



Professional Profile: Robert Fornataro 2015

July 27, 2015 - Green Buildings

Name: Robert Fornataro

Title: Senior Designer

Company: SWBR Architects

Location: 387 East Main St., Rochester, N.Y.

Place of birth: Rochester, N.Y.

Family: I'm Italian so I have way too many to list.

College: University of Utah, master's degree in Architectural + Environmental Design

First job unrelated to your current field: I used to sell flowers at Riverside Cemetery off of Lake Ave. in Rochester, N.Y. As you might imagine, I read a lot of books that summer.

First job in your current field: A 450 s/f ski demo building at the top of Park City Ski Resort. The lower level was all glass and I designed it so that you can ski right through the building! It was a fun project and I think people enjoy its uniqueness.

What your firm does now and its plans for the future? It is a great time for us. In the past four years I have seen a shift to larger, more complex design oriented projects. Every project we design incorporates context from a visual and environmental perspective. We have a handful of projects currently in construction that are redefining us as a truly competitive design firm.

Hobbies: Making homemade slime with my two children (it's sustainable and fun!)

Favorite novel: "The Hero with a Thousand Faces," Joseph Campbell.

Favorite film: Nostalgia by Andrei Tarkovsky

Keys to success: Know your limits...then break them!

If you had to choose a different profession, what would it be? Do I have too? Ok, ok, I would like to be an astronaut. Infinite space, no gravity...I think it would be a lot of fun.

Person you admire most (outside of the family): Lance Armstrong.