



By **Tim Nuanes, AIA, LEED AP BD+C | Array Architects & Clay Jackson, AIA, NCARB, LEED AP BD+C | Gensler**

March 03, 2017

## Industry Trends

SESSION #6

@ The Studio Theatre  
1501 14th Street NW, Washington, DC, 20005

CHRISTOPHER  
KELLEY   
**LEADERSHIP  
DEVELOPMENT  
PROGRAM**

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# Industry Trends

## **PROGRAM SUMMARY:**

Architecture has continually evolved to embrace new technology; CAD, BIM, 3D printing, VR, etc., yet architecture firms have essentially operated the same way for decades. Emerging technology, if harnessed correctly, can potentially disrupt traditional design methodologies by fostering new processes, transforming business models, and influencing organizational structures. Effectively evaluating and implementing emerging technology is essential to enhancing the way we communicate ideas, improve the way we work, and ultimately affect the delivery and outcome of buildings.

## **LEARNING OBJECTIVES:**

1. Identify and assess if new technology is simply a passing fad, or a game-changing trend.
2. Evaluate the benefits of adopting and embracing new technology along with the time commitment for implementation.
3. Explore the most effective way to implement emerging technology
4. Discover new processes, products, and/or methodologies that are a result of adopting new technological trends.

## **PROGRAM ABSTRACT:**

The sixth session of the Christopher Kelley Leadership Development Program concentrates on how technology and other trends have impacted the design industry causing emerging business models and adapted practices throughout the community. Scholars will experience stories from speakers in the automotive, digital, and architectural design sectors all focused on design and how emerging technology has either affected or created their current businesses.

The first presenter will be led by David Woessner from Local Motors, an automotive company leveraging emerging technology to facilitate their business model. Through his story, scholars will understand how emerging technology can help create a new business structure based on co-creation and local implementation.

The second section will include a variety of presentations covering how architecture firms have embraced recent technology. The first set of speakers, Thomas Hirschmann & Anthony Murray from The Third Fate, will share examples of their work utilizing 3D scanning abilities to preserve existing work and implement new designs. The second speaker, Bill Saltos from Gensler, will showcase HoloLens, an augmented reality system that enables viewers to experience new designs at either small holographic scale or true 1:1 scale. The third speaker, Fady Barmada from Array Architects, will conclude this section discussing Pivotal, a program that utilizes local market data to inform users of physical assets and other characteristics for DC property. Each group of speakers will explain how embracing technology has helped transform their existing businesses.

The last session of the day will include speaker Jeff Barber from Gensler, which will focus on strategies to harness new trends and technologies to help facilitate current processes. This portion will cover examples of technology and processes that impact the way we work, communicate, and construct emphasizing how to incorporate these processes while maintaining the core value of what they enable designers to do.

# Industry Trends

**Date:** 03 March 2017

**Location:** The Studio Theatre, 1501 14th Street NW, Washington, DC, 20005

**Time:** 12:00 pm – 5:00pm

## AGENDA

12:00 – 12:30	Lunch Reception
12:30 – 1:30	<b>Presentation #1: Applying New Technology to Re-Define Existing Business Models</b> by David Woessner, Local Motors
1:30 – 1:40	Break
1:40 – 2:40	<b>Presentation #2: Virtual Reality Preservation</b> by Thomas Hirschmann & Anthony Murray, The Third Fate
2:40 – 3:15	<b>Presentation #3: Augmented Reality, The New Frontier</b> by Bill Saltos, Gensler
3:15 – 4:00	<b>Presentation #4: Applying “Design Thinking” to Complex Systems</b> by Fady Barmada, Array Architects
4:00 – 4:15	Break
4:15 – 4:50	<b>Presentation #5: Strategies to Harness Trends in the Design Industry</b> by Jeff Barber, Gensler
4:50 – 5:00	<b>Conclusion &amp; Housekeeping</b> Tim Nuanes, Clay Jackson & the CKLDP Executive Committee
5:00	<b>Happy Hour @ Drafting Table</b> 1529 14th Street NW, Washington, DC, 20005

### III. Speakers & Presentations

#### **Presentation #1:**

##### **Applying New Technology to Re-Define Existing Business Models & Practices**

Through this story, scholars will understand how emerging technology can help create a new business structure based on co-creation and local implementation.



David Woessner

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www.localmotors.com

#### **David C. Woessner**

David C. Woessner is an expert in topics of globalization, localization and emerging technologies and has written articles and whitepapers on mobility, connectivity and automotive technology hubs. He has over fifteen years of executive leadership, strategy, business development, sales and relationship management experience. He currently serves as the first General Manager of Local Motors in Detroit and Washington DC. He is responsible for operations of the educational, sales and demonstration facility in National Harbor, MD. His primary focus is working with local stakeholders to develop and build a full micro-factory to produce locally relevant vehicles.

David earned his MBA and MS in Mechanical Engineering from Georgia Institute of Technology while serving multiple terms on the National Society of Black Engineers' National Board of Directors. He received his BA in Physics and German from Wabash College in Crawfordsville, Indiana.

#### **Presentation #2:**

##### **Virtual Reality: Preservation**

The Third Fate has helped organizations tell their stories or the past 15 years. Thomas and Anthony will share examples of their work utilizing 3D scanning abilities to preserve existing work and implement new designs.



Anthony Murray

speaker@email.com

www.speakerwebsite.com

#### **Anthony Murray**

Anthony Murray is Partner in the The Third Fate and creative director.

Anthony is a BAFTA-award winning designer with over 15 years experience in visual communication for broadcast, interactive and special formats. A former designer at Bruce Mau Design, he has worked with big commercial players like The Coca Cola Company, Unilever, and Warner Brothers, and public institutions such as Arizona State University and the Canadian Broadcasting Corporation.

As an associate partner at internationally renowned Alsop Architects, he developed new forms of CG visualization and film making, Anthony is now focused on 360 imaging and its emerging applications within the fields of visualization, storytelling and transmedia development.

**Presentation #2:**  
**Virtual Reality: Preservation**  
*-continued*



Thomas Hirschmann  
speaker@email.com  
www.speakerwebsite.com

**Thomas Hirschmann**

Thomas Hirschmann is a partner in The Third Fate, directing strategy and vision; he's also the chief storyteller.

Thomas is a writer and strategist who has helped organizations tell their stories for the past 15 years, including sustainability and innovation narratives for both global leaders and radical startups; his focus is the complex: science, technology and the built environment.

Thomas has been a longtime collaborator with Bruce Mau Design, an associate creative director at the McCann ad agency, an art critic at both Canada's national newspaper and it's largest independent magazine, as well as a financial journalist. He has lectured at the Harvard Graduate School of Design on creating design narratives, presented on the subject of innovation and identity at the Technische Universität Chemnitz, designed lighting systems exhibited at La Triennale di Milano, and curated an art film festival in Toronto.

**Presentation #3:**  
**Augmented Reality, The New Frontier**

Bill will showcase HoloLens, an augmented reality system that enables viewers to experience new designs at either small holographic scale or true 1:1 scale.



Bill Saltos  
Bill\_Saltos@gensler.com  
www.gensler.com

**Bill Saltos**

A graduate of Catholic University with a Bachelors in Architecture, Bill began his professional experience as a CAD manager for A/E firm. He was hired to turn over a medium and large sized firm in DC from AutoCAD to Revit. Bill has served in rolls as Architectural staff, CAD manager, BIM Manager, College Instructor, BIM coordinator, Information System Security Manager and Network Administrator. Bill's expertise is managing large and complex size BIM projects; developing firm standards, training and the development of team members. At Gensler, Bill is a BIM Manager and member of the Digital Design group and provides support for 9 Gensler Offices. His 20+ years of experience in Tech\BIM experience makes him a leader in digital design.

### **Presentation #4:**

#### **Applying “Design Thinking” to Complex Systems**

Fady Barmada from Array Architects, will conclude this section discussing Pivotal, a program that utilizes local market data to inform users of physical assets and other characteristics for DC property.



Fady Barmada, AIA, MBA, LEED AP,  
Lean Six Sigma Green Belt  
fbarmada@array-advisors.com  
www.array-architects.com

#### **Fady Barmada**

Fady is a Principal & Practice Leader for Array Advisors, and CSO of Array Analytics. He brings 20 years of healthcare consulting and design to his role as Practice Leader, Strategy Advisory Services. He also works with a wide range of healthcare organizations; community and children’s hospitals; and academic medical centers. Fady’s expertise focuses on strategic and capital planning; market assessment and clinical alignment; and real estate and physical asset portfolio optimization. A proponent of Lean Process Improvement, Fady earned his Lean Six Sigma Belt from Villanova University.

### **Presentation #5:**

#### **Strategies to Harness Trends in the Design Industry**

The last session of the day will include speaker Jeff Barber from Gensler, which will focus on strategies to harness new trends and technologies to help facilitate current processes. This portion will cover examples of technology and processes that impact the way we work, communicate, and construct emphasizing how to incorporate these processes while maintaining the core value of what they enable designers to do.



Jeff Barber, AIA, LEED AP  
jeff\_barber@gensler.com  
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#### **Jeff Barber, AIA, LEED AP**

Jeff is a Principal and Regional Design Experience Leader for Gensler’s Southeast region. His design talent is combined with a unique understanding of the process of design and the teamwork required to implement complex programs in simple, yet elegant, solutions. Jeff is an award-winning architect and serves as a firm-wide Design Experience leader with a deep background in Gensler’s global Commercial Office Building practice. He also acted as DC’s co-managing principal for many years and brings this organizational experience to his client relationships and projects. He often leads large integrated projects, providing expertise on the design of the base building as well as the interiors. Throughout all of his work, Jeff’s point of view bridges the shared interest of both building owner and user to create designs that successfully depict both parties’ objectives.

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