I. Program Summary & Learning Objectives

Session Title

PROGRAM SUMMARY:
Industry Trends encompass a wide range of practice areas within architecture. This session will explore emerging trends in three areas - technology, process, and sustainability. Experts - who are on the leading edge of their profession - will discuss the evolution of their practice and anticipated changes to how we work and what we do.

LEARNING OBJECTIVES:
1. Participants will understand overarching trends within the industry through an overview of the latest practices of award winning architects, engineers, and designers.
2. Through case studies of leading edge technology in architecture, participants will examine how design firms are responding to emerging technologies and incorporating design computation and analytics into their business.
3. Participants will assess how integrated project delivery can change the way in which owners, contractors, and architects work together.
4. Through a discussion of the AIA Sustainability Leadership Opportunity Scan and local policy practices, participants will learn what the next steps are in creating a more sustainable built environment.

PROGRAM ABSTRACT:
The session will begin with a discussion of Industry Trends in technology. Wanda Lau, Senior Editor at Hanley Wood will provide an overview of current technology. She will provide her insight into themes she is seeing in the industry. Following this, scholars will provide their own perspective on current industry trends by presenting one trend that is most important to them. Finally, we will have an expert in computational design present how technology can assist architects in their practice.

The second portion of the session will cover trends in process and management. Contractors and architects who have experience with integrated project delivery (IPD) will discuss the benefits and possible downsides to this new relationship between industry partners. Scholars will have an opportunity to ask experts in the field questions about their experience with this management trend.

The final presentations will cover emerging trends in sustainability. Carl Elefante will review the AIA’s sustainability scan that reports on the current state of sustainability in architectural practice and also projects new trends in sustainability including resiliency and healthy communities. The session will close with a talk by Bill Updike who will talk about how government policy in the District of Columbia is influencing innovation in sustainable building practices.
Session Title

Date: 10 April 2015
Location: Gensler, 2020 K Street #200, Washington, DC, 20006
Time: 12:00 pm – 5:00pm

AGENDA

12:00 – 12:20  Lunch Reception

12:20 – 12:40  Presentation #1
Innovation Now: An Overview of Industry Trends
by Wanda Lau, Senior Editor, Technology Business and Products, Hanley Wood

12:40 – 1:10  Exercise #1
What Trend is Most Important to You?
moderated by John Schippers and Beth Barrett

1:10 – 2:10  Presentation #2
Computation Design in Architecture
by Daniel Davis, PhD, Senior Researcher, CASE Inc.

2:10 – 2:20  Break

2:20 – 3:20  Roundtable #1
IPD Roundtable
with Louie Sarracino, Project Executive, DPR Construction
John Tobin, Vice President of Operations, EYP
Josh Bronitsky, LEED AP, Project Manager, DPR Construction
moderated by John Schippers

3:20 – 3:45  Tour of Gensler’s Washington, DC Office

3:45 - 4:15  Presentation #3
AIA Sustainability Leadership Opportunity Scan
by Carl Elefante, FAIA, LEED AP O&M, Principal Quinn Evans Architects

4:15 - 4:45  Presentation #4
Green Building Policy: Directing Innovation
by Bill Updike, Interim Deputy Director, Urban Sustainability Administration DDOE

5:00  Conclusion & Housekeeping
John Schippers, Beth Barrett & the CKLDP Executive Committee

5:00 – 6:30  Happy Hour @ Elephant and Castle
900 19th Street NW, Washington, DC, 20006
Presentation #1:
Innovation Now: An Overview of Industry Trends

In this presentation, Wanda Lau will present a summary of current trends within the practice of architecture. Each year Architect Magazine presents the R&D Awards to innovative practitioners of architecture. With these awards as an example, Wanda will discuss the themes she is seeing in the work of leading edge designers.

Wanda Lau, Senior Editor, Technology, Business, and Products, Hanley Wood

Like many others who dreamt of becoming the next [insert name of starchitect here], Wanda found herself on a slightly different path, in large part because she is terrible at math. No, she actually loves numbers, but she can’t quit her love/hate relationship with the blinking cursor. She has an M.A. in journalism from the Newhouse School at Syracuse University, an S.M. in building technology from MIT, and a B.S. in civil engineering from Michigan State University. She has trolled construction sites as an owner’s rep, fixed building deficiencies as a consultant engineer, and experienced the PR side as the communications director for an architecture firm. In the early morning hours, Wanda may be found cranking out stationery on a 700-pound, 1896 letterpress printer, which has nearly offed her husband.

Exercise #1:
What Trend is Most Important to You?

In this exercise, scholars will be asked to speak for 30 seconds describing an industry trend that they think will mean the most to their career. It need not be something currently happening – it can also be something they wish to see happen. They will be asked beforehand to provide one slide. We will list all of these topics and spend 15 minutes discussing with Wanda Lau and other guests. The list will remain up for the duration of the session and can be referred to at anytime. Scholars are encouraged to bring props.
III. Speakers & Presentations

**Presentation #2:**  
**Computation Design in Architecture**  
CASE Inc exists where buildings and technology intersect. Design Computation is an area where CASE helps its clients develop algorithms to rationalize complex forms, respond to external data and assist in fabrication. But design computation can also be leveraged in many other ways. Daniel Davis from CASE will discuss local and national projects that illustrate how the technology can be utilized by architects and contractors.

Daniel Davis, PhD, Senior Researcher, CASE Inc.

Daniel Davis is a Senior Researcher at CASE where he leads research efforts focused on the impacts of technology on the building industry. Having recently completed his PhD entitled “Modeled on Software Engineering: Flexible Parametric Models in the Practice of Architecture” at RMIT University in Melbourne, Australia, Daniel is particularly interested in the changes to design practice brought about by computation. He has taught internationally on the subject of computational design at universities including RMIT, Melbourne University, and the Royal Danish Academy of Fine Arts. Daniel’s research has been published in Architectural Design, International Journal of Architectural Computing, CAAD Futures, and writes a regular technology column for Architect magazine.

**Roundtable #1:**  
**IPD Round Table**  
This panel discussion will include contractors and architects to discuss how IPD changes the relationship between owner, architect, and contractor. A brief presentation will provide an introduction to IPD. Then, panelists will discuss why architects and contractors may be reluctant to participate in IPD; what benefits IPD can provide to all parties involved; and the reasons why an owner may initiate this process. They will also discuss their vision for their respective practice and what architects can do to prepare for the future.

Louie Sarracino, Project Executive, DPR Construction

With an emphasis in the mechanical and electrical field, Louie’s experience within the commercial construction industry has been built over twenty years with a rich mix of business development, operations, preconstruction and management of multi-million dollar projects. From start up to closeout, quick turnaround and problem solving, he excels in operational efficiency. Leveraging expert analysis and insights, he promotes a lean construction approach and team environment that drives organizational improvements and instills best practices. As a board member if I2SL – formerly labs 21 and ISPE, his sights are set on helping shape the AEC industry in sustainability and lean construction techniques.

**Core Market Focus:**  
Life Science | Higher Education

DPR Construction is a forward-thinking national general contractor and construction manager specializing in technically complex and sustainable projects. Founded in 1990, DPR is a privately held, employee-owned company that has grown to a multi-billion-dollar organization with 18 offices around the country, making it one of the largest general contractors in the nation and a great story of entrepreneurial success.
Roundtable #1:
IPD Roundtable
-continued

John Tobin, Vice President of Operations, EYP Architecture and Engineering
John Tobin brings more than 30 years of design, practice, and technical expertise in architecture to his role as VP for Operations at EYP. A licensed architect, he is responsible for the firm’s overall operations and project profitability and is also charged with developing the firm’s project delivery systems and securing and growing professional staff.

Known for his expertise in Building Informational Modeling (BIM), John has equally devoted his energy to improving delivery processes at EYP, especially in transforming the ways in which EYP leverages BIM technology. He is deeply committed to the integration of architecture and engineering ‘under one roof’, and his role at EYP affords him that opportunity. A published author and speaker, John has helped position EYP’s role in Integrated Project Delivery with BIM. His presentations include “Solving the Puzzle: BIM and Your Business Strategy,” and his articles including “Proto-Building: To BIM is to Build,” “Atomic BIM,” and “Measuring BIM’s Disruption: Understanding Value Networks of BIM/VDC.”

Before joining EYP, John spent ten years as a faculty member at RPI’s School of Architecture teaching both technology and design. He continues to champion education through his involvement...

Josh Bronitsky, LEED AP, Project Manager, DPR Construction
Hi, I’m Josh Bronitsky.
I’m a technical building expert with specific experience in complex healthcare, commercial office and mission critical projects. I believe in a shared leadership model to enable beyond expectation outcomes. The leadership model has been developed through actively leading three Integrated Project Delivery projects over the past ten years with DPR Construction. I passionately believe that we can fix most of the dysfunction in our built-environment delivery system by removing the self-imposed barriers that our industry has erected. Through leveraging the innate abilities of our teams, technology, and allowing disciplines to flourish in a system that empowers their innovation engines, we can deliver projects with a higher value on a quicker timeline without increasing risk.
I’ve been heavily influenced by the time I’ve spent participating on the Lean Construction Institute - Bay Area Chapter Core Team and USGBC-Northern California Chapter Events Committee and through volunteer efforts with Rebuilding Together.
III. Speakers & Presentations

**Presentation #3:**

**AIA Sustainability Leadership Opportunity Scan**

In 2013, AIA provided its first series of recommendations on how Architects can continue to be leaders within the field of sustainability as it moves from and “emerging trend to a mainstream global movement”. In this report, the AIA identified two emerging trends: healthy communities and resiliency. Carl Elefante, FAIA, Mid-Atlantic Regional Director, will discuss how this report was developed and what the next steps are for leaders in sustainability.

**Carl Elefante, FAIA, LEED AP O&M, Principal Quinn Evans Architects**

Carl Elefante, FAIA, LEED AP O&M, Principal and Director of Sustainability for Quinn Evans Architects, is design principal for a broad spectrum of architecture, historic preservation, and community revitalization projects.

Known for coining the phrase: “The greenest building is one that is already built”, Elefante lectures nationally on historic preservation and sustainable design topics.

Mr. Elefante served on a working group of President Clinton’s Council on Sustainable Development (PCSD), as President of the Potomac Valley and Maryland state chapters of the American Institute of Architects, as Middle Atlantic Regional Director and currently Middle Atlantic Strategic Councilor for AIA National. He was a founding board member of the National Capital Region Chapter of the United States Green Building Council, and formerly on the board of 1000 Friends of Maryland and the Association for Preservation Technology International where he also served as co-chair of the Technical Committee on Sustainable Preservation.

Mr. Elefante attended Pratt Institute School of Architecture and received a Bachelor of Architecture from the University of Maryland School of Architecture, Planning, and Preservation.

**Presentation #4:**

**Green Policy: Directing Innovation**

In the District of Columbia and many other jurisdictions, sustainable design is becoming a requirement rather than the exception. With this incorporation into building code, how is DC continuing to encourage innovation in sustainability? Bill Updike will present initiatives the DC has in place to incentivize cutting edge sustainability within the built environment.

**Bill Updike, Interim Deputy Director, Urban Sustainability Administration, DDOE**

Bill Updike is the Interim Deputy Director of the Urban Sustainability Administration in the District of Columbia’s Department of the Environment, where he is responsible for policies and programs related to green building, climate change, waste issues, and general sustainability planning for the city government in DC. Prior to joining the department, Bill worked as a project manager for a renewable energy company, as a green building construction manager for a design/build firm, and as an outside sales representative for a green building supply company. In the early part of his career, Bill worked as an environmental journalist for two national magazines. Bill received a bachelor’s degree from the University of Notre Dame and a master’s degree from the University of Arizona.
IV. Acknowledgements

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