



## Heidi Blau, FXFOWLE Architects

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Name: Heidi Blau, AIA, LEED AP

Title: Partner

Company/firm: FXFOWLE Architects

Years with company/firm: 9

Years in field: 28

Years in real estate industry: 28

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Real estate organizations/affiliations: Professional Women in Construction / Association of Real Estate Women (AREW)/ Commercial Real Estate Women ( CREW)/Women in Architecture Committee - the American Institute of Architects / Society for College and University Planners (SCUP)/ The American Library Association (ALA)/ The Association for Advancement of Sustainability in Higher Education (AASHE) / Health Leads - New York Advisory Board

What was your greatest professional accomplishment in 2010?

My greatest professional accomplishment of 2010 was the joy and pride I felt while watching many different groups and ages of people as they experienced the new public spaces at Lincoln Center, such as the Laurie M. Tisch Illumination Lawn, the Barclays Capitol Grove, the Paul A. Milstein Pool and Terrace, and the entire Hearst Plaza. Being a leader of the multi-faceted team that had the opportunity to re-shape this valuable and venerable institution while improving the urban experience for all New Yorkers, is a once in a life-time experience.

What was your most notable project, deal or transaction in 2010?

The expansion of The Juilliard School; The renovation of Alice Tully Hall; The re-invention of the public spaces at Lincoln Center

How do you contribute to your company and/or the industry?

I encourage exploration and creative thinking and problem solving. I recognize the various different talents that each person has and find ways to encourage and mentor them to grow. I challenge people to take on more responsibility than they may be comfortable with, while supporting them so that they can grow professionally and succeed.

What advice would you give to women just starting out in commercial real estate?

Be true to yourself, find a strong mentor, know your passions, and challenge yourself to try new approaches.

How do you manage the work/life balance?

Design is a constant process, so it is something that is with me at all times. I try to balance things by being completely focused on work when I am there and scheduling regular activities away from the office, participating in a book club, a tennis game, trips to the museums and theater. All of these activities recharge me.

Who or what has been the strongest influence on your career?

The first person I worked for right after graduate school, John Hagmann, had the strongest influence on my career. He treated me as a colleague from our first meeting, although I had no work experience. He included me in all aspects of the profession, from marketing efforts to design, drawing and detailing, to contracts, client meetings and visits to the construction site. It was a broad spectrum of experience that I continue to draw on.

What impact has social networking had on your business?

Social networking is just starting to influence our profession. There are now many outlets for discourse on the profession, on design and the impact of construction and development on the environment. The ability to reach so many people, so directly has certainly given us a greater forum to discuss the need to balance the built and natural environments and how we can creatively mitigate our use of natural and non-renewable resources. Most specifically how we all can be more socially, economically and environmentally sustainable in all our activities.

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