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Design and Construction Industry to Convene at Build Boston Next Month

This Year's Show Features the First Innovation Pavilion Showcasing New Products and Technologies

(Boston, MA) –October 19, 2010– Build Boston (www.BuildBoston.com), the Northeast's premier architecture and building event, returns to the Seaport Trade Center on November 17-19. For three days, architects, engineers, contractors, interior designers, and other industry professionals will participate in tours, workshops, and symposiums at the Boston Society of Architects' annual gathering of the design and construction industry. Now in its 26th year, Build Boston is a regional convention and tradeshow with national recognition, participation, and influence.

Build Boston 2010 will feature nationally and internationally recognized industry leaders who will share their experiences in the areas of energy, building technology, firm management and profitability, urban design, preservation and interior design. In addition, the tradeshow and conference will feature new products, technology and unique services.

The theme for this year's show is, "Forward" which "reflects the need for the industry to continue to learn from the past, but also embrace that which is new and necessary for continued success, especially given the current economic, political and social landscapes", according to Lawrence A. Chan FAIA, 2010 BSA President.

Build Boston was conceived and developed by the Boston Society of Architects (BSA) to embrace the entire design, development and construction industry. This broad and inclusive approach has fueled the event's growth and its continued popularity. "Architects don't work in isolation, we rely on the expertise of consulting engineers, other design professionals, contractors, manufacturers, and the vision of our clients," says Chan. "By inviting other building industry associations and client groups to partner with the BSA, we gain both their expertise and their members' participation, and that creates a rich learning and networking experience."

Participants can choose from 200 workshops and other professional development opportunities, earn continuing-education credits, visit more than 250 tradeshow exhibits featuring building technologies, products and services, and network with peers and colleagues at the Build Boston Bash and other special events. Discounts are available to attendees who register prior to October 29.

Build Boston 2010 Highlights

Innovation is a focal point at this year's Build Boston tradeshow and convention. Attendees will learn about the latest products, services and technologies at the **Innovation Pavilion** on the tradeshow floor. Dozens of new products – some not on the market yet – will be on display with special show deals available to attendees.

In addition to individual workshops, Build Boston 2010 features one-day **symposiums**. Each of these offers an in-depth look at a topic such as The Role of Designers in Disasters and Socially Sustainable Design. **Tours** are also part of the program with the list of destinations including Boston area design and construction gems Genzyme, Boston Museum of Fine Arts' New American Wing and Fumihiko Maki's MIT's Media Lab addition.

BSA award-winning projects as well as photos of projects by the Northeast's top design firms will be on display throughout the exhibit hall. Part of this **Design Gallery** is a **Lounge** where attendees can relax and network. Additional activities include **book signings, resume reviews** and trivia-based happy hours. The BSA and **Pecha Kucha** Boston will once again team up in the **Lounge** to bring the popular short-form, provocative slideshow presentations.

The opening night party – the **Build Boston Bash** - provides the ideal networking opportunity with more than 600 attendees, great food and live entertainment. **SOUNDSCAPE**, a creation of the Boston-based BLINK Project Group (comprised of designers, construction industry professionals, etc) involves the interaction of music, architecture and sound, with musicians performing in synchronization, separated by distance and dividing architectural elements.

Build Boston celebrates women innovators and leaders during the **11th Annual BSA Women in Design Conference** on November 17, which includes a full day of workshops and events starting with a keynote breakfast speaker and wrapping up with the **2010 BSA Award of Honor** presentation and reception.

The sessions and workshops cover a diverse range of topics including: integrating photovoltaics in the Massachusetts State House; school design for children and youth with autism-spectrum disorders; urban agriculture as a catalyst for urban planning; and innovative strategies for green datacenter design.

Build Boston has multiple registration options including full conference registration, as well as one-, two- and three-day packages, special symposium pricing, *a la carte* options, and exhibit hall passes. Build Boston offers a multi-track workshop schedule from 8:00 am to 8:00 pm on November 17, 18 and 8:00 am – 4:00 pm on November 19.

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About Build Boston

The Boston Society of Architects' Build Boston event is New England's largest annual convention and tradeshow for the design and construction industry. For more information and to register online, go to www.buildboston.com.