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April 07, 2017

## Research, Education and Practice

SESSION #7

@Milken Institute School of Public Health  
The George Washington University  
950 New Hampshire Ave, NW, Washington, DC, 20052



# Research, Education and Practice

## **PROGRAM SUMMARY:**

Inspiring research work is happening in both academia and practice regarding many topics including materials, healthy environments, performance, and design process. As young leaders, we are encouraged to conduct research and develop expertise, and to share our findings through conferences, publications, and community involvement. This sharing is also a positive way to market our firms and educate our peers. It is our job to share the work that is happening within our firms, and to show the community the value of strong design. Through thoughtful and objective research, practitioners can strengthen the quality of our work, continue to advance the profession, and keep the practice of architecture relevant.

## **LEARNING OBJECTIVES:**

1. Understand the application of research in developing and assessing evidence-based design solutions for improving the health, safety and wellness of building occupants through strategies including energy efficiency, healthy materials, and conserving natural resources.
2. Analyze research techniques for a range of interdisciplinary topics to assess value of research at varying phases of a project and discuss approaches for incorporating research techniques into project fees, schedules, and staffing.
3. Evaluate approaches for using research to develop a professional area of expertise, advance the built environment, and share that research with peers and the community to demonstrate an evidence-based case for the value of strong design. Understand strategies that can help practitioners stay relevant, both to the evolving practice of architecture and to the community that they serve.
4. Identify valuable resources for publishing innovative research as well as evaluating potential research topics needing further exploration – particularly topics that positively affect building users and the environment.

## **PROGRAM ABSTRACT:**

The Research, Education, and Practice session for the Christopher Kelley Leadership Development Program will delve into the ever-developing world of research that is vital to the architecture profession. To complement this information, the session explore education as a means of maintaining relevancy and inspiring new ideas.

The first session will begin with an overview of grants and resources available to architects interested in exploring research opportunities, followed by examples of practice based research – including current areas of focus, how to incorporate research into practice, and how to find time for research.

The second presentation will explore methods for educating the community on the value of architecture and strategies to market architectural expertise to those outside of the industry. Scholars will hear of the importance of connections between the education community and practitioners as well as the importance of keeping the practice relevant in a quickly evolving field.

To encourage scholars in their own research endeavors, panelists with experience in higher education, practice, and marketing will offer broad perspectives on where to look for interesting current research topics and developing core knowledge in an area of interest. The panelists will also address marketing and sharing research as well as using research to progress their careers.

# Research, Education and Practice

**Date:** April 07, 2017

**Location:** Milken Institute School of Public Health, The George Washington University  
950 New Hampshire Ave, NW, Washington, DC 20052

**Time:** 12:00 pm – 5:00pm

## AGENDA

<b>12:00 – 12:20</b>	<b>Lunch Reception</b>
<b>12:20 – 1:45</b>	<b>Research Strategies in Practice</b> Michele Russo, LEED AP, AIA National Andrea Love, AIA, LEED Fellow, Payette Joint Question and Answer Session
<b>1:45 – 2:00</b>	Break
<b>2:00 – 3:00</b>	<b>Sharing our Expertise and Education With the Community</b> Stephen Chung, AIA, LEED AP, Stephen Chung, Architect
<b>3:00 – 3:30</b>	<b>Tour - Milken Institute School of Public Health</b> Andrea Love
<b>3:30 – 3:40</b>	Break
<b>3:40 – 4:50</b>	<b>What's Next? - Panel Discussion</b> Abigail Brown, AIA, LEED AP BD+C, Hickok Cole Susan Piedmont-Palladino, Virginia Tech WAAC Karl Feldman, Hinge Marketing
<b>4:50 - 5:00</b>	<b>Conclusion &amp; Housekeeping</b>
<b>5:00 – 6:30</b>	<b>Happy Hour @ CIRCA at Foggy Bottom</b> 2221 I St NW, Washington, DC, 20037

### III. Speakers & Presentations

#### **Presentation #1: Research Strategies in Practice**

The first session will begin with an overview of grants and resources available to architects interested in exploring research opportunities, which will be followed by examples of practice based research – including current areas of focus, how to incorporate research into practice, and how to find time for research.



Michele Russo, LEED AP

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#### **Michele Russo, LEED AP**

Michele A. Russo, senior director, research, American Institute of Architects (AIA)  
Michele Russo joined the AIA in 2015 as the senior director of research where she is responsible for the AIA's research portfolio, including the practice-research programs (including the Upjohn Research Grant program), economic and business intelligence initiatives, and archives department. Prior to joining the AIA, Michele was the director, green content and research communications for McGraw Hill Construction (now Dodge Data & Analytics). In that role, she ran its SmartMarket Report market research program after helping launch the program in 2005 with the first quantitative market research study on green building in the United States. Michele has been a frequent speaker on trends across the design and construction industry.



Andrea Love, AIA, LEED Fellow

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#### **Andrea Love, AIA, LEED Fellow**

Andrea is the Director of Building Science and Associate Principal at Payette, a Boston based architecture firm, working across all projects to bring rigor to the performance of our work. Additionally, she leads the firm's internal research projects, and was the Principal Investigator on the AIA Upjohn Grant focused on thermal bridging. She is a Lecturer at MIT in the Building Technology group where she teaches a class on building envelope performance. Andrea is a licensed architect, and has her Bachelor of Architecture from Carnegie Mellon as well as a Masters in Building Technology from MIT where she was the recipient of the Tucker-Voss Award. She chairs the Board of Directors for the USGBC Massachusetts, and was recently on the USGBC Chapter Steering Committee and Education Steering Committee. She is former a member of the AIA COTE Advisory Group and chair the AIA 2030 Working Group. She is a LEED Fellow and was a 2017 recipient of the AIA Young Architect Award.

## **Presentation #2:**

### **Sharing Our Expertise and Education With the Community**

This presentation will explore methods for educating the community on the value of architecture and strategies to market architectural expertise to those outside of the industry. Scholars will hear of the importance of connections between the education community and practitioners.



Stephen Chung, AIA, LEED AP

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### **Stephen Chung, AIA, LEED AP**

Stephen K. Chung is a registered architect and principal of Stephen Chung, Architect. His Boston-based studio is focused on residential and hospitality projects. [www.stephenchung.com](http://www.stephenchung.com)

In addition to practice, Stephen has taught design drawing at several institutions, including Northeastern, Cornell, Rhode Island School of Design, the University of Texas at Austin and Yale University. Finally, Stephen is the creator, executive producer and host of the acclaimed public television series called "Cool Spaces: The Best New Architecture". Season 1 of this landmark series debuted on PBS in 2014. [www.coolspaces.tv](http://www.coolspaces.tv)

## **Tour:**

### **Milken Institute School of Public Health**

Scholars will tour GW's School of Public Health's new building, completed in 2014. The building is a rigorous but innovative response to its site. With its most sustainable solutions so deeply embedded as to be nearly indistinguishable, it keenly demonstrates the symbiotic relationship between sustainability and public health. The building's unusual skylit atrium, in which classrooms and study areas overlook the city through an open latticework of floor openings, invites exploration and discovery. The building supports a highly effective learning and interaction environment that is equally memorable for its intimacy and transparency.

### III. Speakers & Presentations

#### **Presentation #3: What's Next? - Panel Discussion**

Panelists with experience in higher education, practice, and marketing will offer broad perspectives on where to look for interesting current research topics and developing core knowledge in an area of interest.



Abigail R. Brown, AIA, LEED AP BD+C  
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#### **Abigail R. Brown, AIA, LEED AP BD+C**

Abigail is an architect in the multifamily housing group at Hickok Cole Architects. In 2014 she became one of the first participants in Hickok Cole's innovation incubator, iLab, through which she studied the application of modular construction to multifamily projects in Washington, DC. She has spoken about her research and her efforts to change the negative perception of modular construction at several industry conferences, including DesignDC in 2015 and the AIA National Convention in 2016. Abi has also been an active member of Hickok Cole's Full Circle philanthropic committee for four years. In addition to helping set the committee's goals and agenda each year, she has organized a book drive and clothing drive, helped design and build the "PLAY" zone at Lederer Gardens for the 2013 DCBIA Community Improvement Day, and co-chaired Hickok Cole's People's Choice Award-winning Construction team in 2015.

Outside of the office, Abi is the current Past Chair of the AIA|DC Emerging Architects Committee where she has worked to continue pushing forward and expanding the efforts of the leaders who came before her. She established a committee budget and financial tracking structure that has allowed the size and breadth of the EAC's programming to grow, chaired and co-created a variety of events from the Architecture Uncensored lecture series to the committee's first all day study tour to Fallingwater, and formalized the committee's position descriptions and transition plan to ensure success for years to come. She received the AIA|DC Emerging Architect Award in 2016.



Susan Piedmont-Palladino, Architect  
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#### **Susan Piedmont-Palladino, Architect**

Susan is an architect and Director of Virginia Tech's Washington/Alexandria Architecture Consortium (WAAC) where she also directs the urban design program. She is also a curator at the National Building Museum. She has authored several books, most recently *Intelligent Cities*, which focused on the relationship between information and communication technologies and cities. She is currently working on a book on how drawings communicate, *How Drawings Work: a user-friendly theory*, to be published in 2017. Susan received her Master of Architecture from Virginia Tech and her Bachelor of Arts from The College of William and Mary. She lectures and writes on sustainability, American urbanism, design-build, and architectural education.



Karl Feldman  
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#### **Karl Feldman**

Karl manages a portfolio of leading national and international architecture, engineering, and construction clients. He guides clients through the complexities of research, marketing strategy, brand building, and high-performance web development.

Before joining Hinge, Karl was Director of Marketing at HITT Contracting, a top 50 US-based general contractor with 700 employees and five offices nationwide. Karl regularly blogs and speaks about professional services marketing and strategy. He is an active participant in SMPS events and has served as Co-Chair of the Associated Builders and Contractors' Branding Committee.

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