

MEDIA INVITED



Bina Venkataraman
The White House

Michael Berkowitz
Rockefeller Foundation

César Pelli
Pelli Clarke Pelli Architects

Newman Real Estate Institute to Co-Host Next-Gen Buildings and Cities Conference

NEW YORK, NY- September 16, 2014 – [The Steven L. Newman Real Estate Institute](#) at the [Zicklin School of Business](#), Baruch College, City University of New York, will co-host in association with Green Biz Group a day-long conference, “VERGE Salon, Next-Gen Buildings and Cities,” on September 16, 2014. The event, held from 8:00 a.m. – 7:30 p.m. at the William and Anita Newman Conference Center, 151 E. 25th St, Room 750, at Baruch College, will explore the future of buildings, cities and sustainability and will feature an elite group of leaders from the fields that encompass these topics.

Speakers will include **Bina Venkataraman**, Senior Advisor for Climate Change Innovation at the White House; **César Pelli**, Senior Principal, Pelli Clark Pelli Architects; **Michael Berkowitz**, Managing Director, 100 Resilient Cities, Rockefeller Foundation; **David Post**, Executive Manager of IBM’s Global Smarter Cities; **Jackie Henke**, VP, Innovation and Transformation Director, TD Bank; **Jenna Tatum**, NYC Mayor’s Office of Long-Term Planning and Sustainability; **Robert Watson**, CEO, ECON Group; **Vishaan Chakrabarti**, Graduate School of Architecture, Planning & Preservation, Columbia University; **Seth Schultz**, Director of Research, C40; **Richard Anderson**, New York Building Conference; **Jon Orcutt**, NYC Department of Transportation; **John Gilbert III**, Rudin Management; **Molly Zinzi**, Google; and **Dana Schneider**, Senior Vice President, Energy and Sustainability Projects, Jones Lang LaSalle. The unique audience will include government officials, corporate executives, real estate portfolio owners, facilities managers and other key decision makers from across the VERGE and Newman Real Estate Institute ecosystems.

[See complete agenda here](#)

The conference topics will include creating new value through green infrastructure, technologies and grid solutions; visions of tomorrow’s buildings and cities; the application of big data to reduce greenhouse gas emissions and improve water efficiency; and the impacts of benchmarking mandates on building efficiency. Each

of these topics will be framed with the intention of encouraging an essential dialogue about technology, innovations, and trends that can help buildings and cities adapt to societal, economic and climatic shocks.

With this in mind, Jack S. Nyman, Executive Director of The Steven L. Newman Real Estate Institute, observed: "In the future, every component of our cities, from their infrastructure and electrical grids to their buildings and vehicles, will be connected by urban neural networks. Technological advancements, new notions of personal space, and innovative methods of communication will evolve into a paradigm of unforeseen norms that will reshape our cities. These nova phenomena will not only change the physicality of our cities, but will also redefine our notion of the American Dream. The conference dialogue and its robust discussions will provide insight into the beginnings of this redefinition."

To promote these insights, world-renowned architects César and Rafael Pelli will bring their vision to VERGE Salon. Awarded the American Institute of Architects' prestigious Gold Medal, César Pelli is acclaimed for designing some of the world's tallest buildings and most striking urban landmarks, including the Petronas Towers in Kuala Lumpur, the Pacific Design Center in Los Angeles and the World Financial Center and Winter Garden in New York City. Meanwhile, Rafael Pelli's design achievements include his work on Bloomberg Tower, the Simons Center for Systems Biology at the Institute for Advanced Study in Princeton, and high-rise residential buildings in Battery Park City. A leader in sustainable design, Rafael Pelli designed the Verdesian, the first LEED Platinum high-rise residential rental building in the United States and New York City's first LEED Platinum building. Currently, the Pelli firm is working on the San Francisco Transbay Terminal, whose design features measures to increase biodiversity, water purification, air filtration and quality public space.

"We are honored to host a rare multi-generational conversation between two of architecture's great practitioners and urban visionaries, César Pelli and his son Rafael Pelli, who will candidly discuss some of the groundbreaking projects that they have created and are currently working on around the world," said Jack S. Nyman, executive director of the Steven L. Newman Real Estate Institute. "These concepts will better empower individuals and lead to improved global knowledge that will contribute to reversing the unsustainable patterns of consumption that we have charted since WWII."

"César and Rafael Pelli represent the convergence of world-class design and an understanding of how the next generation of buildings can play a central role in urban sustainability," said GreenBiz Group Chairman and Executive Editor Joel Makower. "Their work embodies a central theme of VERGE, that technology and design can be a positive force for environmental and social change."

VERGE Salons are part of GreenBiz Group's global VERGE event series; high-energy events focusing on the technologies and systems that accelerate sustainability solutions across sectors in a climate-constrained world. "VERGE Salons offer a unique opportunity to focus more deeply on specific business opportunities at the convergence of technology and sustainability," said Eric Faurot, CEO of GreenBiz Group. "New York City offers an ideal setting to convene private- and public-sector leaders, disruptors and innovators to discuss the technologies and strategies that can transform the future of cities and buildings."

The event will take place at the William and Anita Newman Conference Center at Baruch College, CUNY, in New York City. For more information, visit <http://grn.bz/VSalonNY>.

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About The Steven L. Newman Real Estate Institute:

[The Steven L. Newman Real Estate Institute](#) at Baruch College offers a wide range of educational and research opportunities to broadly address the needs of the real estate industry. The Institute is part of the [Zicklin School](#)

[of Business](#), the largest accredited collegiate school of business in the United States, and offers professional education courses and workshops to train current practitioners, as well as the next generation of real estate professionals, helping them succeed in, and contribute to, a dynamic and fast-evolving marketplace. As Executive Director of The Steven L. Newman Real Estate Institute, [Jack S. Nyman](#) leads operations, strategic planning and industry partnering; and guides professional development and continuing education programming, topical research, symposia and public events. Under his direction, the Institute has achieved national recognition as an industry provider of cutting edge programs to inform real estate asset managers on cost effective strategies for portfolio optimization. Individuals, academics, students, corporations, nonprofits, and government agencies all benefit from the programs offered by the Institute.

About Baruch College, City University of New York:

[Baruch College](#) is a senior college in the [City University of New York](#) (CUNY) with a total enrollment of more than 17,000 students, who represent 160 countries and speak more than 100 languages. Ranked among the top 15% of U.S. colleges and the No. 5 public regional university, Baruch College is regularly recognized as among the most ethnically diverse colleges in the country. As a public institution with a tradition of academic excellence, Baruch College offers accessibility and opportunity for students from every corner of New York City and from around the world. For more about Baruch College, go to <http://www.baruch.cuny.edu/>.

About GreenBiz Group:

[GreenBiz Group's](#) mission is to define and accelerate the business of sustainability. It does this through a wide range of products and services, including its acclaimed website GreenBiz.com and e-newsletters, GreenBuzz and VERGE; webcasts on topics of importance to sustainability and energy executives; research reports, including the annual State of Green Business; the GreenBiz Executive Network, a membership-based, peer-to-peer learning forum for sustainability executives; and conferences: GreenBiz Forum and VERGE.

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