



AIA New Jersey Design Conference

November 1, 2018

**Morristown
Hyatt Regency**
3 Speedwell Avenue
Morristown, NJ

2018 NEW JERSEY DESIGN CONFERENCE The "State" of Architecture

FEES

	MEMBER	NON-MEMBER
FULL REGISTRATION Includes all seminars and tours, continental breakfast, lunch, snacks And reception.	\$200	\$350
ASSOCIATE FULL REGISTRATION Includes all seminars and tours, continental breakfast, lunch, snacks And reception.	\$175	\$250
STUDENT REGISTRATION Includes all seminars and tours, continental breakfast, lunch, snacks And reception. <i>(MUST have ID)</i>	Free	
EXHIBIT HALL & LUNCH	\$35	\$50
MORNING REGISTRATION Includes morning seminars and tours, continental breakfast, & lunch.	\$135	\$175
AFTERNOON REGISTRATION Includes afternoon seminars and reception.	\$150	\$200
KEYNOTE & RECEPTION Includes afternoon keynote and reception.	\$135	\$150
RECEPTION ONLY (Reception begins at 5:30 pm)	\$75	\$125

ADVERTISING

FULL PAGE 10" height x 7.5" width Color, due by February 8	\$500
HALF PAGE 4.875" height x 7.5" width Color, due by February 8	\$300
QUARTER PAGE 4.875" height x 3.625" width Color, due by February 8	\$200
EIGHTH PAGE 2.375" height x 3.625" width Color, due by February 8	\$150

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Program

REGISTRATION AND CONTINENTAL BREAKFAST

8:00 am—9:00 am

KEYNOTE 1101

9:00 am - 10:00 am

X MARKS THE SPOT:

WHERE BUSINESS AND ARCHITECTURE INTERSECT

Speaker: **Stephanie Rigolot**, Owner, *What the What, LLC*

Description: "In the modern world of business, it is useless to be a creative, original thinker unless you can also sell what you create." – David Ogilvy, Found of Ogilvy & Mather (known as "the Father of Advertising")

As architecture currently endures an internal battle between mercenary and altruistic motivations, there has never been a better selling point than quality design that can improve people's lives nor a better means to create true impact than successfully converting new business opportunities.

While there exist architecture firms that happen to be businesses and, conversely, businesses that happen to sell architecture, these two coalitions are quickly converging on a middle ground. Where is that optimal junction? This lecture will explore the systems and processes that take the guess work out of authentic marketing and successful business development, identifying best practices and tangible takeaways.

Credit: 1 LU pending

SESSION 1102

10:15 am – 11:15 am

RESIDENTIAL THE STATE OF RESIDENTIAL ARCHITECTURE

Speaker: **Gerard Damiani**, AIA, *studio d'ARC architects*

Description: Traditional, Classical and Modern residential architecture can coexist today. Sometimes similar goals and approaches, sometimes different, but both create beautiful architecture. A discussion from not only two perspectives, but also from two different size architectural firms.

Credit: 1 LU pending



TOUR 1111

10:15 am – 12:15 pm

TOUR: NOVARTIS CAMPUS (LIMIT 18 PEOPLE)

Facilitator: **Matthew G. Ferraro**, LEED AP BD+C, **Weiss / Manfredi**

Description: Visit the Novartis Campus and view the Award Winning Novartis Visitors Reception and Oncology Buildings created by Weiss/Manfredi.

Credit: 1 LU pending



SESSION 1103

11:30 am – 12:30 pm

PROTECTING YOURSELF AS AN ARCHITECT

Speakers: **William F. Waldron, Jr., Esq.**, Marshall Dennehey

Joel MacLean, MacLean Agency

Description: Understand your legal liability, responsibility, accountability. Learn the loop holes to watch out for as a professional business owner. Being ignorant costs money.

Credit: 1 LU pending

LUNCH AND EXPO

12:30 pm – 1:30 pm

SESSION 1104

1:30 pm – 2:30 pm

TECHNOLOGY

Speakers: TBD

Description: From the present to the future and beyond. How systems integration, envelope design and technology are playing an important role not only in the architecture, but in the shaping of our architecture.

Credit: 1 LU pending

TOUR 1112

1:30 pm – 3:30 pm

THEN AND NOW; A WALKING TOUR OF MORRISTOWN

LIMIT 30 PEOPLE)

Speakers: **Janet Foster**, Preservation New Jersey

Description: View historic and contemporary buildings around Morristown. Understand the progression of architectural styles, and changing uses, within the core of this historic community. The town contains excellent examples of many historic American architectural styles, and some interesting new structures that include energy efficiency as a design driver.

Credit: 1 LU pending

SESSION 1105

2:45 pm – 3:45 pm

WORKPLACE DESIGN

Speaker: TBD

Description: A discussion of current trends in workplace design.

Credit: 1 LU pending

KEYNOTE 1106

Safdie Architects Idealism and Innovation

4:00 pm – 5:00 pm

Speaker: **Jaron Lubin**, Partner, **Safdie Architects**

Description: Safdie Architects is an architecture and urban design studio imbued with a spirit of idealism and innovation. The practice is research-oriented and forward thinking, drawing upon a depth of experience to solve contemporary building challenges in imaginative and unexpected ways. With intense personal involvement of Moshe and the core group of Principals, the practice operates in the model of a design studio environment - yet with the resources, design intelligence, and nimble organization to deliver some of the world's largest and most complex commissions.

Credit: 1 LU pending



NETWORKING RECEPTION

5:00 pm – 6:30 pm

Description: Networking reception. Service Award and Design Awards announced.

TO REGISTER

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