



## **AEC industry is undergoing transformation, not recession**

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The architecture, engineering, and construction (AEC) industry is transforming in a way that we have never witnessed before. Building practices are being turned on their heads: three-dimensional modeling is changing the process of design and delivery; four different generations of people are working together using diverse technologies; and companies such as Google and IBM are revolutionizing construction software as well as the growth and development of cities.

No one has a crystal ball, but if anyone can give a glimpse of the future it is Edie Weiner, president of Weiner, Edrich, Brown, Inc, a futurist consulting group. She will be the keynote speaker at "A View From the Future," which will include a panel discussion with AEC industry experts. The event takes place in New York City on June 5. Weiner will unveil her view of the future as it relates to business trends in general and the AEC industry in particular.

"We're not in a recession like everybody thinks, rather we're in a fundamental transformation, which occurs every so often in our history - from industrial to post-industrial, for example," said Edie Weiner.

"Knowing what to expect as we go through the current transformation will benefit those who wish to prepare for the future."

The world has changed a great deal in the last five years. Emerging technologies have produced massive efficiencies. These, in turn, have changed the landscape of labor, business and, ultimately, all of society.

It's not a doomsday scenario - it's a chance for AEC professionals to adopt new business models.

"This event will bring insight to current and future trends," said Jane Chmielinski, chief operating officer at AECOM and moderator of the panel discussion. "It is an opportunity for individuals and firms to prepare for the next phase as business needs change. We must look forward and innovate or risk being left behind. Weiner can show the way forward."

Weiner will present eight growth areas of the newly emerging economy and how they provide a great opportunity for those eager to take advantage of future developments.

The Beverly Willis Architecture Foundation (BAAF) will be hosting the event. "We're delighted that Edie Weiner is keynoting our program on June 5th. For the past ten years, the Beverly Willis Architecture Foundation has fostered innovation in the AEC industry and, in particular, has advanced women to positions of leadership," said Beverly Willis, FAIA, founder and chair of BAAF. "This event is a fitting way to kick off our next ten years and beyond as we look forward and embrace change."

"A View from the Future," will take place from 8 - 11 a.m. at the CUNY Graduate Center, 365 Fifth Ave.

The panel discussion, moderated by Jane Chmielinski, will follow Weiner's talk. The panel will

comment on Weiner's remarks and discuss the implications for the AEC industry. Panelists include:

- \* Michael De Chiara, founding partner of Zetlin & De Chiara LLP, who is recognized as a top litigator in construction law in the United States;
- \* MaryAnne Gilmartin, executive vice president and director of commercial & residential development for Forest City Ratner Companies;
- \* Dr. Jurij Paraszczak, director of IBM Research Industry Solutions and leader of the Global Research Smarter Cities program; and
- \* Ana Bertuna, AIA, vice president of design and construction for Related Companies.

For more information about the event, please visit <http://future.bwaf.org>.

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