

THE NEW DESIGN ECONOMY

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While most industries experience subtle realignment over time, an accelerated pace of change happens during significant economic events like the one we are in the midst of today. The design and construction industries are in a state of change with impacts being felt in many areas including client expectations, team relationships, and design and construction delivery processes. Steve will share insights on how the design and construction industries are evolving as our economy's "new normal" unfolds. He will draw information from several sources including a recent study of the architectural profession by the University of Minnesota Carlson School of Business and an analysis of industry trends by the Design Futures Council Think Tank.

Stephen Fiskum is Chief Operating Officer of Hammel, Green and Abrahamson, Inc. (HGA), a 640-person design firm serving clients in Healthcare, Corporate, Arts, and Government through seven office locations. He is responsible for the day-to-day operations of HGA and for implementing the firm's design and business strategies. Steve received his Master in Architecture degree from Harvard University and his Bachelor of Architecture degree from the University of Minnesota. He strives to support architects to practice more productively and profitably through new and different ways. Steve also serves as the 2011 President of AIA Minnesota.

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