National Gathering of the
Congress of Residential Architecture (CORA)

AHEAD OF THE CURVE:
IMAGINING WHAT'S NEXT

Wed, Dec. 5, 1:30 p.m., Magnolia Willow Room, Charleston Place, Charleston, SC

At 1:30 p.m. on Wednesday, December 5 at Charleston Place, Charleston, SC, following the Reinvention 2007 conference, CORA will present an interactive forum. A fascinating panel of speakers will open a discussion about the future of house design and construction, how Americans will be thinking about/dealing with their homes in the coming years, and how architects can get ahead of that curve to provide a product that will create a demand. Following is a listing of just some of the panelists. It's going to be an exciting and informative event, and it promises to fill up quickly, so register now.

E-mail Cheryl Alison at <u>calison-duos@snet.net</u> to reserve your space

For more information on Reinvention, go to: http://marketing.hanleywood.com/web/conference_web/2007_ReInvention/Index.asp

For more information on CORA go to: http://www.corarchitecture.org

John Brown is the founder of the slow home movement and the editor of **www.theslowhome.com**. He is a practicing registered architect, a licensed real estate broker, and a principal in housebrand, a vertically integrated architecture practice that combines architecture, interior design, construction, real estate brokerage, retail and manufacturing. Mr. Brown received the Royal Architectural Institute of Canada Award of Excellence for Innovation for his development of housebrand. In giving the award the jury commented that "through rigorous research and analysis, (he) has developed and exploited an untapped market niche. His firm's entrepreneurial methodology and branding of service and product could be effectively applied as a model for other communities, practices and businesses." Mr. Brown is also a Professor of Architecture and Associate Dean in the Faculty of Environmental Design at the University of Calgary, Canada. He is a recognized authority on residential practice and he lectures internationally to both architects and the general public. He authored the chapter on Residential Design Build in the 2003 AIA Guide to Design Build Services published by Wiley & Sons and is currently writing a book on the Slow Home Movement to be published in fall 2008.

Vincent Graham is the Founder and President of the I'On Group based in Mt. Pleasant, South Carolina. The I'On Group (**www.iongroup.com**) combines time-tested design principles with modern advances to build and renovate human-scaled neighborhoods. Since founding Newpoint in Beaufort, SC in 1992, Vince has participated in building seven other traditional walking neighborhoods including the Village of Port Royal, Broad Street, I'On, Morris Square, Hammonds Ferry, and Mixson in South Carolina; and East Beach in Virginia. These neighborhoods have been the recipients of numerous design and environmental stewardship awards. They have been featured in articles and stories in such media as *The Wall Street Journal, Builder, Landscape Architecture*, and *National Geographic* magazines, Home and Garden Television, CNN, and the British Broadcasting Corporation. Vince serves on the Board of Charleston Moves, the Coastal Conservation League, the Lowcountry Housing Trust, and the Metropolitan Leadership Council of the Brookings Institution. A Georgia native who moved to South Carolina in 1989, Vince holds a degree in Economics from the University of Virginia.

Peter Pfeiffer is a professional Architect and Building Scientist who has spent the past 30 years developing pragmatic high performance building design strategies. In 2004 he was named a Fellow of the American Institute of Architects for his life-long commitment to "mainstreaming green building in North America". He is a founding principal of Barley + Pfeiffer Architects (**www.barleypfeiffer.com**), a firm recognized nationally for its pioneering use of environmentally responsive building design and construction techniques. Their work has been published both in the United States and abroad in such diverse venues as the Washington Post, The New York Times, Fine Homebuilding, and Better Homes & Gardens magazine. On multiple occasions he has been a guest on National Public Radio as well as the HG-TV network. The National Association of Home Builders honored him as the "National Green Advocate of the Year" in 2003 for his life-long achievements in "mainstreaming" green building. Peter has been an active charter member of the NAHB Green Building Subcommittee since its inception in 1999 and has been active in the recent US Green Building Council's LEED for Homes pilot program. In 2006 Residential Architect cited him as one of the 10 most influential residential architects of past decade.

Brac Wardlaw is Chief Executive Officer of Convergence Homes (**www.convergencehomes.com**), a residential home building and development company based out of Texas. It is the only builder of its sort as it is also a national franchise. The franchise program created by the company was designed specifically to overcome the shortcomings found in the home building industry today. Brac developed his business acumen through both academics and wide-ranging real world experience. He attended West Texas A&M University, majoring in accounting and finance. Prior to college, he joined the US Army and was stationed with the 1st Cavalry Division at Fort Hood, Texas. His experience during Desert Storm provided invaluable knowledge and leaderships skills applicable to both his life and work to this day. After his service in the military, as an honorably discharged veteran, Brac has been relentlessly involved in the franchise, construction, and business consulting industries for over a decade. Accompanied by his wife and three children, Brac also spends his free time actively involved in both local civic and charity organizations.

In addition to the interactive forum featuring these and other panelists, the afternoon will include a professionally formatted and executed focus group dealing with trends in residential design.

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