

Business of Architecture

SPEAKERS:

CARRIE STRICKLAND,
FAIA, NCARB

CLAYTON TAYLOR,
AIA

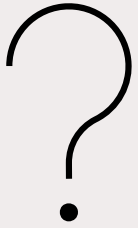
CHRISTOPHER TORRES,
RLA

MODERATOR:

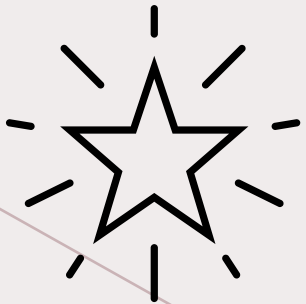
FIELDING FEATHERSTON,
AIA, LEED AP, NCARB



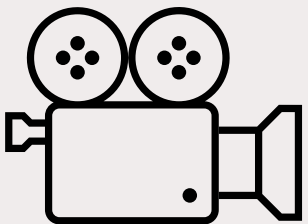
Cultivate a positive learning environment



Please use the Q&A function to ask questions for today's presenter



This session qualifies for 1 AIA LU – AIA CA will submit for you



A recording of this presentation will be made available on our website soon

LEARNING OBJECTIVES



Gain an understanding of the various stages in the lifecycle of emerging firms.



Learn the strategies and best practices for expanding their firm's presence into a diverse and competitive market like Los Angeles.



Explore the significance of strategic alliances with emerging firms that allow for collective growth.



Discover how to identify and leverage this unique space ensuring the opportunity to adapt and capitalize on opportunities in the ever-changing business landscape.

AIA
Continuing
Education
Provider

Attendees will earn 1 AIA LU for attending this presentation live.
AIA CA will submit you for AIA credit within 10 days of the presentation.

MODERATOR

**FIELDING FEATHERSTON,
AIA, LEED AP, NCARB**

**PRINCIPAL + PUBLIC |
CORPORATE PRACTICE
GROUP LEADER**



*CARRIE STRICKLAND,
FAIA, NCARB*

PRINCIPAL & FOUNDER

WORKS PROGRESS
ARCHITECTURE



CLAYTON TAYLOR, AIA

CO-FOUNDER & PARTNER

WEST OF WEST



CHRISTOPHER TORRES, RLA

FOUNDING PRINCIPAL

AGENCY: ARTIFACT



W.P.A

works progress architecture



CARRIE STRICKLAND, FAIA
PRINCIPAL & FOUNDER

PORTLAND



LOS ANGELES & DENVER



West of West

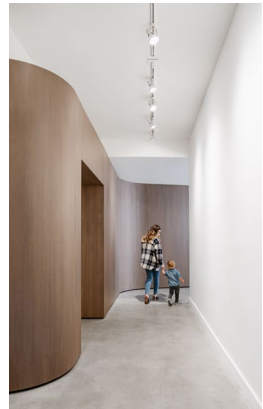
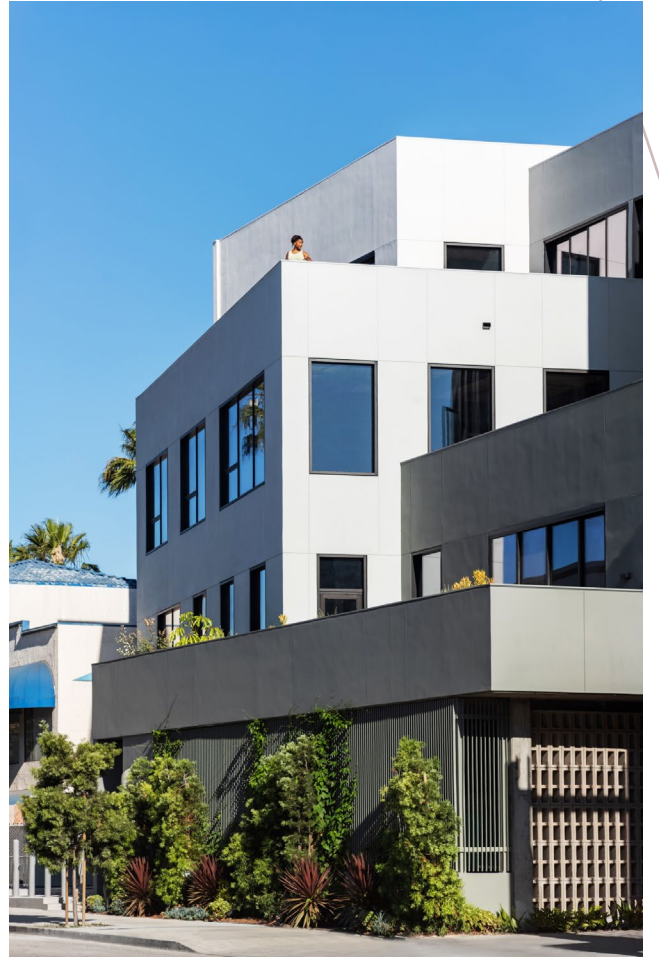
Architecture + Design

Portland / Los Angeles



Clayton Taylor, AIA
Co-Founder, Partner







An aerial photograph of a city at sunset, with a warm orange and yellow glow over the buildings and streets. The sky transitions from a deep blue at the top to a bright orange near the horizon. The word 'ARTIFACT' is repeated four times in a bold, black, sans-serif font, centered in the upper half of the image. The text is slightly transparent, allowing the cityscape to be seen through it. The bottom half of the image shows the same text repeated four times, but it is much darker and less legible, appearing as a reflection or shadow of the text above.

ARTIFACT
ARTIFACT
ARTIFACT
ARTIFACT

Projects for Land and City

ARTIFACT
ARTIFACT
ARTIFACT
ARTIFACT



**OUR WORK IS
THE CULTURE**



**OUR MEDIUM
IS THE
PHYSICAL WORLD**



**MAXIMUM
EXPERIENTAL
EFFECT**



**WE ARE
STEWARDING
THE CITY**

A MORE EQUITABLE PUBLIC REALM



An aerial photograph of a city skyline at sunset. The sky transitions from a deep blue at the top to a bright orange near the horizon. The city buildings are silhouetted against the bright light, and the foreground shows a dense urban landscape with some lights starting to glow. The text "In the business of building cities" is overlaid in a bold, black, sans-serif font on the left side of the image.

In the business of building cities