

Plenary

April 13th at 1:00 PM

Design Research Interactions: Lessons from Practice

Over the past two decades architectural practice has been called on to be more 'responsible', and 'research-based'. These conditions call for a radical transformation in design thinking where the ability to interact with technical knowledge and scientific evidence becomes necessary. As research becomes accepted as an integral part of design culture, the relationships between research results and practice applications – indeed that between researchers and designers -- become paramount.

In this session one researcher and one architect from three large firms (HKS, GENSLER and EYP) will team-present their work. They will discuss the methods they use to collaborate, the pitfalls they negotiate and the benefits their partnership brings to the firm and to their clients.

This will be a 90-minute moderated panel discussion with active participation of the audience.

MODERATOR: Saif Haq, PhD, Professor, Texas Tech University

PARTICIPANTS



Nena Martin, IIDA, NCIDQ
Global Workplace Leader

Nena Martin brings more than 25 years of interior architecture and design experience to her role as a global workplace leader. Her leadership and easygoing personality allows her to build strong client relationships and lead large teams of architects, engineers, and designers for all types of clients, including Apple, Google, Facebook, Samsung, as well as professional and financial service companies. She's been interviewed by *Austin Business Journal*, *CoStar News*, and *Fast Company*. She's participated as a panelist and speaker for Austin Design Week, Bisnow, LinkedIn, *Metropolis*, and the University of Texas—Bernard O. Dow Leasing Institute.



Nate Meade AIA, LEED AP
Lead Designer
Associate Principal

Cultivating a design concept from sketch to the built environment is what inspires me. And creating meaningful spaces to engage with the community motivates me. I'm an architect, passionate for the creative process. An artist, striving to evoke emotion. And a student, continuously in search of inspiration and improvement.

As a lead designer at Page, it is my role to guide clients through the design discovery process. What are their aspirations and what can design do to support them? I constantly challenge our team to realize the vision of "what's possible?"

I am curious by nature, always asking why. Because of my passion for continuous learning, leading Page's research team comes as a natural extension of my design responsibilities. Through research, we gain a deeper understanding of client,

context, and history. Like a great composer intimately understanding how each instrument produces sound, designers must also understand the various influences on the built environment—technical, social, and environmental—to achieve a harmonious design. That challenge is what gets me up every morning



Camilla Moretti
AIA, ACHA, LSSGB, LEED AP
BD+C
Studio Practice Leader, Health
Principal

A native of Brazil, Camilla Moretti's resume includes planning, design and research for large-scale healthcare facilities around the world. A Lean Six Sigma Green Belt, she studies and facilitates workshops on operational, logistical and functional issues to enable the team and user groups to make design decisions that promote operational best practices and evidence-based design strategies. In addition to her project work, Camilla is heavily involved in applied research projects and how they can lead to innovative design. Her work represents over 10 million square feet and more than 4 billion dollars in domestic and international projects. In 2021 she was honored by Building Design + Construction magazine with the 40 under 40 recognition.



Mike O'Neill, Ph.D.

Dr. Mike leads Data Science Research for the Gensler Research Institute. His long-time research area is understanding the intersection between workplace and employee stress, well-being, and performance. He has decades of research leadership experience in the commercial office industry conducting research and consulting for Fortune 1000 clients and has published three books. His most recent, "The Healthy Workplace Nudge," was a finalist for the 2020 CORENET Global Innovation Award. Mike is a frequent speaker around the US and Europe

Dr. Mike has a BA in psychology, and an M. Arch and PhD in Architecture and Behavioral Science. He is a Board-Certified Professional Ergonomist and Six-Sigma Black Belt. He is a member of the Board of Trustees for the National University of Health Sciences, founded in 1906, with a focus on integrative medicine. Mike helps companies identify and track metrics around employee retention, performance, and well-being, and offers practical recommendations to optimize the workplace experience and measure the financial ROI on these outcomes.



Justin Shultz PhD, BEMP
Lead Building Performance
Analyst
Associate Principal

Problem-solving is my passion. Working alongside architects and engineers, I use computational analysis to answer our most pressing sustainable design questions.

As a Lead Building Performance Analyst in Building Sciences at Page, I work with clients and design teams to define sustainability goals, develop strategies, and evaluate pathways to success. Let's develop performance-based recommendations through climate, building energy, building envelope, daylighting, glare, and fluid dynamic analyses.

With a Ph.D. in Architectural Sciences and a certificate in Building Energy Modeling, understanding complex problems and providing simple solutions has been the aim of my research and career.



Deborah Wingler, PhD
Associate Director of Applied
Research
Principal

Dr. Deborah Wingler's research focuses on improving the patient and staff experience through research studies that elicit insight into patient and staff physiologic, psychologic, and neural responses to high stress healthcare environments. As Principal and Associate Director of Research for HKS, Deborah collaborates with research and design teams to develop and implement research initiatives that drive innovation and achieve a measurable impact across the healthcare practice, globally. Through her research, Deborah has had the opportunity to work with some of the most forward-thinking healthcare organizations, manufacturers, and design firms in the industry to support their respective research agendas.