



TORCH Mentorship Program: The Business of Architecture

5.23.22 Center for Architecture, 536 LaGuardia Place, New York, NY 10012

Join us as the TORCH Mentorship Program convenes a distinguished panel of Fellows and emerging practitioners to discuss the business side of design. This session will take the form of a moderated conversation between FAIAs and notable young firms as they share lessons, insight, and personal stories on the challenges of starting their own practice, on why certain designers might be attracted to such a path, and on how effective entrepreneurship can be in helping you chart your professional course.

Panelists:

Can Vu Bui, RA, Principal, Office of Things, is a registered architect in New York and co-founder of Office of Things, an award-winning design practice. The firm's focus is on heightening the value and sensitivity of the human experience in architecture and cities, at all scales and all aspects of life. Current projects range from meditation spaces for Google in Silicon Valley, affordable housing in central Oregon, and a handful of single-family residences on the east coast.

Prior, he worked at Johnson Chou in Toronto, Peter Eisenman, and more than 7 years as Project Architect at Adjaye Associates, where he focused on some of the firm's marquee projects: including the luxury condos at 130 William Street, Winter Park Library and Events Center in Orlando, and finally, Ruby City Contemporary Arts Center in San Antonio.

He earned a Bachelor of Architectural Science from Ryerson University in Toronto, and his Master of Architecture from Yale University. He currently teaches at Kean University and Yale University.

Ideas of Order is a New York-based, full-service architecture firm founded by Jacob Esocoff and Henry Ng in 2021. With over 15 years of collective experience across various scales and program types, from office buildings to bespoke homes, IOO's approach explores the potential of construction to create playful and immersive environments. Whether working with light-frame timber or acrylic paint, IOO brings a research-oriented approach to materials and craftsmanship. IOO is currently working on two residential lofts in lower Manhattan, a house on Lake Champlain, and a pavilion in collaboration with a renowned glass artist.

Henry Ng, AIA, Principal, is an architect originally from New York City. He graduated with a Bachelor of Arts and Master of Architecture from Yale University. He previously worked at Office of Metropolitan Architecture, WorkAC and Foster + Partners. His



writing has been featured in Architect's Newspaper, Architectural Record, and Volume Magazine.

Jacob Esocoff, AIA, Principal, is a third-generation architect from Washington, DC. He earned a Bachelor of Arts from Sarah Lawrence College and a Master of Architecture from Columbia University Graduate School of Architecture, Planning and Preservation. Jacob has worked at WorkAC, Foster + Partners and SOM, leading the design of several projects including museums and restaurants.

John Cetra, FAIA, co-founder, CetraRuddy Architecture DPC, in 1987 on the principle that architecture should engage the urban fabric while enriching the human spirit. With a passion for innovative, inspiring designs and a commitment to real world solutions, John has led the firm to international recognition.

Through his practice, John has experienced the interrelationship of architecture, urban design, and planning. He has a sophisticated understanding of program, zoning, and complex problem solving that informs his approach on projects ranging from new construction to conversions of landmark buildings. He is a recognized industry leader in tall building technology, historic buildings, and analytic site development.

John holds a Master's degree in Architecture and Urban Design from Harvard University and a Bachelor of Architecture degree from the Spitzer School of Architecture of the City College of New York. He is co-chair of the AIA 2022 Fellows Committee.

Laura Heim, FAIA, LEED AP BD+C, Principal, Laura Heim Architect, PLLC established her award winning, neighborhood-based studio in 2006 in a storefront in Sunnyside Gardens, Queens after two decades in academia and architectural practice. The firm has completed over thirty projects in Sunnyside at various scales, both interiors and exteriors, incrementally enhancing the quality of life of the neighborhood. She is currently also working with non-profit groups to restore homes and storefronts in Jamaica, Queens, and Brownsville, Brooklyn. Heim served as president of the AIA Queens (2009 & 2010). She received her degree in architecture from the University of Virginia and a Master of Architecture from Columbia University.

Roberta Washington, FAIA, NOMAC, Principal, Roberta Washington Architects PC Ms. Washington is responsible for the design of new and rehabilitated schools, housing projects, cultural centers and more in four states. She received a Bachelor of Architecture degree from Howard University and a Columbia University Masters in Architecture degree with a specialty in Hospital and Health Facility design. Before getting licensed, she worked for New York City architectural firms specializing in health care facilities. She later spent four years



working in Maputo, Mozambique where she ran the architectural studio in Maputo Province's Public Works Department. After returning to the states, Ms. Washington started her own firm with offices located in Harlem. She is a past chair of the New York State Board of Architecture and a past president of the National Organization of Minority Architects (NOMA). From 2007 to 2015 Ms. Washington was a Commissioner on the New York City Landmarks Preservation Commission. She is a co-curator of the "Now What?! Advocacy, Activism, and Alliances in American Architecture since 1968" online and traveling exhibit, a board member of the Society of Architectural Historians, the NOMA Foundation and Save Harlem Now!, a community-based historic preservation organization. She is a fellow of the American Institute of Architects and a member of the NOMA Counsel.

Brynnemarie Lanciotti, AIA, a 2020 Young Architect Award recipient, is a Senior Project Architect with Ronnette Riley Architect in New York City. She is a graduate of Roger Williams University. As Co-Chair of the Emerging New York Architects Committee (ENYA). (2011-2012) she encouraged membership, participation, and leadership among emerging professionals, and in 2012, launched the *FutureNOW* Summit. and received the AIA New York Chapter ENYA Merit Award in 2013.

In 2017, Brynnemarie co-founded the AIANY's Civic Leadership Program (CLP), a leadership training program directed at Emerging Professionals with the focus on advocacy and developing tools for citizen architects. In 2018, Brynnemarie along with (ENYA) launched the TORCH Mentorship Program at AIANY, an initiative designed to foster symbiotic mentorship relationships between local Fellows and Emerging Professionals, a highly successful ongoing program.

Brynnemarie was the AIA New York Regional Representative to the AIA National Strategic Council 2018-2020 and as the 2020 Vice-Moderator was the first woman to hold that position. Most recently, in 2021, Brynnemarie launched NEXUS, a nationwide virtual mentorship program, connecting young professionals and Fellows throughout the country.

Learning Objectives:

Explore the different paths designers can take as an entrepreneur, how these options translate to a company structure.

Identify the managerial organization and legal requirements through which a firm is established and run. How and why establish a partnership?

Investigate the methods by which a new practice builds its brand.

Analyze the different means of generating business and learn how to establish and maintain client relationships.