

Empathy in the Business of Architecture

TH:518

Thursday, June 21, 2018, 10:30 AM – 11:30 AM

1.00 LU, RIBA

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Questions related to specific products and services may be addressed at the conclusion of this presentation.

Speakers List

- Raya Ani, AIA, LEED AP

Principal and 2017 President, RAW-NYC | AIA ME

- Ronnette Riley, FAIA

Principal, Ronnette Riley Architect, New York, NY

- Nader Tehrani

Principal and Dean, NADAAA | The Cooper Union, Boston, MA

- Gerald Sullivan

Principal, Melrose Studio, South Orange, NJ

Course / Learning Objectives

- Reflect on individual stories and recognize key skills needed in your own practice for better communication and business success.
- Gain insight into a client's mindset and frame of reference for a significant advantage in brokering solutions.
- Explore strategies needed to make the client/architect relationship work, and create a win-win situation for all.
- Define or further refine your own approach to client relationships by understanding the other's perspective.

Architect 1 Perspective:

What is Empathy?

- When did it work?
- When it doesn't work?

Residential Project

Ronnette Riley, FAIA

Principal, Ronnette Riley Architect, New York, NY



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Public Safety

Ronnette Riley Architect

Principal, Ronnette Riley Architect, New York, NY



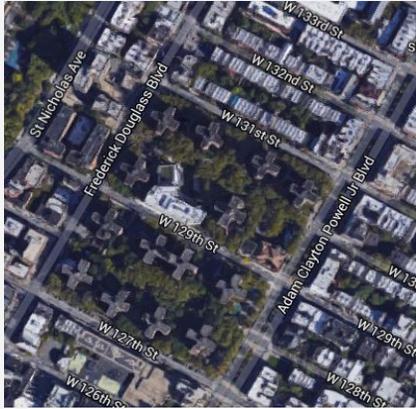
Resiliency

Ronnette Riley Architect

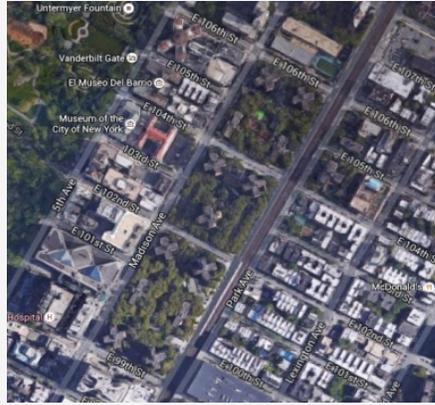
Principal, Ronnette Riley Architect, New York, NY



St. Nicholas



Carver



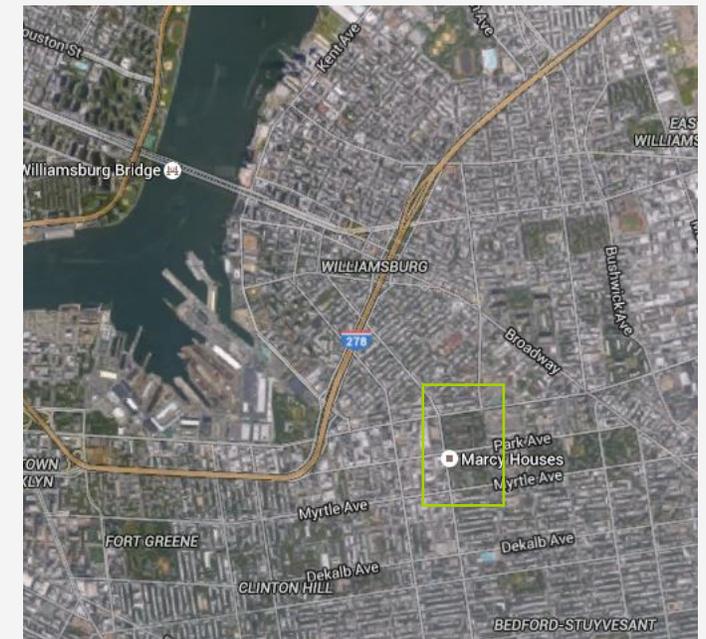
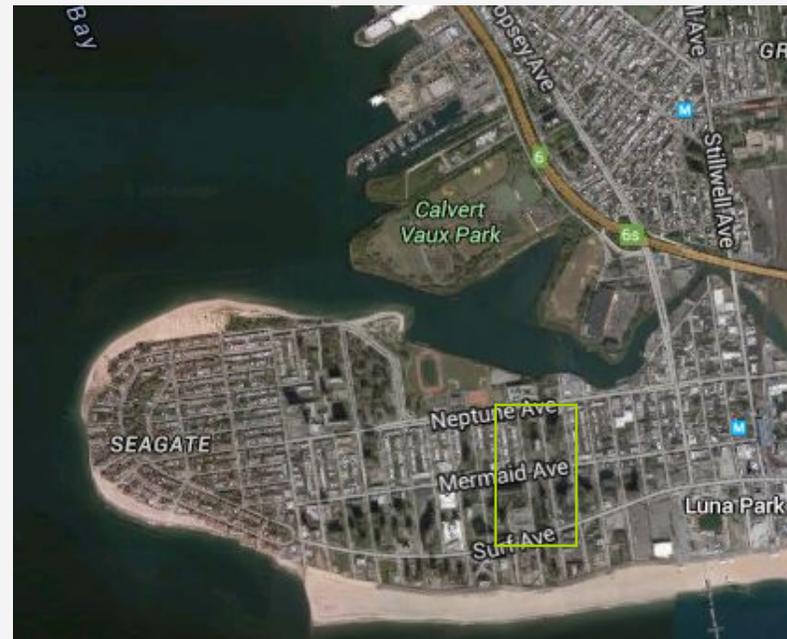
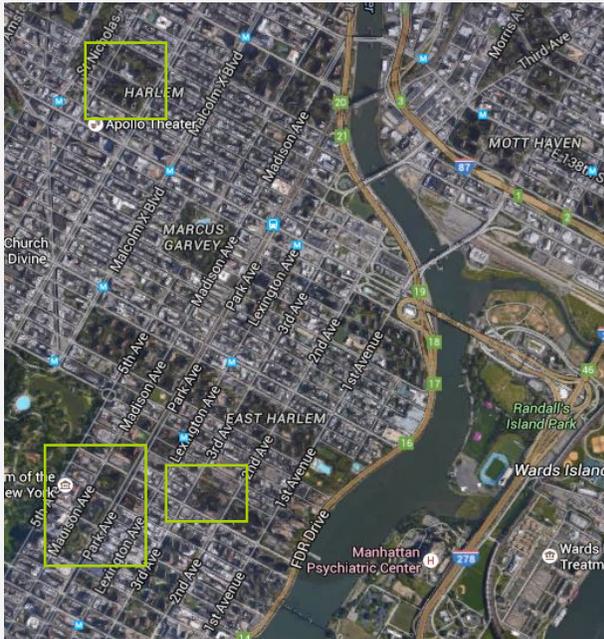
Lexington



Carey



Marcy



Developments

Architect 2 Perspective:

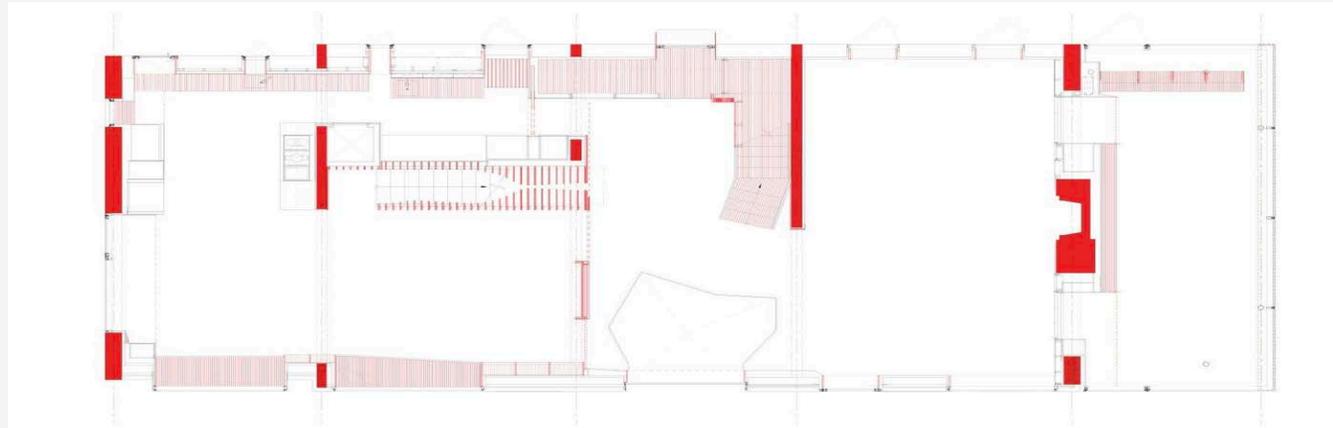
What is Empathy?

- When did it work?
- When it doesn't work?

Residential Projects

Nader Tehrani

Principal and Dean, NADAAA | The Cooper Union, Boston, MA





Institutional Project

Nader Tehrani

Principal and Dean, NADAAA | The Cooper Union, Boston, MA

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A'18 AIA Conference on Architecture 2018
June 21-23, New York City



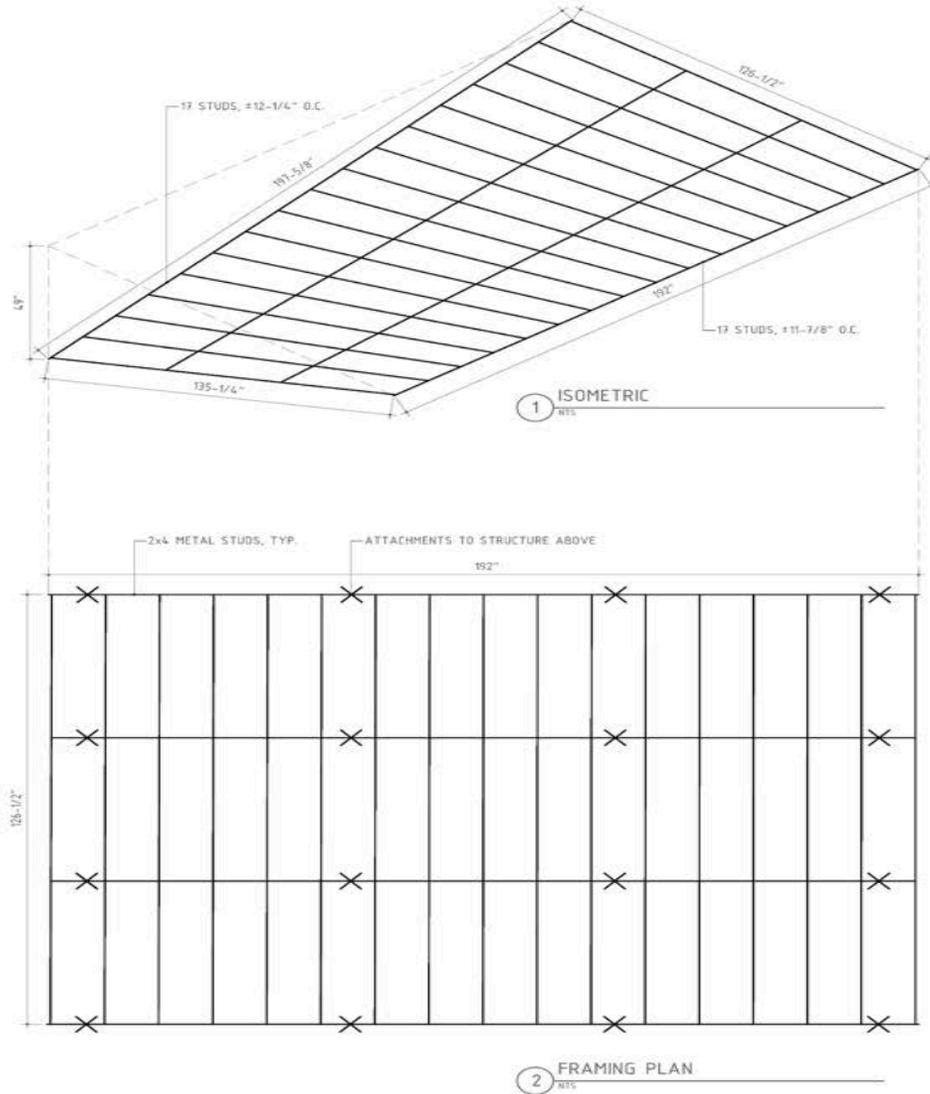
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Commercial Project

Nader Tehrani

Principal and Dean, NADAAA | The Cooper Union, Boston, MA

1:1 SCALE MOCK-UP



NADAAA FABRICATION STUDY - DFALD HYPERBOLIC PARABOLOID CEILING - NOV. 21, 2013





Architect 3 Perspective:

What is Empathy?

- When did it work?
- When it doesn't work?

Mixed-use Project

Raya Ani, AIA, LEED AP

Design Principal, RAW-NYC Architects, New York, NY, Dubai, UAE





Residential Project

Raya Ani, AIA, LEED AP

Design Principal, RAW-NYC Architects, New York, NY, Dubai, UAE

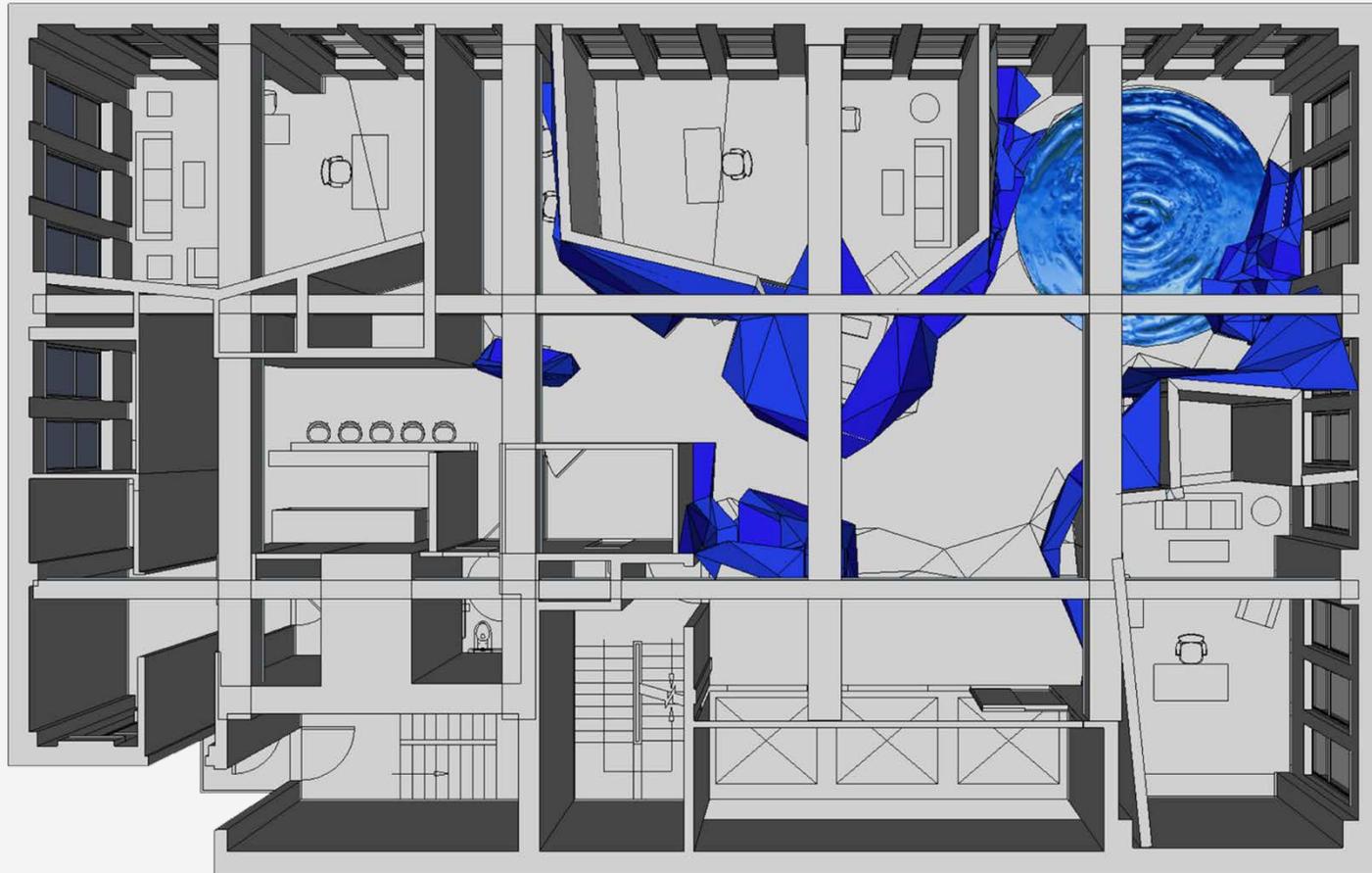


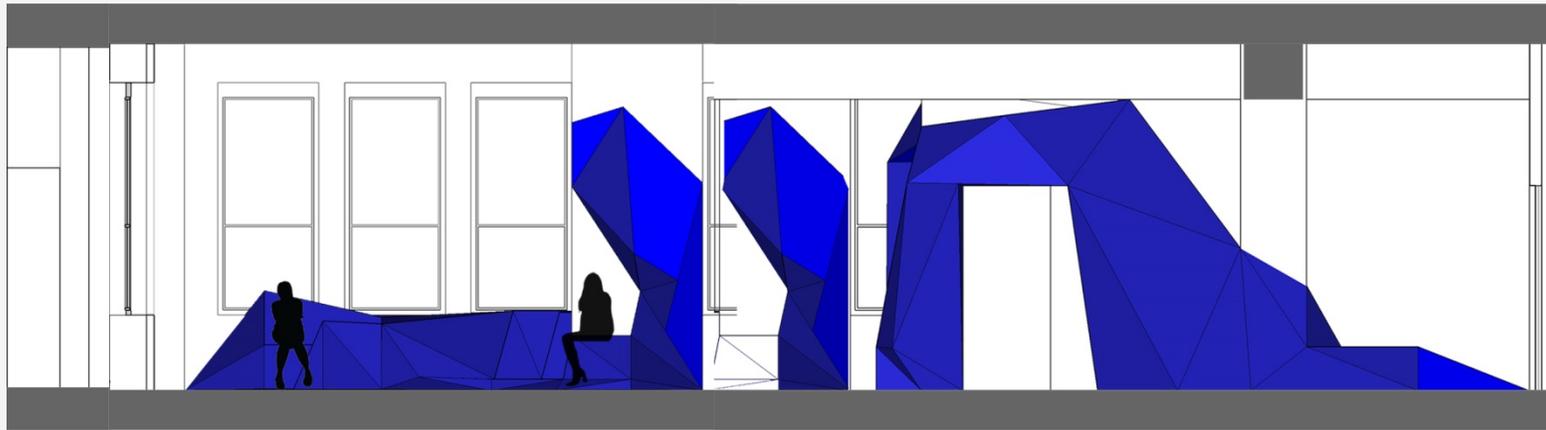
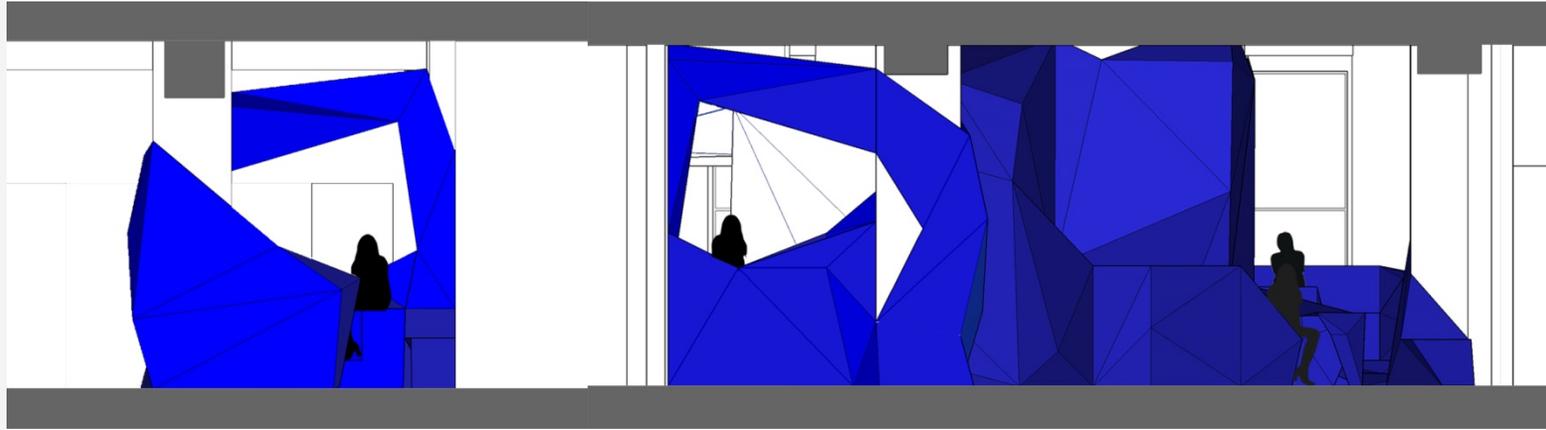


Commercial Project

Raya Ani, AIA, LEED AP

Design Principal, RAW-NYC Architects, New York, NY, Dubai, UAE





Clients' Perspective

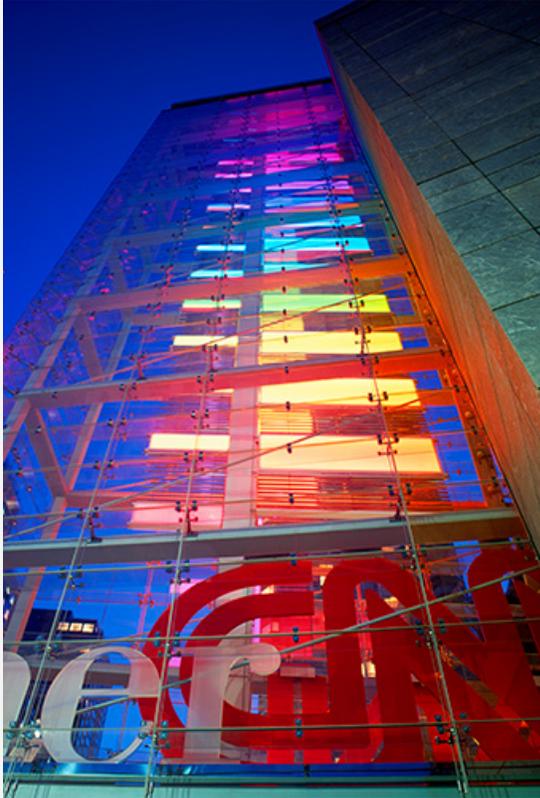
What is Empathy?

- When did it work?
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By Gerald Sullivan

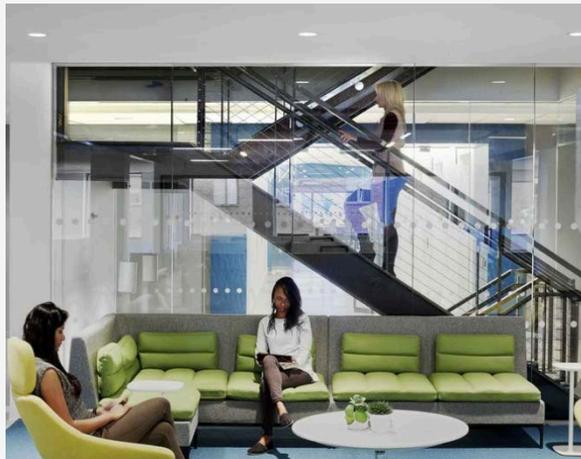
Principal, Melrose Studio, South Orange, NJ

Commercial Projects



**Time Warner Center
Columbus Circle, NYC**

Commercial Project



**Wiley Publishing
Hoboken, NJ**

Commercial Project



MetLife
200 Park, NYC

Architects & Clients Debate Empathy

Moderated by Raya Ani with Speakers and Audience Participation

Parting thoughts

Summary of the key points by session organizer Raya Ani

Thank you!