

Friday

Stage A // 11:30-12:30

Urban Renewal's Big Ambitions

High-profile revitalization projects like the High Line, Buffalo Bayou, and L.A. River have raised the stakes for urban planners designing parks. Beyond recreation, the public expects new green space to dazzle and excite them like never before. This panel will discuss the promise (and pressure) of ambitious urban renewal projects from the perspective of city planners.

Speakers: **Omar Brownson, executive director of LA River Corp and Ben Feldmann, principal at Mia Lehrer Landscape Design**

Moderator: Luke Hopping

CEU: AIA, IDCEC

Stage B // 11:30-12:30

Chargeable Furniture

As mobile devices continue to be quotidian tools of our everyday life, furniture design has begun to follow suit. Big-name companies have begun to integrate wireless charging into their designs, signaling a mass need for a charged life. We explore recent product introductions, and check in with industry leaders about how design can address cultural shifts.

Speakers: **Paul Smith, chief marketing officer, Tangram and Gretchen Hansen, CEO and founder, Decorist**

Moderator: Heather Corcoran

CEU: IDCEC

Stage A // 12:45-1:45pm

Inside the Tech Workplace

For the top tech companies, creating an amenity-rich workplace that fosters innovative thinking is a constant challenge. We invite architects versed in extensive research on tech workplace environments to chat about how to create spaces that aid productivity, and entice a valuable workforce.

Speakers: **Primo Orpilla, principal, O+A and Daniel Husseri, owner, Uluru Design**

Moderator: Allie Weiss

CEU: AIA, IDCEC

Stage B // 12:45-1:45

Building Abroad

When building for communities in need, how can architects work with residents/clients to ensure their projects have a deep and lasting impact?

Speakers: **Hugo Martinez, founder MAT-TER Design Build Studio and Chad Johnson, founder, Build Abroad**

Moderator: Matthew Keeshin

CEU: AIA

Stage A // 2pm-3pm

Rise of All-in-One Vertical Communities

Skyrocketing urban density is leading architects to rethink vertical communities of every scale. From luxury high-rises with libraries and gyms, to entire cities inside skyscrapers, cosmopolitan life may soon feel highly insular. This panel will address on the health and lifestyle impacts of vertical communities in places like downtown L.A.

Speakers: **Daniel Simons, principal, David Baker Architects; Gerdo Aquino, president, SWA landscape architecture, planning and urban design; Phoebe Yee, SVP, Related California**

Moderator: Luke Hopping

CEU: AIA, IDCEC

Stage B // 2pm-3pm

Made in LA

We invite LA-based furniture designers with vastly different resources who are making the most of the tools and manufacturing capabilities that the Southern California region has to offer.

Speakers: **Michael Felix, third-generation LA designer; John McDonald, designer and owner, Semihandmade; Bari Zipperstein, designer and owner, BZIPPY & Co.**

Moderator: Aileen Kwun

CEU: IDCEC

Stage A // 3:15-4:15

Sound in the Home

Advances in audio technology are making it easier to achieve top-notch sound quality at a more affordable price. We take a look at the history of sound in the home with audio experts and product designers working in the industry.

Speakers: **Tad Toulis, VP of Design, Sonos; Alex Rosson, director, Shinola Audio division; Scott McGowan, designer, PS Audio**

Moderator: Aileen Kwun

CEU: IDCEC

Stage B // 3:15-4:15

The Green Grass Problem: Why You Should Care About Drought Tolerant Landscaping

With major droughts striking California in mind, we invite high-profile landscape design professionals to weigh in about the importance of creating a water-free landscape and share insights into their practices.

Speakers: **Kitty Connolly, executive director, Theodore Payne Foundation; Cathleen Chavez-Morris, environmental specialist and LEED Green Associate, Theodore Payne Foundation; Carlos Morera, cofounder, The Cactus Store**

Moderator: Heather Corcoran

CEU: AIA, ASLA, IDCEC

Stage A // 4:30-5:30

Affordable Housing Meets European-Style Sustainability

Taking a holistic approach to architecture, one that treats sustainability as tantamount to affordability, nonprofits are starting to build new public housing to the highest efficiency

standards. This panel will discuss how these groups are transforming green design from a luxury into a new national standard.

Speakers: **Matt Peterson, chief sustainability officer for Mayor Garcetti and Erin Rank, president, Habitat for Humanity LA**

Moderator: Matthew Keeshin

CEU: AIA, IDCEC

Stage B // 4:30-5:30

AIA Behind Great Restaurant Design

The day before the AIA/LA Restaurant Design Awards, the finalists will appear together onstage to present slides of their restaurant designs and explain their influences, motivations, and processes. Attendees will hear not only from the visionaries behind these exciting new spaces, but from the judges as well. The judges will talk about what caught their eyes on each project and invite discussion about present and future restaurant design trends and inspirations.

CEU: AIA

Stage A // 6pm-7pm

Keynote Sou Fujimoto

Architect Sou Fujimoto, who established his company Sou Fujimoto Architects in 2000 after graduating from Tokyo University, presents a thought-provoking rumination on his global practice, both to date and looking toward the future. A winner of multiple highly regarded honors, he was granted first prize at the international competition for Taiwan Tower and Beton Hala Waterfront Center in 2011, and was awarded the Grand Prize at the AR Awards in 2006. Having designed houses, temporary installations and medical and cultural facilities, Sou Fujimoto is now recognized as being at the forefront of design throughout the world. His most acclaimed work comprises of the Serpentine Gallery Pavilion 2013, House NA and Musashino Art University Museum & Library in Japan.

Introduction: Amanda Dameron

CEU: AIA

Saturday

Stage A // 10:30-11:30

The New Prerequisites for Designers

Digital innovation has broadened the architect's basic toolkit while deepening their fields of specialization. From 3-D printing to acoustic modeling, which tools will all new designers need to master in order to stay competitive? Is there still a place for traditional trades, like drafting?

This panel will seek to identify the necessary skill sets for new designers.

Speakers: **Toru Hasegawa, co-creator, Morpholio; Jeffrey Daniels, dean of UCLA Extension Architecture + Interior Design; Christine Martin, cofounder, Decorilla**

Moderator: Luke Hopping

CEU: AIA

Stage B // 10:30-11:30am

Design and Branding: How to Win in Today's Hospitality Landscape

In hospitality design, everything from a logo on a coffee cup to the choice of wastebasket helps establish a successful brand. We invite award-winning design firms to discuss a 360-degree approach to restaurant, hotel, and retail design.

Speakers: **Sana Keefer, brand director, The Line Hotel; Kelly Sawdon, director Sales and Marketing, The Ace; Julian Harcc, director of graphic design, Rios Clementi Hale Studios**

Moderator: Allie Weiss

CEU: IDCEC

Stage A // 11:45-12:15 Stage A Sponsor : AGS Stainless

Stage B // 11:45-12:15 Toyota Ride and Drive

Stage A // 12:30-1pm immCologne / Das Haus Concept

Stage B // 12:30-1pm

AIA Restaurant Design Awards

Stage A // 1:15-2:15

The Modern Bomb Shelter

We invite Los Angeles-based companies currently creating safe rooms and other residential fortifications from burglars, terrorists, hurricanes, and other unwelcome intruders. We explore how an anxiety-ridden cultural climate is influencing building trends.

Speakers: **Lana Corbi, EVP, SAFE; Steve Humble, mechanical engineer and owner, Creative Home Engineering**

Moderator: Allie Weiss

CEU: AIA

Stage B // 1:15pm-2:15pm

Material Culture: Invisible Danger

A panel of experts will pursue the the often unknown danger of certain architectural materials and how certain home/office products, such as flame-retardants, can put the public at risk.

Speakers: **Anthony Bower, director of sustainable design, Gensler; Suzanne Drake, senior interior designer, Perkins + Will**

Moderator: Matthew Keeshin

CEU: AIA

Stage A // 2:30-3:30pm

Jeffrey Herr: Hollyhock Restoration

We invite the curator and project manager to share a behind-the-scenes glimpse of both the aesthetic and technical challenges in restoring this 1921 Frank Lloyd Wright masterpiece and its 36 acres, open to the public since February 2015.

Speakers: **Jeffrey Herr, curator, Hollyhock House and Kevin Jew, project manager, Hollyhock Restoration; COO, Project Restore**

Moderator: Amanda Dameron

CEU: AIA, IDCEC

Stage B // 2:30pm-3:30pm

Photographing Architecture

From editorial stories to fine art photography, images play a large role in our public understanding of architecture. A panel of photographers and museum professionals will join us to discuss the currency of images in today's social media-powered landscape, and its importance in shaping our perception of the built environment.

Speakers: **Hunter Kerhart, architectural photographer; Grant Mudford, photographer; Maristella Casciato, senior curator of architectural collections, Getty Research Institute**
CEU: AIA, IDCEC

Stage A // 3:34-4:45pm

Gary Sinise / R.I.S.E.

Actor Gary Sinise, who costarred as Lt. Dan in the Oscar-winning film "Forrest Gump" and who stars in the CBS television series "Criminal Minds: Beyond Borders," will join us onstage to talk about the accessible Smart homes his foundation has been building for severely disabled returning veterans and first responders through its R.I.S.E. program (Restoring Independence Supporting Empowerment). Established in 2011, the Gary Sinise Foundation is committed to helping our wounded heroes increase their mobility and reclaim their self-reliance through newly built accessible Smart homes, home modifications, adapted vehicles, and wheelchairs/trackchairs. By the end of 2015, 25 homes had been built around the U.S., and 16 were under construction. Gary will be joined onstage by a veteran who now lives in one of these homes.

Speakers: **Gary Sinise, actor and founder, R.I.S.E**

Moderator: Kelly Vencill Sanchez

CEU: IDCEC

Stage B // 3:45pm-4:45pm

Alternative Careers in Architecture

Sci-Arc, true to its name, is an educational bastion of innovation. Many graduates go from an unorthodox curriculum to go far beyond the traditional architectural workforce. We pursue the history of the school, and delve into new and exciting directions for students of architecture.

Speakers: **Brian Harms, founder, NSTRMNT; Benjamin Ball, principal, Ball-Nogues Studio; Jonathan Proto and Brandon Kruysman, founders, Kruysman Proto**

Moderator: Matthew Keeshin

CEU: AIA

Stage A // 5pm-6pm

Guerrilla Public Service: Redesigning the City

The sorry state of American infrastructure has led some municipalities to revisit the top-down urban planning hierarchy. By soliciting help from civic organizations (or allowing their unsanctioned improvements to stand, as in the case of the 110 Freeway sign redesign in L.A.), local governments are engaging their constituents in a dialogue about how their cities should work and for whom. This panel will address the role of citizen volunteers in improving the urban landscape.

Speakers: **Mimi Zeiger, journalist/activist; David Burns, director, Fallen Fruit; Elizabeth Timme, director, La-Mas**

Moderator: Luke Hopping
CEU: AIA

Stage B // 5pm-6pm

Shared Offices and the Future of Work

Co-working workspaces are designed to be adaptable to many different professional needs, making them strong barometers of changes in contemporary office life. This panel will focus on how designers create work environments that can meet diverse demands, and what these spaces reveal about the future of work.

Speakers: **Sonja Rasula, cultural curator; Greg Keffer, principal and studio leader, Rockwell Group**

Moderator: Heather Corcoran
CEU: IDCEC

Sunday

Stage A // 10:30am-11:30am

The New Face of Affluence

Michela O'Connor Abrams, president and CEO of Dwell, will discuss today's new notion of affluence, defining key disruptors and how they are reshaping consumer attitudes and behaviors. Informed, tech-savvy, and discerning, the new affluent signals a period of transitional change. The new affluent is creative, design-conscious, reliant on personal tastes—and not shy about expressing opinions.

CEU: AIA, IDCEC

Stage B // 10:30am-11:30am

Designing a Successful Practice from Scratch

Matthew Hufft and Jesse Hufft founded their firm, Hufft Projects, in 2005, and it has since grown to a nearly 60-person design/build operation based in Kansas City. With Jesse handling the business operations and Matthew leading the design, the duo has spearheaded a number of residential and commercial commissions that include architecture, interiors, and furniture design. From relocating their practice to the Midwest to establishing in-house digital, wood, and metal studios, the duo has learned what's worked—and what hasn't—and how to stay ahead in a constantly shifting industry.

Speakers: **Matthew and Jesse Hufft, principals, Hufft Projects**

Moderator: Allie Weiss
CEU: AIA, IDCEC

Stage A // 11:45-12:45pm

Next to Connect: What Smart Tech Innovations Await?

The smart home's primary product verticals—heating, lighting, security, etc.—have been firmly established for years (in some cases, decades). What will the next frontier in home automation be? This panel will focus on technologists' visions for connectivity and how they might reshape the home.

Speakers: **Rocky Jacob, head of industrial design, Nest; Gadi Amit, founder, NewDealDesign; Sean Harris, CMO, eero**

Moderator: Luke Hopping

CEU: AIA, IDCEC

Stage B // 11:45am-12:45pm

Rethinking Los Angeles: Future Vision

We pull together architecture critics and city officials to discuss the state of L.A.'s transportation networks, and how designers, planners, and politicians can rethink the infrastructure of the city to better support its large and diverse population.

Speakers: **Christopher Hawthorne, architecture critic, the Los Angeles Times; Alissa Walker, journalist; Lawrence Scarpa, FAIA, principal, Brooks + Scarpa; Peter Marx, chief innovation technology officer, Office of Mayor Garcetti**

Moderator: Aileen Kwun

CEU: AIA, IDCEC, ASLA

Stage A // 1:00-1:30pm Design Trends in Europe

Living affects everybody!...and is therefore both an individual and a sociocultural matter. At the same time, living is also evolution, because function and aesthetics have always changes. Why is living today an emotional matter for many people, while for others it is only a matter of the necessity for secure housing? Why are secretaries with USB connection so popular now? Why is furniture getting smaller and more flexible? Why did the dining room chair become the comfortable dining armchair and the bed get increasingly higher? Why is "upcycling" popular? And how do certain materials become modern? Finally, what feeds the zeitgeist and developments in design? The big global megatrends provide the answers to these questions. They are both a manifestation and an instrument.

Speaker: **Dick Spierenburg, creative director, immCologne**

Introduction: Amanda Dameron

Stage B // 1pm-1:30pm

Stage Sponsor B

Stage A // 1:45pm-2:45pm

How Green Is Your Roof?

The greening of America's cities continues, though the question of whether grass can survive atop our urban ecosystems remains open to debate. All the grant money and tax abatements in the world have thus far been unable to produce a sustainable strain that can withstand rooftop wind, UV radiation, and bacteria. This panel will explore the feasibility of green roofing as well as coming innovation in the field.

Speakers: **Ricardo Rabines, principal, Safdie Rabines Architects; John Greenlee, grass specialist; Judy Kameon, landscape architect, Elysian Landscapes**

Moderator: Heather Corcoran

CEU: AIA

Stage B // 1:45pm-2:45pm Organic Architecture and the Legacy of Frank Lloyd Wright

Frank Lloyd Wright's principal of organic architecture aspired to recreate the relationship between form and function that's found in nature. To him, the harmony between a building and its landscape was of the utmost importance. We invite partners from the office of Lloyd Wright's grandson, Los Angeles architect Eric Lloyd Wright, to discuss how Frank Lloyd Wright's ideas translate to architecture today.

Speakers: **Kevin Parkhurst and Hannah Wear, partners, Eric Lloyd Wright Architects**

Moderator: Allie Weiss

CEU: AIA, IDCEC

Stage A // 3pm-4pm

Eco-Unconscious: Regulating Energy Consumption with Smart Tech

Smart lights, thermostats, and other appliances eliminate residential waste by responding to environmental changes and monitoring consumption independent of the user. This panel will focus on whether policymakers and environmentalists can/should require these energy-saving technologies be installed the macro-level.

Speakers: **Michelle Kinman, Energy California; Ben Stapleton, VP, LA Cleantech**

Incubator; Dr. Rajit Gadh, UCLA Smart Grid Energy Research Center

Moderator: Heather Corcoran

Stage B // 3pm-4pm

Designing Brand Identity from Scratch

Brand is a design process, yet when companies like JetBlue or Apple communicate theirs successfully, the designer's work is imperceptible. This panel will explore how designers ideate and deliver brand identity, from graphic treatments to pop-up shops.

Speakers: **David Galullo, CEO, Rapt Studio; Alex Donovan, associate creative director, Bruce Mau Design; Jonathan Lo, creative director and blogger, Happy Mundane and J3 Productions**

Moderator: Aileen Kwun

CEU: IDCEC