



Gensler

IES SF Education

2015 SPRING SEMINARS

Lighting & Placemaking

Part 3 of 3 **SMART CITY**

Presented by IES|SF and Gensler



Thursday, June 4, 5:30 -8:30 pm
Gensler SF Offices
2 Harrison St., 3rd floor, San Francisco



Zach Gentry
Vice President, Business Development, Enlighted

David Scheer
Sr Software Engineer/Building Performance Engineer, Autodesk

Paul Chasan
Planner/Urban Designer, San Francisco Planning Department

Lewis Knight
Planning & Urban Design Practice Area Leader, Gensler

Jeremy Steinmeier
Architect & Lighting Practice Area Leader, Gensler

Clifton Lemon
Founder, LightPlace Advisors, Clifton Lemon Associates

What exactly is the Smart City? How can it make places feel better? Today we are in the early stages of many deep transformations in the way we build and adapt in cities, and lighting is a leading application for the development and implementation of the Smart City. With the advent of Solid State Lighting (SSL), cities all over the planet are realizing that SSL can not only deliver energy savings, but can improve the quality of urban life, through better lighting and as the next step in intelligent infrastructure.

But organizations that plan and manage cities don't fully recognize the value of a Smart City vision because it hasn't yet been fully articulated. City managers today are presented with a bewildering range of technology solutions. To manage the future we need unprecedented flexibility; new metrics and analysis tools; and new models for policy, governance, design, development, and management that cross organizational and professional barriers.

The third in our 2015 Spring Seminars will deliver an overview of Smart City developments happening now; pose key questions about behavior, privacy, economic development, safety, health, and sustainability; demonstrate how lighting is leading Smart City development; show how new powerful modeling and sensor technologies and design methodologies are interacting to connect design, construction, and operation; showcase exciting local and global projects; outline alternative futures for the Smart City; and stimulate new ideas for collaboration and innovation.

\$20 IES & AIA Members/\$25 Nonmembers
\$10 Students & Emerging Professionals
Hosted Refreshments
IES & AIA CEU Credits available

Register at www.iessf.net

Speakers



Zach Gentry, VP Business Development, Enlighted
Pioneered the wireless lighting controls industry. He previously served as CEO and CSO of Adura Technologies, a smart grid technology venture he co-founded in 2004. He also led product and business development initiatives at SunPower, Robertson Stephens, Bear Stearns, Presidio Financial and John Hancock Financial Passions. Zach is passionate about creating solutions that eliminate compromise and being outdoors, running, snowboarding, or biking.



David Scheer, PSr Software Engineer/Building Performance Engineer, AutoDesk
A registered architect, energy modeling expert, and software engineer, David spent the last 12 years as an architect, land planner, GIS researcher, and energy modeling consultant in California and Alaska. As a domain expert at Autodesk since 2011, he is involved in advanced research in new modeling and analysis techniques. He has a MA in Architecture from UC Berkeley, and studied Aerospace Engineering, literature, history, and art at the University of Michigan.



Paul Chasan, Planner/Urban Designer, San Francisco Planning Department
Paul's passion is the planning and design of functional, beautiful and cherished spaces in the urban landscape. His significant projects for San Francisco include managing and overhauling the Parklet Program, urban design lead on the Green Connections project, stewarding the Rincon Hill Streetscape plan through final adoption and co-designing and building the SFBetterStreets.org website.



Lewis Knight, Planning & Urban Design Practice Area Leader, Gensler
As San Francisco's Planning Landscape Urban Strategy (PLUS) curator, he seeks to create great places and make lively spaces that are resilient and sustainable – environmentally, economically and socially. His project leadership includes major planning and urban design assignments globally, from large-scale community planning and design through to academic campuses and sports-anchored venues. A Gensler Senior Associate, he maintains an active teaching and publication profile.



Jeremy Steinmeier, Architect & Lighting Practice Area Leader, Gensler
Jeremy is a modernist architect and lighting designer with a passion for design and construction. His award-winning projects include single and multi-unit housing, retail facilities, and commercial projects. His work shows a commitment to thoughtful design, environmental stewardship, leadership through consensus building, and an appeal to the emotional experience of the user. He has a BA in Architecture from California Polytechnic State University in San Luis Obispo.



Clifton Lemon, IESNA, Founder, LightPlace Advisors, Clifton Lemon Associates
Clifton works with public agencies and private owners to accelerate the transformation of public space currently underway with new lighting and smart city technology. He was formerly the Marketing Communications Manager for Soraa, an innovative LED startup company founded by Shuji Nakamura, 2014 Nobel laureate in physics for his work on inventing the LED. He is chair of the Emerging Professionals committee for the IES San Francisco Section, and is on the Lighting Quality committee for the IALD.

Schedule

- 5:30 – 6:00 Networking
6:00 – 6:05 Introductions & Announcements
6:05 – 7:45 Presentations
7:45 – 8:00 Networking
8:00 – 8:30 Moderated Panel Discussion: Lighting as a Driver for the Smart City
Steve Lawton, Moderator
Zach Gentry, David Scheer, Paul Chasan, Lewis Knight, Jeremy Steinmeier

For more information:
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IES, San Francisco Section
<http://iessf.net/>

Moderator



Stephen Lawton, Founder, LightPlace Advisors
Retail Consultant, Main Street Property Services, Inc.
A co-founder of LightPlace Advisors, Stephen is a Retail Consultant providing consulting and leasing services for developing shopping centers, main streets, and town focal points. As a licensed real estate broker in California, he served as the Public Sector Chair of the Northern California Alliance program of the International Council of Shopping Centers (ICSC), and is a longtime member of its program committee. Mr. Lawton is a founder and President of the Northern California Chapter of the Congress for the New Urbanism, as well as the chair of an advisory committee to the Contra Costa County Board of Supervisors, and an active member of the East Bay committee for the Urban Land Institute in San Francisco. He holds a B.A. in Economics from the University of California, Berkeley.