



2024 Ones to Watch - Innovators in CRE: Alexander Zilberman, AIA, Alexander Zilberman Architecture

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Alexander Zilberman, AIA
Principal

Alexander Zilberman is founder and principal architect of full-service architecture, interior design, and planning firm AZA. With a mission to realize each client's vision while bringing passion, creativity and diligence to every project, Zilberman leads a team of 10 in bringing to bear the full breadth and depth of relevant experience on hand. Known globally for flagship store design and construction that enhances the visibility and presence of leading luxury brands, he also specializes in designing bespoke high-end private homes, working for both developers and owners. Through his work, Zilberman has influenced how people live and enjoy their everyday surroundings by designing unique spaces in some of the most iconic buildings in New York City and around the world.

Innovative Solution:

We set aside time and prioritize upgrading and updating our systems regularly, including research systems (as new tools become available) and production systems. A primary focus in this area is developing proprietary tools to integrate into architectural software suites. Flexibility is key, too: Leaning on a range of systems and products applicable to most designs, we focus most of our effort on problem-solving and nuance. In the luxury sector, details matter most.

Our approach is fully integrated with the client as a collaborative partner. Through close relationships and detailed awareness we anticipate needs and help make outcomes predictable. We also emphasize depth of knowledge in areas critical to on-time project success: navigating codes, supply chain issues, and manufacturer lead times while balancing against contractor costs.

Innovative Outlook:

Manufacturers continue to develop better, more reliable component-based and modular product lines, creating opportunities for innovation in design and development. The future of commercial real estate will see professionals pushing the limits on utilizing and integrating precision-engineered prefabricated and modular systems to create unique, bespoke, brand-relevant environments, on the same budgets and timelines associated with traditional construction methods.

We are encouraging clients to embrace this now, across sectors, from retail and hospitality to workplace and even to residential – luxury homes and prefab construction may seem antithetical, but these new products and approaches make more possible. Precision-engineered components make it easier for designers and trades to create spaces with finesse and nuance while meeting challenges related to project sites and historic context, to name a few.

“Zilberman is working with clients and property owners to create street-level façades featuring uninterrupted extra-large-format glass panels that seamlessly connect interiors and sidewalks visually, resulting in memorable flagship locations for major luxury brands like Versace, Aston Martin and Jimmy Choo. Another area in which his firm AZA is innovating is the application of

precision-engineered components in a hybrid-prefab construction approach for building luxury homes, helping developers reliably deliver highest-quality outcomes and bespoke aesthetics.” - Prema Magid, AZA Design.

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