

**FOR IMMEDIATE RELEASE****Media Contact:** Jeremy D. Landry
(781) 370-9514**CREATE + CONSTRUCT COMES TO LOS ANGELES AND SAN FRANCISCO TO EXPLORE CONCEPTUAL FACADE DESIGN**

Simpson Gumpertz & Heger's fifth-annual symposium convenes AEC thought leaders to discuss trends and best practices when designing and constructing contemporary facades

LOS ANGELES & SAN FRANCISCO, CA; May 29, 2019 – Simpson Gumpertz & Heger (SGH) will convene a diverse group of architectural, engineering, and construction (AEC) experts with building owners and managers for a full-day discussion on contemporary facade design in California. The fifth-annual [Create + Construct](#) symposium comes to the West Coast for the first time in June, with sessions in Los Angeles on June 18 and San Francisco on June 26.

A contemporary facade is more than the outward face of the building's architectural expression, it is a driving factor that influences overall performance. As California continues to embrace innovative design and impose more stringent performance standards, AEC professionals must carefully consider and reimagine the building facade.

“There is tremendous opportunity here – not only in Los Angeles and San Francisco, but across all of California – to reimagine building enclosures that keep pace with accelerating design innovation and more stringent performance standards,” said Kenneth Klein, SGH Senior Principal and Head of Building Technology, Western Region. “By investing in innovative ideas and combining expertise across disciplines, we can help make beautiful, highly functional facades.”

Create + Construct will bring together AEC leaders from Los Angeles and San Francisco to discuss trends and share best practices when designing and constructing contemporary facades. Symposium highlights include:

- A keynote on collaboration, highlighting engineering and design concepts that affect facade aesthetics and performance.
- Session presentations examining the impacts of structural systems, fire and life safety requirements, and thermal performance on facade design.
- A panel discussion with local executives on how performance mock-ups can translate design intricacies into constructible assemblies.
- Networking opportunities with local peers and industry thought leaders.

Session and panel speakers will include Keith Blaine of Blaine Architects, Joe Conover of Clark Construction Group, Alex Cox of Permasteelisa North America Corp., Pavel Getov of Studio Antares,

Shelby Joubert of Swinerton, Tammy Jow of AC Martin, Shruti Kasarekar of Atelier Ten, Andrij Kyfor of New Hudson Facades, David Pakshong of Gensler, Luke Pelton of DPR Construction, Vincent Polhemus of Walters & Wolf, George Tolosa of Handel Architects, Jeff LaRue of HKS, Lucas Treder of Permasteelisa North America, and Tyler Westerling of Intertek. SGH participants include Justin deWolfe, Amy Hackney, Michael Huhtala, Xiu Li, Mike Ma, Christopher Norton, Kevin O'Connell, Eric Schroter, Travis St. Louis, Ryan Upp, and Nathan Wittasek.

Attendees can earn up to 6.0 hours of continuing education credit. SGH is an American Institute of Architects Continuing Education System (AIA CES) Approved Provider.

In Los Angeles, the symposium takes place Tuesday, June 18, 2019, at the City View Penthouse, South Park Center, 1150 S. Olive Street, Los Angeles, CA 90015. In San Francisco, the event takes place Wednesday, June 26, 2019, in the Contemporary Jewish Museum, 736 Mission Street, San Francisco, CA 94103. Both sessions will begin with registration at 8:00 a.m. and conclude with a reception at 5:30 p.m.

For more event and ticketing information, please visit www.create-construct.com.

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SGH has offices in Boston, Chicago, Houston, New York City, San Francisco, Southern California, and Washington, DC. For more information, please visit www.sgh.com.