

# Symposium on the High Performance Workplace

Numerous factors are driving the design of today's workplaces. Companies are striving to increase innovation, collaboration, and productivity, and to create healthy, stress-free and sustainable spaces rich with amenities. Effective work environments must offer flexibility to allow organizations to remain nimble, enabling employees to adopt mobile work styles, and must also support a wide range of work activities from social interaction to concentrated individual work.

This symposium will explore how these and other drivers are shaping today's workplaces, and will provide insights on future workplace concepts. Presenters are leading design and real estate professionals who are shaping dynamic workspaces for prominent organizations.

*Sponsored by the Center for the Built Environment (CBE), at the University of California, Berkeley, and the PG&E Pacific Energy Center.*

**Wednesday, April 17, 2013**

**1:00 PM – 4:45 PM**

**PG&E Pacific Energy Center  
851 Howard Street, San Francisco, CA**

Also available by live webcast

## Registration

Pre-registration for the event is recommended.

Register for the symposium in San Francisco:

[www.pge.com/pec/classes/6349.htm](http://www.pge.com/pec/classes/6349.htm)

Register for the live webcast:

[www.pge.com/pec/classes/6350.htm](http://www.pge.com/pec/classes/6350.htm)

## Agenda

**1:00 pm:** Welcome and introductions

**1:20 pm: Work and Culture, One Size Does Not Fit All**

Kathy Berg, Principal, and Jan Willemse, Partner, ZGF  
Georgia Collins, Managing Director, CBRE Workplace Strategy

**2:30 pm:** *Break*

**2:50 pm: Collaboration or Concentration? Yes!**

Antonia Cardone, Vice President, HOK  
Henry Cheung, Senior Project Lead, IDEO  
Louis Schump, Design Principal, Rapt Studio

**4:00 pm: Panel discussion and Q&A**

All presenters with moderator Bryant Rice,  
Vice President, SideMark

**4:45 pm:** *Adjourn*

*Reception immediately following*



*2012 Livable Buildings Award winner Clif Bar Headquarters by ZGF will be a featured case study.*



*Collaborative space at HOK's London office.*



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## Speaker Bios



### **Kathy Berg, Principal, ZGF**

Over the course of Kathy Berg's 16-year career, she has worked on a number of higher education facilities, master plans and detailed project programs, mixed-use districts, laboratories, offices, residential

buildings, museums and art installations. She believes that working on a variety of project types allows for cross-pollination of ideas and greater opportunities for innovation. She is adept at working with clients to understand their culture and functional needs and translating that into highly sustainable, forward looking designs while at the same time leading teams and contributing to the design process – having been involved with the design and detailing of buildings from the programming phase through construction administration. Kathy is a LEED AP who graduated first in her class from the University of Cincinnati in 1996, the top architecture program in the country at that time.



### **Antonia Cardone, Vice President, HOK**

Antonia Cardone, LEED AP, is a Workplace Strategist in HOK's San Francisco office. She leads major programming and planning projects and is a part of HOK's strategic workplace solutions service line. She has

been responsible for leading a number of major facilities planning projects for corporate, government, and education clients. She has developed substantial skills in master planning, facility planning, briefing and a range of accommodation strategies. Her project roles include workplace planning, development of corporate workplace strategies, and long range facility planning and analysis. Antonia is recognized industry-wide as an expert in workplace strategies and has been awarded CoreNet MCR Top Rated Faculty for the past three years for her teaching of the course entitled "Creating Corporate Value through Workplace Strategy".



### **Henry Cheung, Senior Project Lead, IDEO**

Henry Hong-Yiu Cheung is a multi-disciplinary designer focusing his work on designing cultural products from environment to service designs and bringing

to life business strategies. Henry's core proficiency is applying design thinking to complex systemic problems and resolve them through a human-centered approach: It is important to contextualize norms and assumptions; a well-executed product is a beautiful design; a well-designed question delivers a meaningful experience. Central to Henry's practice is a belief that the richness of experiences evolves from an open collaborative process in conjunction with a disciplined attitude towards execution. This approach has led to a number of successful collaborations with world-renowned designers including Rem Koolhaas and the Office for Metropolitan Architecture, Gehry Partners, Bruce Mau Design Inc., and Bill Buxton of Microsoft Inc.



### **Georgia Collins, Managing Director, CBRE Workplace Strategy**

Georgia Collins co-leads CBRE's Workplace Strategy practice in the United States and is a member of the group's global leadership team. She has a particular interest in how

the needs of a changing workforce are impacting the way organizations think about they engage their people and the choices they make about place. She has spoken on the topic of work and place for CoreNet, the Urban Land Institute, CREW San Francisco and the Registry, among others. She has also written on the topic of workplace and flexible work for Fortune.com, the Huffington Post and Contract magazine. Georgia received her BA from the University of Pennsylvania and a Master in urban planning from Harvard.



### **Louis Schump, Design Principal, Rapt Studio**

Louis Schump, LEED AP, is a Design Principal at Rapt Studio and is based in San Francisco. He is responsible for building enduring relationships with, and leading design

efforts for, Rapt's diverse client base. His projects include both integrated (building, interior environments, website and brand) and standalone interior environments. As a LEED AP with a strong background in workplace, Louis designs spaces with a keen understanding of how building inhabitants interact with both their physical and virtual environments on issues ranging from culture and brand to energy consumption and waste management.



### **Jan Willemse, Partner, ZGF**

Jan Willemse has nearly 25 years of experience as technical designer on a variety of large, technically complex buildings. Jan approaches the creation of the built environment as a synthesis of art and

science, infused with a strong sense of social responsibility. He researches and implements strategies that support design and innovation, with a focus on the intelligent application of sustainable systems and materials. He is responsible for advancing ZGF's approach to Integrated Project Delivery and utilization of BIM as a design tool. As technical design partner, he applies his knowledge to a variety of technically complex projects to ensure that the design intent, as a reflection of clients' goals, manifests itself in all aspects of the project. These projects range from new children's hospitals in Portland and Denver, to Portland International Airport terminal expansions, to the California Science Center in Exposition Park in Los Angeles. He has worked on major research and clinical facilities for other clients, including Memorial Sloan-Kettering Cancer Center in New York, the U.S. Department of Energy, and the Oregon Health & Science University in Portland.