013). He was appointed to the President’s Committee on the Arts and Humanities in 2009. With Morphosis, Thom Mayne has been the recipient of 25 Progressive Architecture Awards, over 100 American Institute of Architecture Awards and numerous other design recognitions. Morphosis works have been published extensively. The firm has been the subject of numerous exhibitions and 25 monographs.

Cathleen McGuigan
Editor-in-Chief
Architectural Record
Editorial Director, SNAP

Cathleen McGuigan is editor-in-chief of Architectural Record, the nation’s leading architecture publication for more than a century. McGuigan, who is the second woman to serve as editor in chief, was named to the post in 2011. Under her leadership, Record won the 2012 Grand Neal award, the top American Business Media award for overall excellence. She also serves as editorial director of SNAP.

McGuigan, a former Newsweek architecture critic and arts editor, is a graduate of Brown University and has been a Loeb Fellow at the Graduate School of Design at Harvard. Her freelance articles have appeared in The New York Times Magazine, Smithsonian, and Harper’s Bazaar, among other periodicals. McGuigan has taught at Columbia University’s Graduate School of Journalism and has been a Poynter Fellow at Yale. She sits on the board of trustees of the Skyscraper Museum in New York.
Thomas Phifer approaches modernism from a humanistic standpoint, connecting the built environment to the natural world with a heightened sense of openness and community spirit that is based on a collaborative, interdisciplinary process. Since founding Thomas Phifer and Partners 1997, he has completed the North Carolina Museum of Art in Raleigh, North Carolina, the Raymond and the Susan Brochstein Pavilion at Rice University in Houston, Texas, and the Salt Point House, the Millbrook House and the Taghkanic House, all in the Hudson River Valley of New York State.

Work under construction includes the United States Federal Courthouse in Salt Lake City, Utah and the prototype of a new street light fixture for New York City. The firm is also designing an expansion of the Corning Museum of Glass in Corning, New York, a new museum for the Glenstone Foundation in Potomac, Maryland, a Field House and Velodrome for Brooklyn Bridge Park in Brooklyn, New York, a Federal Office Building in San Juan, Puerto Rico and houses in Madison, Wisconsin and Dallas, Texas.

Thomas Phifer’s buildings have been repeatedly honored by the American Institute of Architects, including seven AIA National Honor Awards and twelve AIA New York Honor Awards. In 2011 the North Carolina Museum of Art won a National Honor Award from the AIA and in 2010 the Raymond and Susan Brochstein Pavilion also won a National Honor Award.

The international competition-winning design for the City Lights light fixture for New York City won a Research and Development Award from Architect magazine in 2009, and in 2008 the Salt Point House won an American Architecture Award from the Chicago Atheneum. His projects have been published and exhibited extensively in the United States and overseas.

In 2004 Mr. Phifer was awarded the Medal of Honor, the highest award given to an individual or firm, from the New York Chapter of the AIA. In 1995 he received the prestigious Rome Prize from the American Academy in Rome, and in 2011 he was elected an Academician of the National Academy of Design. In 2013, Mr. Phifer received the Arts and Letters Award in Architecture from the American Academy of Arts and Letters. He is a Fellow of the American Institute of Architects and is serving as a Peer for the General Services Administration. He received his Bachelor of Architecture in 1975 and his Master of Architecture in 1977, both from Clemson University.

Thomas Phifer lectures widely on his work and has served as a design instructor, lecturer and critic at numerous architecture schools. Most recently he held the Stevenson Chair at the University of Texas and has taught at Cornell University and the University of Pennsylvania.

A monograph on the work of Thomas Phifer and Partners was released in the fall of 2010 by Skira Rizzoli.
SPEAKERS

Chris Reed
Principal
Stoss Landscape Urbanism
Associate Professor of Practice in Landscape Architecture
Harvard Graduate School of Design

Chris Reed is the founding principal of Stoss. His innovative, hybridized approach to public space has been recognized internationally, and he has been invited to participate in competitions and installations in the United States, Canada, Europe, Israel, the Middle East, Taiwan, and China. Reed’s research interests include the impact of ecological sciences on design thinking, and city-making strategies informed by landscape systems and dynamics; he is co-editor of an upcoming volume of research and drawing titled Projective Ecologies. Reed received a Master in Landscape Architecture from the University of Pennsylvania and an AB in Urban Studies from Harvard College. He is currently Associate Professor in Practice of Landscape Architecture at the Harvard University Graduate School of Design.

Michel Rojkind
Founding Partner
rojkind arquitectos

Michel Rojkind was born in Mexico City, where he studied Architecture and Urban Planning at the Universidad Iberoamericana. In 2002 he founded Rojkind Arquitectos (2005, “Design Vanguard”), an architecture firm focusing on design, business tactics and experiential innovation exploring innovative architectural solutions, social and urban strategies that positively impact our society and the environment.

Rojkind has been a visiting professor at SCI-Arc in L.A. and at IACC in Barcelona. He has participated as juror for several international awards and competitions and has lectured in many different countries.

Rojkind has gained international acclaim by being featured in numerous well-known architectural publications.

Photo by Juan Rodrigo Llaguno.
Ken Smith
Founder
Ken Smith Workshop

Ken Smith is one of the best-known of a generation of landscape architects equally at home in the worlds of art, architecture, and urbanism. Trained in both design and the fine arts, he explores the relationship between art, contemporary culture, and landscape. His practice, Workshop: Ken Smith Landscape Architect, was established in 1992 and is based in New York City.

He is committed to creating landscapes, especially parks and other public spaces, as a way of improving the quality of urban life. Much of his work pushes beyond traditional landscape typologies—plaza, street, and garden—to landscapes that draw on diverse cultural traditions and influences of the contemporary urban landscape. Smith’s approach is directed at projects of varying scales and types: temporary installations, private residential gardens, public spaces, parks, and commercial projects. With a particular emphasis on projects that explore the symbolic content and expressive power of landscape as an art form, the Workshop specializes in the investigation of new expressions in landscape design.

Ken Smith is a graduate of Iowa State University and the Harvard University Graduate School of Design. He has taught and lectured at Harvard, the City College of New York, and other universities and institutions around the world. Smith’s work has been published widely in the popular and trade press.

Suzanne Stephens
Deputy Editor
Architectural Record

Suzanne Stephens, a deputy editor of Architectural Record, has a long career in architectural journalism. Her writing and editing affiliations include Progressive Architecture magazine, Skyline—a periodical of the Institute for Architecture and Urban Studies, Vanity Fair, House and Garden, Architectural Digest, and the New York Times. Ms. Stephens has a Ph.D. in architectural history from Cornell University, and has taught a seminar in the history of architectural criticism at Barnard College since 1982. She also is the architecture consultant to a series of films developed by the Checkerboard Film Foundation.
Laura Viscusi, Publisher
Architectural Record

Laura Viscusi, Vice President of Integrated Media McGraw Hill Construction, and Publisher, Architectural Record, Greensource and SNAP, has a keen insight into the communications dynamic among the many components of a given market. Laura’s ability to recognize the opportunities of integrating different media has enabled clients to maximize the use of MHC’s diverse product offerings. She is responsible for the strategic direction and advertising sales of the MHC media brands for architects, working to balance reader needs with market demands in print, online and events.

Her passion for architecture and design has fueled a close connection to the marketplace for her and her team, building strong and lasting relationships that have led all three publications to their unprecedented leadership positions. Her ability to create and develop effective media tools, connecting manufacturers with architects and design professionals has enabled MHC to develop effective new platforms and brand extensions.

In 2008, under Laura’s leadership, Architectural Record launched an online Continuing Education Center, with over 200 available courses. Over 20,000 architects take more than 120,000 tests through the program each year. In response to interest by architects and manufacturers for easy access to quick takes on products, in 2009 Laura launched SNAP, a print and digital publication a brand extension of the venerable sweets.com and Architectural Record, which quickly became the standard-bearer in the market. Prior to that, Laura was involved in the launch and positioning of Greensource, the award winning publication on sustainable design. Laura works closely with the MHC editorial, circulation and marketing to develop multi-media promotions and outreach programs to continuously connect design and construction professionals with suppliers across all of our leading media brands.

Laura has also served as associate publisher of Engineering News-Record (ENR). She is a Regent on the Board of the American Architectural Foundation (AAF). She began her career in design publishing at Interiors magazine and came to Architectural Record in advertising sales. Laura joined the senior management team of Architectural Record in 1996.

Laura has a Bachelors of Arts Degree in Communications and Marketing from the State University of New York at ALBANY.
Marion Weiss is the co-founder of WEISS/MANFREDI, a multidisciplinary design practice based in New York City. The firm is known for the dynamic integration of architecture, art, infrastructure, and landscape design. The firm’s projects, including the Seattle Art Museum’s Olympic Sculpture Park, the University of Pennsylvania Nanotechnology Center, the Barnard College Diana Center, and the Brooklyn Botanic Garden Visitor Center, exemplify the potential of architecture and landscape design to transform public space. The firm is currently working on the competition-winning design for the Sylvan Theater, an outdoor amphitheater at the Washington Monument Grounds that recasts a forgotten site into a public setting in Washington, D.C. and the Corporate Co-Location Building on Cornell NYC Tech’s groundbreaking new Roosevelt Island campus. Other recent work includes the winning designs of international competitions for Korea’s Taekwondo Park and Toronto’s Lower Don Lands Park.

WEISS/MANFREDI has won numerous awards, including the Academy Award for Architecture from the American Academy of Arts and Letters, and the International V.R. Green Prize for Urban Design. They have been named one of North America’s “Emerging Voices” by the Architectural League of New York, and received the New York City AIA Gold Medal of Honor. Marion Weiss is the Graham Chair Professor of Architecture at the University of Pennsylvania.

Photo by: Shuli Sadé/ Sadé Studio.
AISC The American Institute of Steel Construction, headquartered in Chicago, is a not-for-profit technical institute and trade association established in 1921 to serve the structural steel design community and construction industry. AISC’s mission is to make structural steel the material of choice by being the leader in structural steel-related technical and market-building activities, including: specification and code development, research, education, technical assistance, quality certification, standardization, and market development. AISC has a long tradition of service to the steel construction industry of providing timely and reliable information.

www.aisc.org

MechoSystems is the world’s leading designer and manufacturer of manual, motorized, and automated solar-shading systems for the architectural and design communities. The company provides contemporary WindowManagement® solutions for today’s design challenges. Products are designed to meet the challenges of sustainability, WindowManagement, and healthful materials.

To contact representatives and distributors worldwide, visit www.mechosystems.com.

Nedlaw Living Walls is committed to the integration of biological systems into the built environment as a means of improving building sustainability and the well-being of their occupants. We provide complete services for the design, installation and maintenance of our patented Living Wall Biofilters.

The company formed in 2008 with the merging of Air Quality Solutions Ltd. (formed in 2001 by Dr. Alan Darlington) and the Nedlaw Group of Companies (started in 1988 with Nedlaw Roofs). Nedlaw Living Walls has since rocketed to the forefront, being the North American premier designer and installer of active living wall systems (the only system using green plants indoors to be accredited under the LEED system).

With over 150 Living Wall installations, we are leaders in innovative technology and design with strong involvement in University and industrial research.

www.nedlaw.ca

The reThink Wood initiative is a coalition of interests representing North America’s wood products industry and related stakeholders. The initiative shares a passion for wood and the forests they come from. Innovative new technologies and building systems have enabled longer wood spans, taller walls, and higher buildings, and continue to expand the possibilities for wood use in construction.

Visit www.rethinkwood.com for more info.
CertainTeed has helped shape the building products industry for more than 100 years. CertainTeed, a subsidiary of Saint-Gobain, the world's largest building products company, is North America's leading brand of exterior and interior building products, including roofing, siding, insulation, gypsum and ceilings. CertainTeed Gypsum offers a complete line of gypsum board and finishing products to meet the requirements of builders, architects, contractors and distributors. With the increased demand for high-performance homes and buildings to improve indoor air quality, acoustics, and durability, CertainTeed Gypsum offers innovative wallboard technologies fundamentally changing the way that building professionals select products for residential and commercial construction.

www.CertainTeed.com/Gypsum

McGraw Hill Construction's Dodge data is the standard for construction information and intelligence because of its breadth, depth, timeliness, and accuracy. Dodge's "feet on the street" reporters are in more than 80 major metro areas calling on 35,000 industry sources, covering more than 150,000 sources overall—delivering over 500,000 projects with 5,500 daily updates, and over 65,000 digitized plans and specs. Dodge reporters get the scoops early (1/3 of projects are in the design phase) and uncover the hard-to-find private work that represents two-thirds of Dodge. It's why McGraw Hill Construction Dodge is the sole private provider of construction starts and project data analysis to the U.S. Census Bureau, supporting the federal government's monthly estimate of construction spending, a key input to GDP.

www.construction.com/dodge

DORMA is a market leader of innovative and inspiring designs and technologies for access solutions. DORMA features a design oriented portfolio of architectural door hardware, specialty hardware for glass door and wall applications, door automation systems and revolving doors by Crane, operable wall systems featuring Modernfold and electronic access systems by Rutherford Controls.

www.dorma.com

DuPont Building Innovations brings dynamic science to the development of innovative products and services for commercial construction. We help architects and their teams determine the best air and water barrier solutions that meet the unique needs of their projects and increase the performance of building systems and create more sustainable structures.

www.weatherization.tyvek.com
SPONSORS

GRAPHISOFT® ignited the BIM revolution with ArchiCAD®, the industry first BIM software for architects. GRAPHISOFT continues to lead the industry with innovative solutions such as the revolutionary GRAPHISOFT BIM Server™, the world’s first real-time BIM collaboration environment, and EcoDesigner STAR™, enabling architects to use ArchiCAD’s building information model (BIM) directly as a building energy model (BEM).

www.graphisoft.com

Guardian Industries is a diversified global manufacturer with leading positions in float glass, coatings and fabricated glass products. Guardian SunGuard advanced architectural glass and Glass Analytic tools provide facade solutions that allow architects and designers to explore all the aesthetic and functional possibilities of building with light while meeting increasingly complex energy, daylighting, LEED and performance requirements. Guardian recently launched SunGuard SNX 51/23, our best combination of light transmission and solar heat gain, designed to meet strict energy codes. SunGuard provides architects with innovative solutions for appearance, economics and energy efficiency, available through an international network of Guardian Select Fabricators.

www.sunguardglass.com

PHAI DON

With offices in New York and London, Phaidon is the premiere publisher in the visual arts. Among our distinguished titles on architecture and design are the just published MIES by Detlef Mertins, described as “the new benchmark” by Wallpaper, and the definitive monograph on Ettore Sotsass.

Visit us at phaidon.com/AR.

SAFTI FIRST is a leading USA-manufacturer of advanced fire rated glass and framing and a preferred choice of architects and glaziers for 35 years. Our products are listed by UL and Intertek/WHI and can be customized include decorative options, enhanced energy performance and further protect against bullets, blast, hurricane and forced entry.

www.safti.com
Sweets is the most recognized brand for architectural product information and the most useful website to architects in doing their job. Design and construction professionals come to Sweets.com for comprehensive, easy-to-find and detailed building product information from the sources that know it best: the manufacturers themselves.

www.sweets.com

World Dryer, the global leading manufacturer of hand dryers, offers a full portfolio of fast, state-of-the-art hand dryers designed to fit any need. For more than 60 years, our products have set the industry standard by integrating leading technology, convenient functionality and attractive design to give every user an unparalleled experience.

www.worlddryer.com

AIA | CC
CALIFORNIA COUNCIL

www.aiacc.org

AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS

www.asla.org

Oldcastle BuildingEnvelope
Engineering your creativity*

www.oldcastlebe.com

SMPS Society for Marketing Professional Services

www.smps.org
# McGraw Hill Construction 2014 Events Calendar

Great Opportunities to Learn and Network!

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 19, 2014</td>
<td>ENR Mid Atlantic Healthcare Construction Conference</td>
<td>Sheraton Pentagon City, Arlington, VA</td>
</tr>
<tr>
<td>September 30, 2014</td>
<td>ENR Risk &amp; Compliance Summit</td>
<td>Georgia Tech Global Learning Center, Atlanta, GA</td>
</tr>
<tr>
<td>October 9, 2014</td>
<td>AR Innovation Conference</td>
<td>McGraw Hill Financial Headquarters, New York, NY*</td>
</tr>
<tr>
<td>November 5-6, 2014</td>
<td>McGraw Hill Construction Outlook 2015 Executive Conference</td>
<td>The Ritz-Carlton, Washington, DC</td>
</tr>
<tr>
<td>November 13, 2014</td>
<td>ENR Water Summit</td>
<td>The Waterfront Beach Resort, Huntington Beach, CA</td>
</tr>
<tr>
<td>November 18, 2014</td>
<td>ENR Energy Construction Summit</td>
<td>JW Marriott, Houston, TX</td>
</tr>
<tr>
<td>December 5, 2014</td>
<td>ENR New York School Construction Authority Conference</td>
<td>McGraw Hill Financial Headquarters, New York, NY*</td>
</tr>
<tr>
<td>December 10, 2014</td>
<td>ENR FutureTech</td>
<td>Georgia Tech Global Learning Center, Atlanta, GA</td>
</tr>
</tbody>
</table>

*The McGraw Hill Financial Headquarters is located at 1221 Avenue of the Americas, New York, NY.*